

## REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

*Remington.**PETERS*

June 21, 1985

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"Marketing Meeting Outline: Monday, June 24, 1985Challenge:

To give our customers a "BDL-like" rifle yet still differentiate it from our current offering as well as the competition.

Assuming a second focus panel review sometime later this year, we need to outline the options to be considered so that samples can be made.

Metal Finish

- o high luster finish
- o satin bead blasted finish
- o coarse shot blasted finish
- o bolt finish - jeweled
  - plated
  - black
- o follower finish
- o
- o
- o
- o
- o assume bolt plug and handle will match barrelled action

Stock Shape and Finish

- o Fore-end tip - BDL
  - Mountain Rifle
  - none
  - new design
- o Grip Cap - BDL
  - none
  - new design
- o Butt pad - Mountain Rifle
  - BDL
  - new design
- o Spacers - white line
  - black line
  - none