

RD

REMINGTON ARMS COMPANY, INC.

INTER-DEPARTMENTAL CORRESPONDENCE



copy to

xc: J. P. Glas
J. E. Preiser
J. S. Martin
F. E. Martin

@ workman

"CONFINE YOUR LETTER TO ONE SUBJECT ONLY"

Ilion, New York
April 28, 1981

*file - This
basis list can be used to
develop an advertising
campaign in conjunction with
our competitive evaluation now
in progress
Clark*

TO: C. B. WORKMAN
FROM: T. L. CAPELETTI *TC*
SUBJECT: MODEL 700 FEATURES FOR POSSIBLE USE IN ADVERTISING

In response to Marketing's inquiry concerning strengths of the M/700 design which may be used in advertising campaigns, I asked Fred Martin to itemize areas he felt were significant. Fred provided me with the following information:

- * Strength - Action - Ability to withstand abuse of inexperienced handloaders.
- Extractor - Comparison of competitive systems.
- * Accuracy - Still the most accurate production center fire rifle made. Accurate enough to be used competitively "out of the box".
- Fire Control - Adjustable and smooth still the best production trigger available - with planned modifications, will have another safety feature to advertise.
- Calibers - A caliber and a loading available for anything from ground squirrels to Kodiak and Brown bear or elephant and rhino.
- Adaptable - Several variations are available for military and police work. Gun/cartridge combination can be tailored to individual application.

As indicated by the *, Fred feels that strength of the action and extraction systems and accuracy are prime selling points for these rifles.

TLC:ws
Firearms Research Division

PLAINTIFF'S EXHIBIT
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