

improved ballistic performance over existing commercial magnum calibers. The 300 Remington Ultra Mag should become the benchmark in magnum performance. A complete family of calibers including 7mm, .300 and .338 class calibers should be included.

The cartridge is to be based on a larger beltless case design which will increase case capacity and allow for head space to be controlled by the case shoulder. Inherently, eliminating the belt should enhance accuracy over belted cases by reducing tolerance stack ups and improving bullet alignment to the bore. *The new cartridges should be sized so little, if any, modification to the basic Model 700 action is required.*

Model Seven

The Model Seven is well suited for the market it serves. Consideration will be given to extending the barrel on the standard gun from 18½" to 20". Additional line extensions such as a laminated stock version and a carbon action combined with a synthetic stock will also be reviewed.

Model 710

As shown earlier, the market for economy priced centerfire bolt action rifles has grown over the past five years. Remington's only product offering in this segment, the Model 700 ADL Synthetic, is overpriced and not truly competitive. The proposed Model 710 would address this market opportunity with a new rifle design that is a low cost, high margin, bolt action rifle targeted at the economy price market segment.

The development of the Model 710 should be based on the follow criteria:

- Innovative Design
- Reduced Cost of Manufacture
- Reduced Manufacturing Lead Time
- Ease of Use
- Low Development Cost
- Low Capital Investment
- Above Average Standard Gross Profit Margin (45%)

The Model 710 should provide the following features: