

The first test firing occurred on October 31st, 1989. By the next day, November 1st, load development resulted in record results. 180 gr. Sierra .311 bullets were consistently chronographed at 3,435 fps within acceptable pressure limits, faster than any other in history. That performance was achieved with hand formed RWS .404 Jeffery cases, 89.0 grains of RL22 powder and #215 Federal primers in a 26" MacLennan barrel. It is still one of the very best loads for the .311.

In 1990 NASS was licensed exclusively by RCCM to use the Imperial trademark to produce rifles. The cartridges were named "Imperial Magnum". RCCM was to produce cartridge cases and eventually load ammunition. Kimber of Oregon built one prototype rifle for NASS chambered for the .360 Imperial. Serial number of this rifle is NASS-0001. NASS intended to further contract Kimber to manufacture production rifles chambered for all the Imperial Magnums. Before production could begin, Kimber went into receivership. NASS continued cartridge development but marketing plans went on hold until 1991.

To gauge dealer interest, RCCM publicly displayed the .311 magnum cartridges and a rifle for the first time in January of 1991 at the Dallas TX "Shot Show". Enthusiastic dealer response convinced RCCM to formally announce its intention to produce a full line of Imperial Magnum rifles and cartridges. Negotiations between RCCM and Aubrey White resulted in NASS developing the 7mm, .300, .311, .338 and .360 Imperial Magnum cartridges. RCCM and Aubrey White formed an RCCM subsidiary company call the "Imperial Magnum Corporation" (IMC). IMC was licensed to use the Imperial trademark to market Imperial Magnum cartridge cases and rifles. In 1993 Sako of Finland was subcontracted to produce barreled actions which were fitted with McMillan or Pacific Research stocks by IMC. Sako manufactured one prototype and one production run of 85 Imperial Magnum barreled actions.