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<span class=pagetitle>Remington's Revolutionary 710</span><br><br>

<H5 class=magcopy>While the ultra-modern, low-cost Remington 710's performance is remarkable, the
way it's made is revolutionary.</H5><SPAN class=magcopy>
<P>By <B>Michael E. Bussard</B>, <I><A href="http://www.mynra.com/">American Rifleman</A></I>
Technical Editor</P>
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<P><IMG src="http://www.remington.com/images/mag/drop_M.gif" align=left border=0>any hunters and
shooters must pursue their sports on a tight budget. For those sportsmen and women, high perceived
value is the single most important aspect in purchasing a hunting rifle. They want the dependability and
performance of a new rifle and scope, but simply cannot afford to spend $500 or more.</P>
<P>Recognizing this, Remington recently made a corporate commitment to lower the cost of hunting
rifles with a new line and to lead the industry with innovative products. One of the first fruits of its efforts
is the new Remington Model 710, bolt-action, center-fire hunting rifle with a manufacturer's suggested
retail price of just $425including a 3-9X scope and mounts! Yet, despite its attractively low price,
Remington's new rifle combines value with the reliability and durability for which Remington rifles are
famous.</P>
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<TD><SPAN class=caption>One way costs of the new Remington Model 710 are reduced is through its
manufacture with 22 parts instead of the usual 46 required in the Model 700. Other cost reductions are
made by using some existing Model 700 trigger parts and sling swivel studs.<BR><A
href="http://www.remington.com/magazine/preview/rc009004_pic5.asp"><B>Click the image to
enlarge.</B></A></SPAN></TD></TR></TBODY></TABLE>
<P>To achieve the targeted breakthrough in reducing cost, Remington gun designers began with a clean
sheet of paper, which allowed them to incorporate an eclectic blend of fresh, new ideas and proven
features into the rifle. From the beginning, a key consideration was to take maximum advantage of
modern materials and advanced production methods to reduce labor and machine costs to a minimum
while maintaining safety and full performance. For example, the Model 710 contains many precision-
molded, high-strength polymer parts, such as the stock, that require little or no fitting and finishing. Metal
parts are matte-finished and there are no metal sights.</P>
<P>Costs of the rifle were also lowered in two other ways. First, the number of parts in the 710 was kept
to just 22, as compared to 46 in the Model 700. Second, existing parts were used where possible. For
example, some trigger components and sling swivel studs from the Model 700 are used on the Model
710.</P>
<P>The Model 710 serves as an excellent example of how industry can utilize modern materials and
technology to the fullest to bring attractive new products to market at competitive prices. Here's how

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