BARBER - PRESALE R 0107338

"This gun would be ideal for the brush here in Michigan."

"To me a bolt action is safer than a lever for my son. This would be perfect."

Only a few respondents in the sample make a contrast between this new gun concept and Remington's previous Model 600, which they speak favorably of:

> "This is a remarketing of a Remington 600. I've shot one and I'd like to have one."

"This is similar to the Remington 600 which was great. I'm looking for something like that."

"There's one on the market already - a Remington 600. Well actually it's discontinued now. It was recalled because of an accident with a 15 year old boy who violated nine basic gun handling rules."

Another advantage that hunters perceive in this gun is its ability to accommodate a scope, which a Model 94 cannot do without a side mount. This seems to be a very important issue with a good percentage of the sample:

> "In this area (Atlanta) you need a scope to see through the brush and thicket, trying to get a piece of the deer. This is a definite advantage of this new gun."

"Just about anyone going in the woods today will use a scope."

"When you get old enough where you can't see the front sight or the range you are shooting, you will learn to love a scope. It becomes a necessity."

CONFIDENTIAL-SUBJECT TO PROTECTIVE ORDER KINZER V. REMINGTON

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