

NBAR

8.10.92

KEY CONCEPTS MARKETING

PRODUCTION

DUAL LINE AT INTRODUCTION IN '95.
M200 & NBAR PRODUCED
CONCURRENTLY FOR FIRST
YR OR 2 OR 3 8-92 J. BUNTING
PHASE OUT M200 BY 1997 INTO LOW
COST BOLT ACTION.

1992	1993	1994	1995	1996	1997
NOW	FIRM CONCEPT		INTRO NBAR		PHASE OUT M200 INTRO LOW PRICE ZOO FIRMS

MARKETING POSITION

NBAR TO BE MED-HIGH
PRICED REPLACEMENT FOR ZOO BDL.

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(1)

JB, MK, KS, WW

WILL BE ONLY

R/L V SINGLE PORT ON NCS;
(1000) BT. BOLT HANDLE CUT AND PORT
Determined

Dedicated by port & bolt handle cut.

BLIND CAN BE CORR? SYMMETRICAL ABOUT VERTICAL

1995 VOLUMES NCS

3 " BOUNTING TO PROTECT

CE OF
3 BR/REC
BARRE
REC BAR

DUAL LINE NORMAN 200 DO LOW PRICE 200 AS LOW
RIST 200 TWO PRICE 600 (ADD) TO KEEP TOOLING ACTIVE.

LOW COST 200 WITH 96 ON 97. NCS IS TO BE A MED/HIGH
REAL FOR 700 BDL.

[Let the market decide preference]

WE CAN "DOWNSCALE A TOP
END PRODUCT BUT MORE
DIFFICULT TO UPSCALE AN
INITIAL LOW - PRICE ENTRY).

EVENTUALLY PHASE OUT 200.

AT LEAST TWO/THREE YEARS

DUAL LINE WITH 700/NBAR.

200'S THEN PHASED OUT BY 1997.

W700 METAL \$180 \$175 TOTAL (WOOD)
NBAR \$25 LESS METAL

MOST N'BAR COST REDUCTION WILL
BE IN BR/REC METAL.

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⇒ POT ANGLE ON REC/LUG
SYSTEM TO MAKE IT WANT TO ENGAGE
REVIEWED WITH MIKE 8.10.92

REDUCE LOAD
ON COARD SCREW
IF IT LOOSENED

STD BBL COUNTER 21, 23"
W. P. B. C. 100% WELD
AVOID WITH MFLU COUNTER
PRECISE ABUTMENT

TOOL
ROTARY CONTROL

(IN S.S. IN NOT RECEIVED WELL)
JBU OBSERVATION.

NEAR 15 HYBRID STD/MAR
BBL COUNTER) ONE SIZE FITS ALL
WILL USE 4140^{WALC} TO
PROVIDE ADDL BBL COUNTER OPTIONS.
BARREC

2 MIKE GET COPY
— SATISFACTION SURVEY —
("BEST SATISFIED" M200 BDL)
RECENT RESULTS COMING BACK.

WANT DETACHABLE BOX; DIFF FROM
M200 SUB^{STORY} LIKE SPRING-LOADED
BOX EJECTION FROM RIFLE. ALA SAVAGE?

REDUCE ^{DIMENSIONS} BOLT FACE TO BACK
OF TANG 8 → 7"

HUTTON: VENTRAL PLUNGER SEAT
(OMIT LONG S.S.C.) ALA
SAKO

FIRE CONTROL SLOT + MAB. BOX SLOT ADDITIVE
MACHINE P. FROM

WALKER PATENTS

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~~3 QUESTIONS~~

~~3 GETS AS~~
~~ACCORD CITIZENSHIP DEPEND TO~~
~~INTER-CONC ACTING ETC~~
~~SAVER.~~

JBO

DISCUSS N°:

WANT TWO:

ONE

Don't take stone with
part stroke on single line.

ACTING LENGTHS

VARIOUS PLASTIC
BOTTLE/CANISTER SIZES
OFF OF EACH

30-106

We need something new
& diff + for scope bases.
C" / INTEGRALTM - ALA RUBER
NO OPEN SIGATS ON THE GUN / BBC.
MAKE IT COOL SEXY.

STARTER - NOT AS AN AFTERTHOUGHT.
THIS MEANS OMIT THE PART BETWEEN RECEIVER AND RING.
- RING ATTACHES TO RECEIVER -

OUR
SYSTEM
HAS
A

PERCEPTION OF EXTRACTOR PROBLEM. DESIRABLE, BUT NOT MANDATORY, TO REFINEMENT THIS. BY JBU & KWS urging to clarify.

ADDRESS THIS WITH CONSUMER EDUCATION

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~~CUSTOMER~~ PERCEPTION OF CLOSED END
BOLT PLUG IS BETTER.

THE REM
QUALITY/PERFORMANCE
CHARACTERISTIC IS
SHOOTER PROTECTING
LEAKING PRIMER
EVENING

12WS HAS ONE; M700 STYLE
IS DIFFICULT TO
FIELD STRIP - F.P.I.N. ASS'T. [COIN SLOT
ON F.P.
HEAD]

MARKETING WOULD LIKE TO
SEE THIS CHANGED.

HOW IMPORTANT IS
THIS TO THE
AVE CUSTOMER?

YOU WANT A BOLT LOCK
MEANS.

YOU WANT TO OPEN
BOLT WITH GUN ON SAFE.

ERGONOMIC ISSUES OF
FASE OF USE & NO
CONFUSION.

→ BOLT RELEASE AWAY FROM
IN FRONT OF TRIGGER.

- PREFER ON SIDE OPPOSITE BOLT -

~~NO~~ NON-OBJECTIVE TO GLOCK-TYPE
TRIGGER LEVER - SOURCE LIKES
CONCEPT. LEADING TO CUSTOMER-
ADJUSTABLE TRIGGER.

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NO NEED FOR MAG-BOX DISCONNECT
SYSTEM.

1992: 85 K M700 REGULAR
117 12 110 CL. STAINLESS

1995: NBAR 25,000 FIRST YEAR
"ROUGH" ESTIMATE

LET THE EXPRESS C'F'
DELAY A YEAR OR SO AFTER
INTRODUCING NBAR.

FOR
SEN.
STOCK
MOLDS.

1/INSERT FOR BOLT HANDLE
SLOT AND CHECKPIECE TO
R/LEFT MODELS.
C.H.: 12-15% OF BUSINESS.

MARKETING STRONG FOR
8-24-92.

DO GET ARTIST'S RENDERINGS.

• ADVERTISING
• MARKETING RESEARCH
• ETC } 12 PEOPLE
OR 80.

(6)

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J.B.U. USES "3-POSITION SAFETY"
DESCRIPTION.

- COPPER BOLLETS -

AMMO MADE \$1.4 x 10⁶ IN 1991
1992: AMMO WILL MAKE TWICE
WHAT GUNS WILL.

\$6 x 10⁶ VS. \$12 x 10⁶

COANOLCE USES TEMPORARY

HELP; INCLUDED SUPERVISORS: UPTO 50.

BALIO IS OUT @ GRAND AMERICAN.

PERCEPTION OF EASILY ADJUSTABLE
FIRE CONTROL, IMPORTANT AT
HIGHT AND FOOT SEVEN BURON
PER R.W.S.

RESTORABLE TO 200: 2