

Post-It brand fax transmittal memo 7671		# of pages = 2
To <i>MIKE KEENEY</i>	From <i>JOHN BALIO</i>	
Co.	Co.	
Dept. <i>R&D</i>	Phone #	
Fax # <i>ILION # 6</i>	Fax #	

FOCUS PANEL

10/1/92

cc: J. M. Bunting
K. W. Soucy
T. R. Nusz

TO: M. D. KEENEY

FROM: J. R. BALIO *JRB*

SUBJECT: NBAR PROTOTYPE SPECIFICATIONS

The market research study for NBAR will be scheduled starting in January 1993. The characteristics I am interested in determining customer preference on are:

- o Barrel profile
- o One piece vs. two piece action design * * *
- o Ejection port configuration *
- o Scope mount design
- o Stock configuration
- o Recoil pad style
- o Wood finish gloss
- o Bolt handle styling
- o Overall appearance *

Three prototypes will be needed for this study. Below are the specifications for the prototypes we discussed. Please let me know when you expect to have them ready. Call me with any questions you have. Thanks.

COMMON ATTRIBUTES:

- o 24" Barrel
- o Long action
- o Receiver drilled and tapped for new scope base
- o Jeweled bolt
- o Appearance of a magazine box
- o Sling swivel studs
- o Free floated barrel
- o No safety or bolt lock (use current guns for discussion)
- o Non-functional

OUR CONSPICUOUS TO
NOT DICTATE PROCESSING
TECHNOLOGY STRUCTURE

DETAILS

ULTIMATE VALUE

OF FOCUS PANEL:

REASONABLE MARKETING
OR NEW TECHNOLOGY.

* KEYS, I THINK

UPDATE: 1-7-93
MORE
LIMITED
FOCUS

(1) SLICK REC BAR (2) EJECT
VS. PART
STEPPED REC BAR