

	<u>NBAR</u>	<u>EXPRESS RIFLE</u>
RECOIL PAD COLOR	BLACK	BLACK
CHEEKPIECE	YES	YES
WOOD FINISH	SATIN	-
SYNTHETIC STOCK FINISH	SMOOTH TEXTURE	ROUGH TEXTURE
SYNTHETIC STOCK COLOR	BLACK/CAMO	BLACK
STOCK/ACTION BOLT TYPE	HEX	HEX
^{allen head} LEFT HAND ACTION (12%)	YES	NO
SHORT ACTION AVAILABLE	YES	NO
CARBINE AVAILABLE	YES	NO
BBL LENGTH OF CARBINE	20"	-
CUSTOM/IMPROVED BEDDING	YES	-
IMPROVED FIT & FINISH	YES	-

CONSIDERATIONS MOST IMPORTANT TO THE PURCHASE OF A BOLT ACTION
BIG GAME RIFLE (PRIORITIZED).

1. ACCURATE
2. RELIABLE
3. STRONG
4. HANDSOME
5. AVAILABILITY OF CALIBERS
6. FIT/FEEL, HANDLING

RUGER 77 IS BEST LOOKING RIFLE
(SEXY)

"IF ITS SHINY, THEY'LL PICK IT UP."

IMPROVE AESTHETIC QUALITIES
OF OUR PRODUCT.

THIS
IS
HISTORY

PURPOSE: DIFFERENTIATE
NBAR FROM EXPRESS
SPECIFICATION PROPOSALS
NBAR VS. EXPRESS RIFLE

"economy priced"
EXPRESS RIFLE

	<u>NBAR</u>	<u>EXPRESS RIFLE</u>
BARRELED ACTION MATERIAL	BLUED/MATTE STAINLESS	BLUED CARBON STEEL
SCOPE MOUNTING	INTEGRAL BASE	RECEIVER DRILLED & TAPPED
* SAFETY TYPE	THREE POSITION ON BOLT SHROUD	TWO POSITION ON RECEIVER TANG
BOLT LOCKING LUG TYPE	DUAL OPPOSED	DUAL OPPOSED
LOCKING LUG LOCATION	FRONT OF BOLT	FRONT OF BOLT
BOLT HANDLE	M700 TYPE	M700 TYPE
EXTRACTOR TYPE	PRE 64 M70 X	M700 TYPE
EJECTOR TYPE	M700 TYPE	M700 TYPE
BOLT RELEASE	MAUSER TYPE	M700 TYPE
BOLT SHROUD PLUG	CLOSED AT REAR	OPEN AT REAR
BOLT BODY STYLE	NON FLUTED	NON FLUTED
BOLT BODY FINISH	POLISHED & JEWELLED	BLUE/BLACK
BOLT HANDLE KNOB STYLE	CHECKERED SURFACE	SMOOTH SURFACE
MAGAZINE	DETACHABLE	BLIND
OPEN SIGHTS ON BBL	NO	YES
STOCK MATERIAL	WALNUT/SYNTHETIC ATTRACTIVE	SYNTHETIC
STOCK STYLE	CLASSIC	CLASSIC
RECOIL PAD	SOLID	SOLID