

8.10.92

(1)

J B, MK, KS, WW

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

Dedicated by port & bolt handle cut.

BUM CAN BE CORR. $\Rightarrow$ SYMMETRICAL ABOUT CENTRE
OF 2 BR/REC BARRE

1995 VOLUMES NCS
3 yr " BURNING TO PROTECT

DUAL LINE NBAR 700
FIRST CR TWO DO LOW PRICE 700 AS LOW
PRICE 600 (ADL) TO KEEP TOUGH ALIVE.
LOW COST 700 WITH 96 ON 97. NCS IS TO BE
RED. 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 700.

AT LEAST TWO/THREE YEARS
DUAL LINE WITH 700/NBAR.
700'S THEN PHASED OUT BY 1997.

7000 METAL \$130 \$175 (TOTAL WOOD)
NBAR \$25 LESS METAL.

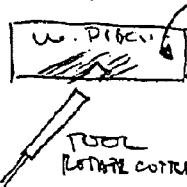
MOST NBAR COST REDUCTION WILL
BE IN BR/REC METAL.

(2)
8.10.92



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

REDUCE LOAD
ON GUARD SCREW
IF IT LOOSENS



STD BBL COUNTDOWN (21, 23")
AVOID WITH MRE COUNTDOWN
(IN S.S. IN NOT RECEIVED WELL)
JBU OBSERVATION

USAR 15 HYBRID STD/MAR
BBL COUNTDOWN) ONE SIZE FITS ALL
MRE WILL USE 4140 MAR'L TO
PROVIDE ADDL BBL COUNTDOWN OPTIONS.
BARREC

2

MIKE GET COPY

— SATISFACTION SURVEY —

(BEST SATISFIED" M200 BDL)
RECENT RESULTS COMING BACK.

COPY

WANT DETACHABLE BOX; DIFF'T FROM
M200 SUBMACHINE GUN SPRING-LOADED
BOX EJECTOR FROM RIFLE. ALA SAVAGE?

REDUCE ^{DIMENSION} BOLT FACE TO BACK
OF TRING 8 → 7"



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

FIRECONTROL SLOT + MRE BOX SLOT ADDITIVE
MACHINE P. FROM

KWS

WALKER PATENTS

3

8-10-72

~~3 VERSIONS~~

~~COULD CHARGE DEEPER TO
KEEP ONE ACTION STOPS
SAVER.~~

JBU

DISCUSSION:
WANT TWO:

DON'T LIKE SHOWING
POUT STROKE ON SINGLE LENGTH
ACTION LENGTHS

~~ONE~~

VARIOUS LINK
BOLT/CHAMBER SIZES
OFF GEAR

~~FLIP~~

~~30-06~~

We need something new
& diff for scope bases.
C" / INTEGRAL - ALA RUGER
NO OPEN SIGHTS ON THE GUN / BBC.
MAKE IT LOOK SEXY.

GAFFER - 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 REFIN
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 /ZWS HAS ONE; M700 STYLE
CHARACTERISTIC IS TO
SHOOTER PROTECTING M700 IS DIFFICULT TO
LEAKING PRIMER FIELD STOP - F.P.N. ASS'T. [COIN SLOT
ON F.P.
HEAD]
EVENING MARKETING WOULD LIKE TO
SEE THIS CHANGED.

HOW IMPORTANT IS
THIS TO THE
AWE 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 -

JWU NOW - OBJECTING TO CLOCK-TYPE
TRIGGER LEVER - SOOCH LIKE
CONCEPT. LEADING TO CUSTOMER-
ADJUSTABLE TRIGGER.

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NO NEED FOR MAG-BOX DISCONNECT
SYSTEM.

1982: 85 K M700 REGULAR
117 12 1 DCL. STAINLESS

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

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

FOR
SEM.
STOCK
MOLDS.

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

MARKETING STRATEGY FOR
8-24-92.

DO GET ARTIST'S RENDERINGS.

• ADVERTISING
• MARKETING RESEARCH
• ETC

} 18 PEOPLE
OR 80.

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{ J.B.N. USES "3-POSITION SAFETY"
DESCRIPTION.

- COPPER BULLETS -

AMMO MADE $\$1.4 \times 10^6$ IN 1991
1992: AMMO WILL MAKE TWICE
WHAT GUNS WILL.

$\$6 \times 10^6$ VS. $\$12 \times 10^6$

LOANABLE USES TEMPORARY
HELP; INCLUDED SUPERVISORS: UP TO 50.

BALIO IS OUT @ GRAND AMERICAN.

PERCEPTION OF EASILY ADJUSTABLE
FIRE CONTROL IMPORTANT AT
HAGH AND BOY ACHM BUCHEN
PER G.W.S.

RESTORABLE TO 200: 2