

# REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE

Remington  
OUTLET

PETERS  
OUTLET

cc: C. B. Workman  
J. S. Martin  
F. E. Martin  
S. A. Fanelli

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY" \_\_\_\_\_

Ilion, New York  
December 11, 1980

TO: J. P. GLAS

FROM: T. L. CAPELETTI

SUBJECT: POTENTIAL IMPROVEMENTS TO BOLT ACTION RIFLES

I have discussed potential improvements to our bolt action rifles with Fred Martin and Sal Fanelli in response to your inquiries concerning why Remington may be losing position in that market and what we might do to regain that position. In view of the new Winchester Model 70 light weight, this is an opportune time to review results of those discussions for you. Fred and Sal's suggestions, summarized below, fall into three general categories: Improvements in a.) Design, b.) Appearance, and c.) Marketing Philosophy. These suggestions have not been fully reviewed with either Jim Martin or Clark Workman. However, I feel they merit further consideration. Significant change in our market position will probably require focused attention on a complete redesign of the firearms combined with a more aggressive marketing approach.

## Design

Areas where design changes may be beneficial are in the receiver, feeding, and fire control systems. It may be possible to design a bolt action with enough commonality in the receiver to permit use of one magazine box and fire control system with all of our centerfire rifles (autoload, pump, and bolt action). Commonality would have obvious cost improvement advantages and is worth serious consideration. However, our bolt actions have an excellent reputation for accuracy and durability and one of the program objectives would certainly be to maintain that performance and reputation.

Short of complete redesign of the line, improvements are possible in the feeding and fire control systems of the current designs. The magazine in the M/700 ADL 7mm magnum can only accommodate

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two (2) rounds with ease; holding three (3) rounds sometimes requires special adjustments. Magazines should be designed to easily accommodate three (3) magnum rounds or four (4) standard rounds. In fact, we need focused attention on the feeding systems on all our bolt actions, including the rimfires. Regarding the fire controls, we already have a program to develop improved systems. Those improvements should be aggressively pursued and implemented.

### Appearance

When properly cleaned and displayed, our bolt action centerfires have an excellent appearance and give an impression of rugged dependability. However, out-of-the-box appearance is generally not as favorable due to salt bleedout problems, use of oil coatings for rust prevention, and dull sights. Salt bleedout is not a new problem and we have taken steps to eliminate bleedout where we have a known recurring problem. Oil coating for rust prevention is a standard Remington procedure which is not used by some of our competitors. We should investigate alternative protective coatings, such as dry lubricants. Our powder metallurgy sites have a dull appearance due to porosity even when polished. We should consider a complete change in our sight line.

### Marketing Philosophy

Our marketing approach for bolt actions has been unchanged for many years. We need some innovations in design combined with more emphasis on strengths of our current line. The M/700 has the strongest locking system and is the most accurate bolt action centerfire rifle on the market. While our extractors are stronger than those of our competitors, they do not have the same massive appearance. We need to take advantage of existing test data to counter the implication that massive appearance correlates with strength. Finally, we should advertise availability of special calibers on custom orders or make special calibers available to preferred dealers or customers. One possibility is to introduce a special edition 35 Whelen caliber rifle as a commemorative to Col. Townsend Whelen.