

SHOTGUNS - contd.MODEL 3200 TRAP 32" BARREL SHOTGUN - contd.

Marketing has not developed a proposal to retrofit 32" Barrels to existing guns. This would take a Barrel Assembly at the expense of a complete gun.

MODEL 3200 SINGLE BARREL TRAP SHOTGUN  
(Introduction 1976)

R & D reported that a prototype Model 3200 single Barrel trap shotgun will be available at the February meeting. In May, 2 guns will be completed and 5 more in August. Marketing field testing can start in September, 1974.

Treasury asked "Can we economically produce a single Barrel gun of this type?" (Product cost and project economics are to be developed.)

R & D indicates this gun will be unique with no competition. Marketing is developing forecasts and selling price.

Marketing will take line counts at three major shoots this year to determine popularity of single Barrel break-open guns. There is also a market analysis study being made. What must be determined is why people buy single Barrel trap guns - is it low cost?

For this gun to be successful, it must shoot better than anything on the market. "Shoot better" was defined as breaking more birds than other guns. It is expected the recoil reduction system and micrometer adjustable ribs will accomplish this result.

R & D reported the announcement date is 1976 which requires release of design to the plant by July, 1974 which is a tight schedule considering the development work remaining. With normal problems, design release will be September 1 and with serious problems, November 1, 1974.

The Chairman encouraged R & D to meet the established schedule and stated that Management would be unhappy to delay introduction one year.

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