

8.10.92

(1)

JB, MK, KS, WW

WILL BE ONLY

R/L V SINGLE PORT ON NCS;
BT. BOLT HANDLE CUT AND PORT
(HARD) Determined

Dedicated by port & bolt handle cut.
BLIND CAN BE CORR. ^{SYMMETRICAL} ABOUT UPRIGHT

1995 VOLUMES NCS
3 yr " BOUNTY TO PROTECT ^{CE OF} BAR/REC
BAR/REC

DUAL LINE NBAR 200 DO LOW PRICE 700 AS LOW
RST CRATON PRICE 600 (ADD) TO KEEP TOOLING ACTIVE.
LOW COST 700 W/ATN. ^{96 ON 97.} NCS IS TO BE A MEN/HIGH
REAL FOR 700 BDL.

[Get the market decision preference]

(WE CAN "DOWNSCALE A TOP END PRODUCT BUT MORE DIFFICULT TO UPSCALE AN INITIAL LOW - PRICE ENTRY).

EVENTUALLY PHASE OUT 200.

AT LEAST TWO/THREE YEARS
DUAL LINE WITH 700/NBAR.
700'S THEN PHASED OUT BY 1997.

W700 METAL \$130 \$175 TOTAL (WOOD)
NBAR \$25 LESS METAL

MOST N'BAR COST REDUCTION WILL BE IN BR/REC METAL.

(2)
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⇒ POT ANGLE ON REC/LUG
SYSTEM TO MAKE IT WANT TO ENGAGE
REVIEWED WITH MIKE 8.10.92

REDUCE LOAD
ON GUARD SCREW
IF IT LOOSENS

STD BBL CANTOUR 21, 23"
AVOID WITH MFLR CANTOUR
PERCUTE ABUTMENT

W. P/BCL
FOTTE W/ALPCE

TOOL
ROTATE CORNER

(IN S.S. IN NOT RECEIVED WELL)
JBU OBSERVATION.

BARREC

NEAR 15 HYBRID STD/MAR
BBL CANTOUR) ONE SIZE FITS ALL
W/ALR WILL USE 4140^{WALR} TO
PROVIDE ADDL BBL CANTOUR OPTIONS.
BARREC

? MIKE GET COPY
— SATISFACTION SURVEY —
("BEST SATISFIED" M200 BDL)
RECENT RESULTS COMING BACK.

COPY

WANT DETACHABLE BOX; DIFF'T FROM
M200 ^{THAT} ^{PIECE} LIKE SPRING-LOADED
BOX EJECTION FROM RIFLE. ALA SAVAGE?

^{DIMENSIONS}
REDUCE BOLT FACE TO BACK
OF TANG 8 → 7"

HUTTON: VENTRAL PLUNGER SEAT
(OMIT LONG S.S.C.) ALA SAKO

FIRECONTROL SLOT + MBB BOX SLOT ADDITIVE
MACHINE P. FROM

KWS

WALKER PATENTS

3

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~~3 REISSUES~~
~~WALKER PATENTS~~
~~CHAMBER DEEPER TO~~
~~ACTING STROKES~~

JBU

DISCUSSION:

WANT TWO:

DON'T LIKE SHOWN WITH
PART STROKE ON SINGLE LENGTH

ACTION LENGTHS

ONE

~~CONCEPT~~~~FUSION~~~~DO~~VARIOUS SHANK
BORE/CHAMBER SIZES
OFF OF EDGE

20-06
~~20-06~~
~~20-06~~

We need something new
 & diff't for scope bases.
 C" / INTEGRAL - ALA RUBER

NO OPEN SIGHTS ON THE GUN / BBC.
 MAKE IT LOOK SEXY.

GRABBER - NOT AS AN AFTERTHOUGHT.
 THIS MEANS OMIT THE PART BETWEEN RECEIVER AND RING.
 - RING ATTACHES TO RECEIVER -

OUR
SYSTEM
HAS
A

PERCEPTION OF EXTRACTOR
 PROBLEM. DESIRABLE, BUT
 NOT MANDATORY, TO DEFINE
 THIS. BY JBU & KWS urging to clarify.

ADDRESS THIS WITH CONSUMER EDUCATION.

④

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CUSTOMER PERCEPTION OF CLOSED END
BOLT PLUG IS BETTER.

THE REM
QUALITY/PERFORMANCE 12WS HAS ONE; M700 STYLE
CHARACTERISTIC IS
SHOOTER PROTECTING M700 IS DIFFICULT TO
LEAKING PRIMER FIELD STOP - F.PIN ASS'T. [COIN SLOT
ON F.P. HEAD]
EVENING

MARKETING WOULD LIKE TO
SEE THIS CHANGED. HOW IMPORTANT IS
THIS TO THE
AVE CUSTOMER?

YOU WANT A BOLT LOCK
MEANS.

YOU WANT TO OPEN
BOLT WITH GUN ON SAFE.

ERGONOMIC ISSUES OF
FASTE OF USE & NO
CONFUSION.

→ BOLT RELEASE AWAY FROM
IN FRONT OF TRIGGER.
- PREFER ON SIDE OPPOSITE BOLT -

NOB NOW - OBJECTIVE TO CLOCK-TYPE
TRIGGER LEVER - SOCCER LIKE
CONCEPT. LEADING TO CUSTOMER -
ADJUSTABLE TRIGGER.

⑤

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NO NEED FOR MAG-BOX DISCONNECT
SYSTEM.

1992: 85 K M700 REGULAR
117 12 1 DCL. STAINLESS

1995: NBAR 25,000 FIRST YEAR
"ROUGH" ESTIMATE

LET THE EXPRESS C'F'
DELAY A YEAR OR SO AFTER
INTRODUCING NBAR.

FOR
SEN.
STOCK
MOLDS. INSERT FOR BOUT HANOUR
SLOT AND CHECKPIECE TO
FACILITATE R/LEFT MODELS.
C.H.: 12-15% OF BUSINESS.

MARKETING STRONG FOR
8-24-92.

DO GET ARTIST'S REMINDERS.

• ADVERTISING } 18 PEOPLE
• MARKETING RESEARCH } OR 80.
• ETC }

⑥

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{ J.B.N. USES "3-POSITION SAFETY"
DESCRIPTION.

- COPPER BULLETS -

AMMO MADE \$1.4 x 10⁶ IN 1991

1992: AMMO WILL MAKE TWICE

WHAT GUNS WILL.

\$6 x 10⁶ VS. \$12 x 10⁶

LOANOFF USES TEMPORARY

HELP; INCLUDED SOPRANOS: UPTO 50.

BALIO IS OUT @ GRAND AMERICAN.

PERCEPTION OF EASILY ADJUSTABLE
FIRE CONTROL, IMPORTANT AT
HIGH AND LOW ARCH BURN
PER G.W.S.

RESTORABLE TO 200: 2