

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



*copy to*

xc: J. P. Glas  
J. E. Preiser  
J. S. Martin  
F. E. Martin

*workman*

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"

Ilion, New York  
April 28, 1981

TO: C. B. WORKMAN  
FROM: T. L. CAPELETTI *TC*  
SUBJECT: MODEL 700 FEATURES FOR POSSIBLE USE IN ADVERTISING

*JPE - This  
basis list can be used to  
develop an advertising  
campaign in conjunction with  
our competitive evaluation now  
in progress  
Clark*

In response to Marketing's inquiry concerning strengths of the M/700 design which may be used in advertising campaigns, I asked Fred Martin to itemize areas he felt were significant. Fred provided me with the following information:

- \* Strength - Action - Ability to withstand abuse of inexperienced handloaders.
- Extractor - Comparison of competitive systems.
- \* Accuracy - Still the most accurate production center fire rifle made. Accurate enough to be used competitively "out of the box".
- Fire Control - Adjustable and smooth; still the best production trigger available - with planned modifications, will have another safety feature to advertise.
- Calibers - A caliber and a loading available for anything from ground squirrels to Kodiak and Brown bear or elephant and rhino.
- Adaptable - Several variations are available for military and police work. Gun/cartridge combination can be tailored to individual application.

As indicated by the \*, Fred feels that strength of the action and extraction systems and accuracy are prime selling points for these rifles.

TLC:ws  
Firearms Research Division

*Send to J.P. Glas 4/28/81*