

CENTER FIRE RIFLES - contd.MODEL 700 BOLT ACTION CENTER FIRE RIFLE - IMPROVEMENTS
(Introduction 1974)

Marketing briefly reviewed the need for improving the Model 700 rifle. Competition is increasing their share of this market at Remington's expense.

Exhibit 1 was presented on the cost of proposed improvements. It had been agreed by Marketing, R & D and Production that Items 8 and 9 would be deleted. The Operations Committee concurred with this decision.

Production reported that several alternatives to provide cut checkering for Model 700 Stocks have been evaluated. Exhibit 2 shows Alternative 1 which is the least expensive but will not provide a January, 1974 introduction date. Alternative 3 will provide the January, 1974 introduction date but is very expensive. Exhibit 3 shows Alternative 2 which will provide a January, 1974 introduction of cut checkering on Model 700 BDL rifles.

Marketing believes that cut checkering is required for this rifle. The major competitive rifles offer this feature. Remington must do what is required to protect this product which is a 100,000 rifle market. Over the last ten years, the Model 700 has had less improvement than any of the other major gun lines. Exhibit 4 was presented to emphasize the significance of this total improvement program. It was further indicated that cut checkering is a major customer acceptance item.

These exhibits and the need for a preliminary appropriation request approval in October and total project approval in November caused considerable discussion which is summarized as follows:

1. Press forming of several models of short Stocks including checkering is in production. Development work on Fore-ends and long Stocks is in progress. Now a big cut checkering program is proposed. Are these two programs compatible? Should the press form development work be stopped?