

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



xc: F.E. Martin

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" _____

February 25, 1985

TO: J.W. Bower

FROM: R.S. Murphy *RSM*

New Bolt Action Focus Panel Review

On February 11, 12, and 13, focus panel reviews of the proposed new bolt action rifle were held in Phoenix, Denver, and Houston respectively. In addition to Lou Getman and his assistant, Bill Forson, Jim Chambers and I represented Remington. Bud Fini was also present in Phoenix and Denver.

The respondents were selected on the basis of a questionnaire and I understand they were paid twenty dollars each for their involvement. Ten were queried in four of the sessions and eight in the other two. The reviews were held at market research facilities in each of the three cities and were scheduled for 5:30 and 8:00 each evening. Lou Getman presented the test rifles and directed the discussion while the rest of us watched and recorded comments behind a one-way mirror. The sessions were tape recorded for future reference.

After a question was asked the respondents were instructed to record their preferences before any discussion. After discussion they were then asked to re-rate based on any new information they may have learned. I have included in the following pages a summary of the comments that I recorded from the discussions. They are intended only to demonstrate how wide the range of opinions can be and possibly infer a trend in thinking on a particular topic.

A very complete report is expected from Lou Getman about mid-March.

RSM:sps
Attachs.

FOCUS PANEL SUMMARY

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1. Stock Styles

- Q - satin finish BDL
- R - Prototype
- S - Prototype
- T - Mountain Rifle

- Q - good fit
 - liked Monte Carlo, pistol grip, width of fore-end
 - preferred squared fore-end, good pistol grip, not swept back
 - 1 preferred white line spacers so he chose Q over T
 - good feel, biggest grip -- good
 - preferred grip, flat bottomed fore-end
 - liked cheekpiece, also the way thumb wraps around
- R - good cheekpiece, drop at heel
 - best fit, liked round fore-end
 - quality, more sculptured cuts
- S - good, rounded fore-end, too skinny pistol grip
 - liked recoil pad, small fore-end grip, good pistol grip, shouldered well
- T - liked feel, look, fore-end, recoil pad
 - big hands fit well
 - no good, too light (2 people)
 - too small grip -- ladies rifle
 - bigger fore-end, rounded, good feel
 - good grip for big hand, recoil pad, no sling swivel studs

General -

- easy to eliminate Q & R, no recoil pads
- T & R classic look, no white line spacers
- all stocks too short for today's male, Bolt Action Rifle
- cheekpiece needed for scoped rifles
- stocks should be checkered
- no recoil pad is a detriment
- Q, T & R all similar, not much difference

2. Receiver Styles

- Q - round w/integral mounts
- R - octogonal receiver
- S - octogonal receiver integral mounts
- T - BDL (round without integral mounts)

- Q - did nothing for me
- R -
- S - hex receiver reflects, pretty but not functional
 - hex is unique, different, glare not a big factor

FOCUS PANEL SUMMARY

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Receiver Styles - cont'd.

- T - prefer plain round, cleaner
- liked least, need base and mounts

General -

- integral mounts more reliable (from one who has both).
- looks stronger, cost advantage
- mount issue not more important than rest of rifle.
- flat bottom receiver beds better, will shoot better
- one group chose round over square receiver design 6-4
- same group chose integral mounts 6-4
- another group chose round over square 7-3
- also chose integral mounts 7-3

3. Barrel Styles

S - Mountain Rifle contour, hammered

T - Mountain Rifle contour, smooth

Q - BDL contour, smooth

S - looks good, new

- didn't care for, looks expensive and didn't want to pay for it
- hammer marks would collect moisture
- too much reflection
- glare would be a problem
- hammer marks cut glare, give a distorted look
- hammering tempers barrel
- as a purely cosmetic feature - not bad looking
- detracts from clean lines of the gun
- takes stress away from barrel
- reflections a problem
- if it is functional then it is OK and has a purpose, - objections become minor
- didn't care about hammer marks, cosmetics not important, function only
- hammered barrel does not follow the rest of the gun, not smooth, graceful - does not compliment gun.

T - lightest, easiest to carry

- lightweight
- likes taper, streamlined

Q - preferred heavier barrel, slim barrel heats up, "walks"

- too stout, heavy
- old fashioned, heavier, won't whip
- less kick, won't heat up as fast
- heavier barrel more accurate
- preferred barrel weight
- heavier barrel shoots better, won't walk
- liked look of slim barrel but picked heavy barrel because of function

FOCUS PANEL SUMMARY

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General -

- as a cosmetic feature, not interested in hammer marks but as a functional improvement -- interested
- "If they could taper down a barrel and make it light, I'd buy it."

4. Magazines

R - detachable (kwik klip aftermarket product)

T - BDL floorplate

- R - detachable safer, easier to unload
 - can carry various loads conveniently
 - can carry two, more convenient
 - quicker and easier to load wearing gloves
 - bulges from receiver but is functional, therefore OK
 - easier loading
 - quicker, more convenient
 - hate stampings but doesn't look bad
 - can carry extras
 - can drop in mud, forget, lose
- T - smoother lines
 - messy, on unloading shells go everywhere
 - sleeker
 - toploading, must crank at shells through chamber to unload
 - extra loose shells rattle in pockets, bullet tips deform
 - must catch shells when unloading
 - smoother lines
 - tradition

General -

- one group preferred detachable 6-4
- another 7-1 and another 7-3
- detachable magazine bulges but if it is functional then it is OK
- no difference in look, (bulged vs. floorplate)
- clip vs. floorplate not a big deal
- bulging floorplate not a serious flaw
- not a make or break issue
- ** - all users had difficulty removing magazine when the rifle was not held horizontally.

5a. Bolt Lock

- A - Locks on safe and fire
- B - Locks on safe
- C - No bolt lock

FOCUS PANEL SUMMARY

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5a. Bolt Lock - cont'd.

