

I. Background

International Sales has reported that their sales of M/788 rifles could be increased if they were chambered and marked as 7.62mm NATO rather than 308 Winchester. They feel that in certain countries of the European market the NATO designation is much more familiar and better accepted than the 308 Win.

It is possible that this designation could also apply to other rifles such as M/700 and 742, but for now, only the M/788 will be used.

II. Recommendation

Based on International's forecast, we propose to make up 500 M/788 rifles specifically chambered and barrel marked for the NATO cartridge. These guns would be marketed exclusively by them.

Ilion R & D and Production have investigated this proposal and report it to be feasible.

III. Results Expected

We feel this product variation could help International increase their center fire rifle volume. However, it is difficult at this time to quantify the increase.

IV. Timing

On approval, Ilion will order barrel roll marks which will take between 8 to 10 weeks for delivery. Because the NATO chamber is slightly larger at the head than the 308 Win. chamber, special reamers will be obtained, but the delay should be no longer than that for the roll mark.

Based on the above timetable and presently scheduled 308 Win. production, guns could be expected in the warehouse by the end of July.

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