1 REMINGTON'S NEW MODEL 710

2 NEW REMINGTON MODEL 710 BOLT-ACTION RIFLE

BARREL ACTION

- 22" Ordinance steel barrel with hunting contour

3 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish

4 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish
- 6 Groove Remington button rifling

5 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish
- 6 Groove Remington button rifling
- Right-hand rifle twist 1 in 10"

6 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish
- 6 Groove Remington button rifling
- Right-hand rifle twist 1 in 10"
- Recessed crown muzzle treatment

7 RECESSED CROWN MUZZLE

8 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish
- 6 Groove Remington button rifling
- Right-hand rifle twist 1 in 10"
- Recessed crown muzzle treatment
- Bore sited 3 x 9 x 40 Bushnell scope

9 BARREL/ACTION

- 22" Ordinance steel barrel with hunting contour
- Matt glass bead metal finish
- 6 Groove Remington button rifling
- Right-hand rifle twist 1 in 10"
- Recessed crown muzzle treatment
- Bore sited 3 x 9 x 40 Bushnell scope

10 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof

11 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses

12 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty

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MAE00004959

13 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle

14 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture

15 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture
- 1/4" Clicks at 100 yards

16 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture
- 1/4" Clicks at 100 yards
- 3" eye relief

17 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture
- 1/4" Clicks at 100 yards
- 3" eye relief
- Neoprene eye guard

18 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture
- 1/4" Clicks at 100 yards
- 3" eye relief
- Neoprene eye guard
- Sure-grip power change ring

19 BUSHNELL 3 X 9 X 40 MATTE SHARPSHOOTER RIFLE SCOPE

- Fully waterproof and fogproof
- Fully coated lenses
- Lifetime limited warranty
- Multi-X® Reticle
- Fully effective aperture
- 1/4" Clicks at 100 yards
- 3" eye relief
- Neoprene eye guard
- Sure-grip power change ring

20 BARREL/ACTION

- Drilled and tapped for scope mounts

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MAE00004960

21 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces

22 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 Rings of Steel

23 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 Rings of Steel
- 3 Locking lugs that lock into barrel

24 3 LOCKING LUGS

25 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 Rings of Steel
- 3 Locking Lugs that lock into barrel
- 60 degree bolt throw

26 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 Rings of Steel
- 3 locking lugs that lock into barrel
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives

27 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 Rings of Steel
- 3 locking lugs that lock into barrel
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling

28 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools

29 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools

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MAE00004961

- ISS (Integrated Security System), J key operated

30 ISS/J-KEY

31 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever

32 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)

33 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)
- Factory set trigger at 3.5 - 5 pounds

34 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)
- Factory set trigger at 3.5 - 5 pounds
- Trigger components from M/700

35 TRIGGER VIEW

36 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces

ORIGINAL CONSENTED

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MAE00004962

- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)
- Factory set trigger at 3.5 - 5 pounds
- Trigger components from M/700
- Barrel pressed into the receiver

37 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)
- Factory set trigger at 3.5 - 5 pounds
- Trigger components from M/700
- Barrel pressed into the receiver
- Barrel and Action are pillar bedded

38 PILLAR-BEDDED BARREL

39 BARREL/ACTION

- Drilled and tapped for scope mounts
- Uniform scope mounting surfaces
- 3 RINGS OF STEEL
- 3 LOCKING LUGS THAT LOCK INTO BARREL
- 60 degree bolt throw
- Bolt liner is nylon, reinforced fiberglass with Teflon and silicon additives
- All steel bolt handle, swept rearward and downward with knurling
- Bolt field strippable without tools
- ISS (Integrated Security System), J key operated
- External bolt release lever
- Bolt operable with safety switch in any position (no bolt lock)
- Factory set trigger at 3.5 - 5 pounds
- Trigger components from M/700
- Barrel pressed into the receiver
- Barrel and Action are pillar bedded

40 MAGAZINE BOX

- Removable box, positive steel magazine front latch

41 MAGAZINE BOX

- Removable box, positive steel magazine front latch
- 4-round capacity (total gun capacity = 5)

42 MAGAZINE BOX

- Removable box, positive steel magazine front latch
- 4-round capacity (total gun capacity = 5)
- (4 in box, 1 in chamber)

43 MAGAZINE BOX

- Removable box, positive steel magazine front latch
- 4-round capacity (total gun capacity = 5
- (4 in box, 1 in chamber)
- Metal box easily disassembled for cleaning

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MAE00004963

44 MAGAZINE BOX

- Removable box; positive steel magazine front latch
- 4-round capacity (total gun capacity = 5
- (4 in box, 1 in chamber)
- Metal box easily disassembled for cleaning
- Synthetic box cover with vertical Remington logo

