

end. The fore-end tip and grip cap will also be dropped. *Secondly, the Model 700 VS SF will be offered in three calibers with option barrel porting, (Model 700 VS SF-P).* Two longitudinal slots will be machined in the muzzle to reduce muzzle jump, allowing the shooter to stay on target during recoil. This is a desirable feature to the long range varmint shooter.

The Model 700 ADL Synthetic line will be extended by cataloging 1997 special make up products. *The following additional products will be cataloged in 1998:*

- *Model 700 ADL Synthetic 300 Win Mag*
- *Model 700 ADL Synthetic Youth (243 Win & 308 Win)*

The 1998 Model 700 Classic (8mm Rem Mag) will be configured the same as previous magnum offerings and will include sights. To be successful, a concurrent ammunition introduction will be required.

In addition to the new or revised offerings listed above, the focus on the Model 700 line should be on improved product quality and cost containment.

Model Seven

The Model Seven Youth 260 Rem, a 1997 special distributor make up product, will be added to the catalog in 1998. This is the only new product scheduled for the Model Seven family.

■ Product Strategy - 1999 And Beyond

Model 700

Two principal long term products are planned for the Model 700 line with both being coupled with ammunition introductions. First, the Model 700 EV (Electronic Varmint) is planned for 1999 introduction. Configured similar to a Model 700 VS SF, with the exception of the firing mechanism, the 700 EV will feature an electronic fire control and fire ammunition assembled with an electronic primer. The electronic fire control should eliminate any notable trigger break, creep and over-travel, all of which are deterrents to accuracy. Additionally,