

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



cc: J. P. McAndrews
J. E. Dickey

Bridgeport, Connecticut
April 21, 1970

TO: V. G. DeREUS
FROM: F. E. MORGAN
SUBJECT: MOHAWK 600 BOLT ACTION CENTER FIRE RIFLE

Marketing recommends that the Mohawk 600 rifle replace our current M/660 rifle in 1971.

The basic purpose of the Mohawk line is to generate additional firearms sales via the use of discontinued Remington models. The goal of the program is to establish a promotional line of guns with models covering shotguns, center fire, and rim fire units. In doing so, we will not market a model in the Mohawk line that is offered in the Remington line in the same year.

The current sales and usefulness of the Model 660 rifle has dwindled to where we expect to sell less than 10,000 units in 1970. Volume would continue to diminish annually. In view of this, we are changing the specifications to make the gun a promotional model needed in the Mohawk program.

The specifications for the Mohawk 600 will be as follows:

Magnum stock will be birch
All other stocks walnut
Stocks will have a standard lacquer finish without grip caps
Magnum stock guns will have a Firestone recoil pad with white line spacer
The barrel length of the new gun will be 18½"

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In addition to the above cost savings features, the barrel and the receiver will be deburred and finished the same as the Model 788. The receiver markings will be changed to Mohawk and the trigger will be gold plated.

Economics are to be developed for these specifications. Marketing is aiming for a list price in the area of \$114.95 for the regular line and \$134.95 for the magnum line.

The following table lists the volumes and the calibers that will make up our forecast of 20,000 units, which is an increase of 10,000 guns over our expected volume for 1970 in the Model 660 line.

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MOHAWK 600

2800	-	222 Rem.
3000	-	6mm Rem.
8000	-	243 Win.
4600	-	308 Win.
700	-	6.5 Rem. Mag.
<u>900</u>	-	350 Rem. Mag.
20,000		