

New Best Action Rifle Consumer Research

"No plans currently exist for actually replacing the Model 700, etc." Need clarification. BT calls NBAR a priority item, ready for '88-'89 replacement of BDL.

Current BDL has high level of customer acceptance. But action rifle market is highly segmented

"Strong consumer preference for the M/700 BDL stock configuration, round receiver, barrel contour, safety location and butt handle style strongly indicated the need for a rifle of this design in the line. The findings suggest that the NBAR should utilize the current M/700 as a springboard, rather than introduce an entirely new model with dubious acceptance"

- Don't forget XSG design. Improved functioning design, but program was shot down because it still looked like an 1100. Certainly the 1100 has the broad consumer acceptance and does the M/700.

+ Clear preference for a butt pad

+ Clear preference for check price

* detachable magazine box a given

Canal contain 56% or 44% for EDC - is that significant

Canal receive w/ integral receiver mounts

* definite rejection of Hammer forged bbl.

Heavy preference for bolt lock

- bolt lock release on the bolt plug was marginally preferred.

"Fully enclosed bolt plug preferred (marginally) to prevent dirt and moisture from getting into the gun. Interesting purpose is to prevent gas from going back into receiver's face.

- also of interest - respondents did not see the cocking indicators. Redesign or redesign?

People wanted large bolt handles (EDC) and kneeling

* Clear preference for side mounted safety as opposed to tang safety.

Respondents wanted round (flat bottomed) receivers - reduce manufacturing and capital cost.