

PRECLUDED MY ABILITY TO SHOOT
RIFLE IN THIS TIME FRAME. REACTIONS
ONLY TO VISUAL + HANDLING -
BOLT ACTION RIFLE QUESTIONNAIRE

7mm-08 Cal. Serial # 362261B

1. What do you like about the new bolt action rifle?

THE CONCEPT - CARBINE - SHORT FAST
HANDLING BOLT ACTION RIFLE

2. What do you dislike about this new gun?

THE EXECUTION - THE RIFLE IS TOO HEAVY
AND CLUBBY LOOKING - DO NOT LIKE SHORT
METAL TRIGGER GUARD FLOORPLATE - BHL TOO HEAVY

3. How would you improve the consumer acceptance of this bolt action rifle?

SLIM DOWN BHL, BETTER SIGHTS, WILKINSON STOCK,
SLIM DOWN STOCK PROFILE, DIFFERENT BOLT HANDLE.
710 BDL FLOOR PLATE ASSEMBLY

4. In terms of overall quality, how does this new gun compare to other center fire rifles in Remington's line?

CLOSER TO 788 THAN 700. QUALITY OF
EXECUTION IS SIMILAR. QUALITY OF DESIGN
IS A BIT IN LAMBO. NOT CLEAR WHETHER SUPPOSED
TO BE CHEAP M788 REPLACEMENT OR WHAT?

5. Given a \$210 suggested retail price for the M/788, a \$298 price for the M/700 ADL and a \$358 price for the M/700 BDL, where do you think the new gun would fit in our line from a price standpoint?

MAYBE \$250. SOMEWHERE BETWEEN 788
+ 700 ADL.

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