

Date 1/10/86

TO: SPORTING GOODS BUSINESS TEAM (SEE BELOW)

FROM: JOHN E. PREISER
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Bob Darby in the attached note is questioning the marketable value of the safety features of our firearms. I would appreciate any thoughts you might have from a product liability standpoint on this subject. Also, helpful, would be any principles you would recommend that we follow in our marketing communications activity around product safety features.

JEP:dvg
Attachment

FROM:
Ext. 48348

ROBERT A. DARBY
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Date: December 30, 1985

TO: 1) ~~E. E. Woodacre~~
2) J. E. Preiser

In reviewing the attached strategic summary on Firearms, one product feature which we stress internally, but to my knowledge we do not stress very extensively in the marketplace, is safety. (For example, our barrels will "bird-cage" rather than shatter like some competitive offerings.) The world is surely increasingly safety-conscious - I don't know whether macho hunters are concerned, but they should be. R & D is working on improved safety and security features which should have marketable value. (If they don't, we ought to stop the work.)

I'd be glad to discuss further with you and share views.

Thanks.

R.A. Darby