

BOLT ACTION RIFLE QUESTIONNAIRE

PAGE 4

15. How should we advertise the rifle you tested?

Nationally. Although it would be between
the 785 and 700s in price & quality, it
will position itself as a ^{unique} 700.

16. What does the word "carbine" mean to you?

Short barrel, short overall length,
easy-handling.

17. Assuming the new gun was introduced in 1980 in .222, .22-250, .243, 6mm, .308 and 7mm-08 at a retail price \$20 below the M/700 ADL, what impact would it have on other Remington center fire rifles?

In the hunting calibers it would take some
sales away from ADL, but generally would
be "plus" sales. We'd get some of the
Auger 77 business.

Respondent's Name: G. A. Quinn

This short barreled/action is ideal for
a fiberglass stock. With a thinner
barrel, it would be a featherweight
with great accuracy.