

Evans, Danny

From: Moeller, Randy
Sent: Monday, May 14, 2001 12:11 PM
To: Bunting, Jay
Cc: Bristol, Ron; Wheaton, Art; Russo, Al; Trull, John; Evans, Danny
Subject: M710's

On my trip last week to the Stonewood sales area.

M710's came up in every location.

Bonitz, Grice (wholesale and retail), Camfour, Thruway Sports, Jerry's NE, and Targetmaster.

Issues surrounded the performance of the gun since the rework. The folks at the retail and wholesale locations were not impressed with the "fix" done on the M710's. They are still quite difficult to operate and cycle. They do not feel smooth, and still bind when trying to cycle with any speed ...such as for a follow-up shot on game...

Wholesaler salesmen mentioned a consistent lack of enthusiasm from their own internal sales/telemarketing folks upon receipt of the reworked M710's. Counter folks were very harsh and said these are not near as good as a cheap Savage. I handled quite a few this week and didn't have any in my hands that I would say were good, very good, or excellent.

I also rolled into a Gander Mountain Thursday morning and was told by the counter guy that they have been instructed to pull them from the shelves. At that store the gun functioned very poorly.

I just want to get you the word in the hinter lands. I think there is reason for alarm.

Randy

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