- A - undesirable, two people in one group check if gun is on safe by lifting bolt
 - safer, must unlock manually
 - good for youth, would not deter me
 - lock in both positions is redundant
- B - two people used to this style (military weapon)
 - two people said lock in safe good, when you fall bolt will stay closed, keep debris out of action
 - no need to be locked in fire position
 - need bolt lock on safe as safety aspect to keep bolt lock down
 - good, can unload on safe
 - prefers bolt that unlocks when safe is on fire like old BDL
- C - complicates gun
 - is an extra mechanism to foul up
 - don't desire one from habit but probably a different story for kids
 - not used, not used to it, confusing

General -

- any mechanism used is an extra step to unlock and unload gun: rather than push lever and unlock gun it is easier to pull the trigger
- extra safety
- use complicated mechanism as safety feature; if action is closed, can't open it
- confusion about bolt plug bolt lock before it was explained
- in most groups no one addressed unloading
- purpose is safety feature
- snags in brush. shows an important need for bolt lock
- counts: 2,7,1: 2,7,1: 5,2,1: 0,4,6.

5b. Placement of Bolt Lock

- M - side tang
- R - bolt plug
- M - too close to safety, difficult to operate with gloves
 - easier
 - with gun on fire hard to get to (?)
 - fits better, perceived good design, nothing will go wrong
 - easier reached with thumb, gloves present a problem with this design
 - too close to safety

FOCUS PANEL SUMMARY

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5b. Placement of Bolt Lock - cont'd.

- R - easier
 - easier with gloves on, poor design, too small
 - easier to operate
 - too weak
 - easy to remember, bolt lock on bolt

General -

- location is fairly important
- likes bolt lock but not extra mechanism
- both are confusing
- counts: 2,6: 3,7: 6,2:

6. Bolt Release

Q - BDL location

S - side tang

- Q - more deliberate action required to activate
 - hard to get to with gloves
 - gloves no problem; take bolt out only at home
 - easier, natural grip when disassembling
 - problem with gloves
 - hidden out of the way (good)
 - deliberate motion required
 - too close to trigger (?)
 - too close to trigger and magazine release

- S - confusion between bolt lock and bolt stop
 - good, easy for right hander, convenience
 - easier to drop bolt out of gun accidentally
 - easier to trip
 - cheap
 - easier
 - can snag, gets in the way, accidents
 - more control of rifle
 - opening for dirt

General -

- experienced M/70 user prefers Q
- never want to remove bolt when hunting
- counts: 4,4: 2,8

7a. Bolt Plug

A - exposed firing pin head

B - enclosed bolt plug

FOCUS PANEL SUMMARY

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7a. Bolt Plug - cont'd.

- A - exposed better, cocking indicator, easier to lubricate
 - tradition, cocking indicator
 - cocking indicator
 - gets dirty, can freeze up
 - easier to oil
 - cocking indicator
- B - one less opening for dirt
 - cleaner gun, sealed
 - new, different, keeps elements out
 - keeps it clean
 - better for safety's sake but mentioned no cocking indicator
 - looks better

General -

- not sure what's on own gun
- cocking indicator on enclosed bolt plug not pointed out by moderator, therefore too small to be easily noticed
- counts: 5,5: 3,8: 6,2: 5,5

7b. Bolt Plug Style

- R - scalloped, short
- S - scalloped, slender
- M - BDL style enclosed
- R - blueing will wear off edges
 - when bolt is cycled will reflect light
 - liked looks
 - liked best
- S - blueing will wear off edges
 - when bolt is cycled will reflect light
 - looked better
 - liked least
- M - plain, simple, clean
 - looked strong

General -

- shape very unimportant
- not functional difference back there (re: glare)
- scalloped bolt plug would look funny on round receiver
- cover edges of receiver to deflect gas
- counts: 3,2,5: 0,1,7: 2,2,4: M almost unanimously

FOCUS PANEL SUMMARY

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8. Bolt Handle Style

Q - ADL

R - Smooth, polished oval

S - faceted

T - teardrop, knurled

M - BDL

Q - liked feel

- smallest

- didn't like knurling on others, catches grime and rusts

- round, no details, liked better, doesn't care for knurled surfaces

R - round, no details, liked better, doesn't care for knurled surfaces

S - sharp edges, small, didn't feel right

- too "gimmicky"

- good feel, small, slippery when wet

- liked shape, small size

- no grip, small size

- facets slippery, gloves a problem

- small

- similar to knurled, positive grip

T - knurled, most like knurling

M - good feel

- large

- knurled, oblong, used to it

General -

- knurling is important, won't slip in gloved hand

- few arguments against knurling

- one guy doesn't know what his own is, wouldn't make a big difference

- like Manlicher style

- counts: T&M vs. others: 7,1

T&M vs. others: 9,1

liked S least: 8 of 10, 4 of 8, 8 of 10, 7 of 10

FOCUS PANEL SUMMARY

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9. Safety Location

R - side tang

S - rear, center tang

R - easier to work with gloves

- large opening, ice fills opening and safe won't move
- easily accessible, convention
- easily moved accidentally (brush, trees, etc.)
- BDL safety well known, works well, reluctant to change

S - hand covers safety on tang

- tang better, less thumb movement
- better for left hander
- not high enough to engage (too small)
- not detented, not sure, too short throw, with scope and gloves hard to operate
- thumb right there all the time
- comfortable, bad because of over shoulder carry
- too far rear, unnatural
- too small
- pistol grip is where you carry gun, can push off easily
- not detented
- safe too far rear to be effective
- when carrying hand covers safe

General -

- on M/70 can feel position of safe without looking, not S
- quietness important
- counts: 8,2: 6,2: 9,1

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