45 BOX COVER W/REMINGTON LOGO

46 MAGAZINE BOX

- Removable box; positive steel magazine front latch
- 4-round capacity (total gun capacity = 5
- (4 in box, 1 in chamber)
- Metal box easily disassembled for cleaning
- Synthetic box cover with vertical Remington logo
- Dual stack/center feed for positive feeding

47 MAGAZINE BOX

- Removable box; positive steel magazine front latch
- 4-round capacity (total gun capacity = 5
- (4 in box, 1 in chamber)
- Metal box easily disassembled for cleaning
- Synthetic box cover with vertical Remington logo
- Dual stack/center feed for positive feeding
- Cartridges loaded into box from front position (not top)

48 MAGAZINE BOX

- Removable box; positive steel magazine front latch
- 4-round capacity (total gun capacity = 5
- (4 in box, 1 in chamber)
- Metal box easily disassembled for cleaning
- Synthetic box cover with vertical Remington logo
- Dual stack/center feed for positive feeding
- Cartridges loaded into box from front position (not top)

49 STOCK

- Special gray, fully-textured Remington synthetic stock

50 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter

51 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter
- Black rubber recoil pad

52 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter
- Black rubber recoil pad
- Black grip cap with Remington Arms shield

53 GRIP CAP W/RA SHIELD

54 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter
- Black rubber recoil pad
- Black grip cap with Remington Arms shield

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MAE00004964

- Special hex style takedown screws that attach to barrel

55 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter
- Black rubber recoil pad
- Black grip cap with Remington Arms shield
- Special hex style takedown screws that attach to barrel
- Sling swivel studs

56 STOCK

- Special gray, fully-textured Remington synthetic stock
- Cheek piece for right-handed shooter
- Black rubber recoil pad
- Black grip cap with Remington Arms shield
- Special hex style takedown screws that attach to barrel
- Sling swivel studs

57 GENERAL

- Overall length = 42 1/2" (M/700)

58 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)

59 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06

60 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)

61 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)

62 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)
- DOT shippable one-gun container

63 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)
- DOT shippable one-gun container
- Availability is December, 2000

64 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)

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MAE00004965

- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)
- DOT shippable one-gun container
- Availability is December, 2000
- First 10,000 packed with free sighting target and Remington ear plugs

65 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)
- DOT shippable one-gun container
- Availability is December, 2000
- First 10,000 packed with free sighting target and Remington ear plugs
- MSP $319.00

66 GENERAL

- Overall length = 42 1/2" (M/700)
- Weight = 7 1/8 lbs. (M/700 less 1/4 pound)
- Initial caliber offerings are .270 Win and 30/06
- Performance accuracy (M/700 out-of-the-box)
- System life of 5,000 rds (more than 10 times normal usage)
- DOT shippable one-gun container
- Availability is December, 2000
- First 10,000 packed with free sighting target and Remington ear plugs
- MSP $319.00

67 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure

68 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure
- POINT OF PURCHASE
  - Gun Hang Tag
  - Remington Stock Sticker

69 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure
- POINT OF PURCHASE
  - Gun Hang Tag
  - Remington Stock Sticker
- Print
  - Starts November, 2000
  - 17 Magazines
  - 8 Million circulation
  - 15 Million Ad impression

70 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure
- POINT OF PURCHASE
  - Gun Hang Tag
  - Remington Stock Sticker
- Print
  - Starts November, 2000
  - 17 Magazines

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MAE00004966

- 8 Million circulation
- 15 Million Ad Impressions
- Television
  - 30-Second spot
  - Starts November, 2000
  - Remington Country
  - Hunt the Country

71 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure
- POINT OF PURCHASE
  - Gun Hang Tag
  - Remington Stock Sticker
- Print
  - Starts November, 2000
  - 17 Magazines
  - 8 Million circulation
  - 15 Million Ad Impressions
- Television
  - 30-Second spot
  - Starts November, 2000
  - Remington Country
  - Hunt the Country
- Full Public Relations Campaign

72 MARKETING SUPPORT

- Print Collateral
  - Catalog
  - 4-Page brochure
- POINT OF PURCHASE
  - Gun Hang Tag
  - Remington Stock Sticker
- Print
  - Starts November, 2000
  - 17 Magazines
  - 8 Million circulation
  - 15 Million Ad Impressions
- Television
  - 30-Second spot
  - Starts November, 2000
  - Remington Country
  - Hunt the Country
- Full Public Relations Campaign

73 END OF PRESENTATION

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81 [redacted]

82 [redacted]

83 [redacted]

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MAE00004968