

DATE: 8/12/92

PROPOSAL: NBAR (NEW BOLT ACTION RIFLE)

BRIEF EXPLANATION OF THE PURPOSE OF THIS PROPOSAL:

THIS PRODUCT WILL BE A NEW ENTRY INTO THE MID TO HIGH PRICE
CENTERFIRE BOLT ACTION MARKET - DESIGNED FOR MANUFACTURABILITY
AND PERFORMANCE.

	START UP YEAR	FIRST FULL YEAR	THIRD FULL YEAR
TIMING -- QTR / YEAR:	1QTR95		1997
INCREMENTAL VOLUME: * (additional)	15,000		45,000
REPLACEMENT VOLUME: * (detracting from existing)	10,000		
MSP:	\$393		
NSP:	\$326		

* REPLACEMENT VOLUME DETAIL: 7,000 FROM MODEL 700 BDL & 3,000 FROM MODEL 700SS.

** VOLUME SPLIT IS 70% WOOD, 30% SYNTHETIC.

DOES THIS PROPOSAL CREATE OBSOLETE INVENTORY? NO

EXPLAIN: _____

LIFE EXPECTANCY OF THIS PRODUCT: 10 YRS. W 200 NOW EVOLVED FROM

VOLUME GROWTH / DECLINE AFTER THIRD FULL YEAR: LEVEL AT 45,000

COMPETITION:

MANUFACTURER	MODEL	MSP
BROWNING	A-BOLT	\$439
RUGER	M/77	\$382
USPAC	M/70	\$374
SAVAGE	M/110	\$251

PREPARED BY: John R. Decker
PRODUCT MANAGER

REVIEWED BY: [Signature]
DIRECTOR OF MARKETING

IMPLICATIONS TO
VIABILITY OF PROJECT?
PAYBACK ON Q4: 9.7

Viper: 10.0

30+ YEARS
42+ YEARS

\$393
200 BDL \$389

RIFLE SPECIFICATION

PI-4

FINISH:		HIGH GLOSS: _____	
		SATIN: _____	
		OTHER: SEMI-GLOSS	
		MATERIAL: _____	

STOCK:		CURRENT: _____	TYPE: _____
		NEW: YES	TYPE: LONG STOCK
		RECOIL PAD: YES	TYPE: SOLID
		BUTT PLATE: NO	TYPE: _____
		GRIP CAP: YES	TYPE: "B" WOOD
		MONTÉ CARLO: YES	CHEEK PIECE: YES
		COMB CUTS: YES	PALM SWELL: YES
		LOP: 13 3/8"	SWIVEL STUD: YES
		DROP: COMB 1/2", HEEL 1 3/8"	NEW CONCEPT
ADDITIONAL INFORMATION:		SIMILAR IN SHAPE TO THE M/700 BDL	
		MOLDED INTO STOCK - FLUSH MOUNTED EXPLOIT	
		SYNTHETIC, STAINLESS	
FORE-END:		CURRENT: _____	TYPE: _____
		NEW: _____	TYPE: _____
		F/E TIP OR CAP: YES	TYPE: "B" WOOD
		FINGER GROOVES: _____	
ADDITIONAL INFORMATION:		_____	

ADDITIONAL ITEMS		SAFETY INITIATIVE:	
SLING: NO		STYLE: _____	COLOR: _____
PACKAGING: STD GREEN BOX		• complimentary ear plugs	
LITERATURE: NEW		• coupon good for discount on Remington personal protection shooting glasses	
ADDITIONAL INFORMATION: OPTIONAL BOLT LOCK, DETACHABLE BOX MAGAZINE		THIS INCLUDES A DIFFERENT BDL COUNTDOWN FOR MAGNUMS.	
extra magazine		WEIGHT L/A - 7 LBS, MAG (7 3/4 LBS)	
		NBAR SHOULD HAVE SIMILAR "LINES" TO THE M/700 BDL	
PREPARED BY: <u>John R. Baker</u>		DATE: <u>8/28/92</u>	
REVIEWED BY: <u>Jim M. Buntz Jr.</u>		DATE: <u>3/28/92</u>	