

SHOTGUNSMODEL 1100 DUCKS UNLIMITED - Contd.

The chairman asked that the October meeting include a presentation by Marketing similar to that given Ducks Unlimited. He would also like a report from Research and sample models for Committee review.

MODEL 870, 20 GA. LW LIMITED
(1981 Introduction)

Marketing reported that the Model 1100 Limited introduced this year has been well received, with orders to date for over 4,400 guns. Input from field sales suggests there is also a strong demand for a similar version of the Model 870.

The Model 870 Limited, proposed for 1981 introduction, will feature a 1" shorter Stock, and be offered with a 23" ventilated rib barrel in both modified and improved cylinder specifications. Two extra Barrels in the same specifications will also be offered. Marketing estimates first year sales of 3,000 shotguns and 1,000 extra Barrels. 83

While it is most desirable for any new product to have the promotional support of the full line catalog and price list, because of the rules governing such introductions, this announcement will be made after a successful trial and pilot in early Spring.

Research reported that models are being built and the design will be transmitted by the end of September. Sample Stocks are being made up to determine whether the standard 870 LW butt pad can be used. As an alternative, a Pachmayer pad has been identified which could be available within about 6 weeks.

Production reported they have reviewed the specifications for this gun to determine timing. Tooling required to cut Stocks to length will take about two months to design and build. Provided recoil pads are available within that time frame, warehousing could begin a month later.

CENTER FIRE RIFLESMODEL 7400-7600
(1981 Introduction)

Production reviewed the 7400 schedule (Exhibit 3), pointing out that trial and pilot of all components is complete. All but three of the machines purchased against the 7400 project are in production: two spline mills required for additional Receiver capacity; and one special machine required for added Breech Bolt capacity. These three machines require minor alterations, which should be complete by the end of the month. The absence of these machines from the manufacturing lines has caused no disruption in the flow of components to assembly.