

NBAR

8.10.92

KEY CONCEPTS MARKETINGPRODUCTION

DUAL LINE AT INTRODUCTION '95:
 M200 & NBAR PRODUCED
 CONCURRENTLY FOR FIRST
 YR OR 2 OR 3 8-92 J. BUNTING
 PHASEOUT M200 BY 1997 INTO LOW
 COST BOLT ACTION.

1992	1993	1994	1995	1996	1997
NOW	FIRM CONCEPT		INTRO NBAR		PHASE OUT INTRO LOW PRICE 200 FIRMS

MARKETING POSITION

NBAR TO BE MED-HIGH
 PRICED REPLACEMENT FOR 200 BDL.