

■ Product Strategy - 1998

Model 572 Fieldmaster

There are no new products planned for the Model 572. Focus should be on maintaining quality and reducing manufacturing cost for 1998.

Model 581-S , Model 541-T & Model 541-T HB

The Models 541-T and 541-T HB have earned a reputation for outstanding accuracy. *The most significant issues facing this line are cost, poor quality magazine box quality and limited options. The poor quality of the plastic magazine clip has been a constant source of customer complaints for many years.* The design and function of this clip is not consistent with the positioning of this rifle. A new well designed clip that is either metal or an engineered synthetic is needed. *In addition to addressing the magazine clip issue, new options and features are needed to make the Model 541-T line more competitive. The following features will be considered for 1998 introduction as SHOT Show special offerings:*

- Stainless Steel Heavy Barrel
- Laminated Stock
- Restyled Walnut Stock
- 22 WMR Capability

Two SHOT Show special offerings are planned for 1998:

- **M/541-T HB LSS:** This gun is to be the same as the M/541-T HB except it will feature a brown laminated stock without grip cap or fore-end tip, satin finished stainless heavy barrel, and new magazine clip.
- **M/541-T Magnum:** This gun is to be the same as the current M/541-T except it will be chambered for 22 WMR and feature a new magazine. The styling of the stock is also to be revised to give this gun a new look.