

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported)  
April 30, 2013**

**STURM, RUGER & COMPANY, INC.**  
(Exact Name of Registrant as Specified in its Charter)

**DELAWARE**  
(State or Other Jurisdiction of  
Incorporation)

**001-10435**  
(Commission File Number)

**06-0633559**  
(IRS Employer Identification  
Number)

**ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890**  
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01 Other Events.**

The Company is furnishing its presentation delivered at its 2013 Annual Meeting on Tuesday, April 30, 2013 (the “Annual Meeting Presentation”). The Annual Meeting Presentation is attached as Exhibit 99.1 to this Current Report on Form 8-K and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section. The disclosure of the Annual Meeting Presentation on this Current Report on Form 8-K will not be deemed an admission as to the materiality of any information in the Report that is required to be disclosed by Regulation FD.

The Company does not have, and expressly disclaims, any obligation to release publicly any updates or any changes in the Annual Meeting Presentation or its expectations or any change in events, conditions, or circumstances on which any forward-looking statement is based.

The Annual Meeting Presentation is available on the Company’s website at [www.ruger.com/corporate](http://www.ruger.com/corporate). The Company reserves the right to discontinue that availability at any time.

**Item 9.01 Financial Statements and Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	The Annual Meeting Presentation, delivered at the Company’s Annual Meeting of shareholders on April 30, 2013.

## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: /S/ THOMAS A. DINEEN  
Name: Thomas A. Dineen  
Title: Principal Financial Officer,  
Principal Accounting Officer,  
Vice President, Treasurer and  
Chief Financial Officer

Dated: April 30, 2013





RUGER®

# 2013 Annual Meeting

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# Caution: Forward Looking Statements

Statements made in the course of this meeting that state the Company's or Management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 31, 2012 and Form 10-Q for the fiscal quarter ended March 30, 2013. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at [www.ruger.com/corporate/](http://www.ruger.com/corporate/) or the SEC website at [www.sec.gov](http://www.sec.gov). Furthermore, the Company disclaims all responsibility to update forward-looking statements.

# *Overview*



# Investment Highlights

- 64 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- Strong market position in rifles, revolvers and pistols.
- We continue to outpace growth in the industry (NICs).
- Strong balance sheet.
- Improving operational results.

NYSE: RGR  
Shares Outstanding: 19.3 Million  
Price: \$49.14 (4/24/13)  
Market Capitalization: \$949 Million



# Company Profile

- Trailing 12-months ending March 30, 2013:
  - Sales: \$535 Million, Operating Profit: 23%, EPS: \$4.01
- Manufacturing facilities in Newport, NH and Prescott, AZ.
- 1,500 non-union employees, plus 600 temporary employees.
- Investment castings division.
- 2-step distribution, selling to 14 wholesale distributors.
- Firearms Products: (286 Catalog SKUs):

Rifles	Pistols	Revolvers
Single-Shot	Rimfire	Single-Action
Autoloading	Centerfire	Double-Action
Bolt-Action		
Modern Sporting		

# *Legislative Environment*



# Legislative Environment

**NATIONAL SHOOTING SPORTS FOUNDATION**

## Where We Stand

The National Shooting Sports Foundation, the trade association for the firearms, ammunition, hunting and shooting sports industry, believes that only by focusing on real solutions can society help reduce the chances of violence and the criminal misuse of firearms. Real solutions do not lie in gun and magazine bans, but in fixing the current retail background check system and limiting access to firearms by unauthorized persons. Stay informed at [www.nssf.org](http://www.nssf.org).

**FIX NICS™**

- We need to make badly needed improvements to the National Instant Criminal Background Check System. That's why we've launched our FixNICS initiative. **Fixing NICS will help bring all appropriate mental health and other records, such as restraining orders, into the system.**
- Regarding so-called "universal background checks," or background checks that extend beyond retail sales, our big concern is that **enforcing checks of used firearms transfers between private individuals will lead to the creation of a national registry of firearms**, something that Congress has expressly prohibited. We also have concerns related to the lack of prosecutions of persons flagged by NICS as being prohibited from purchasing a firearm, as well as concerns about imposing on firearms retailers increased regulatory burdens and exposure to liability for merchandise they didn't even sell.

**PREVENTING UNAUTHORIZED ACCESS**

- Another way to help prevent firearms misuse is to deter **unauthorized access to firearms stored in the home**, and this includes access by children, at-risk persons and those not legally qualified to possess a firearm. This may require gun owners to use a gun safe or other appropriate security device when the firearm is not in use and which is resistant to tampering by an adult.

**STRONG PENALTIES FOR GUN TRAFFICKING**

- Yet another real solution is to **enforce our existing laws** so that individuals who illegally possess firearms are prosecuted and receive stiff, and even mandatory, sentences. NSSF's Don't Lie for the Other Guy campaign reminds both possible purchasers and sellers

that if someone buys a gun for another individual who can't do so legally, both the buyer and the seller face up to a \$25,000 fine and almost 10 years in jail.

**SO-CALLED ASSAULT WEAPONS BAN**

- NSSF opposes a ban on semiautomatic rifles. Millions of these rifles are owned by law-abiding, responsible persons who use them for target shooting, hunting and home protection. And these owners hurt no one. Several studies, including one by the U.S. Department of Justice, have shown that the decade-long ban on so-called "assault rifles" did not reduce crime.

**MAGAZINE CAPACITY**

- NSSF opposes limits to magazine capacity for the same reason: the decade-long so-called assault weapons ban restricted magazine capacity to 10 rounds, but it did not reduce crime.

**AMMUNITION PROPOSALS**

- Proposed legislation would restrict the type and amount of ammunition that law-abiding citizens can purchase on to impose severe taxes on ammunition. Today's target shooter typically shoots many thousands of rounds at the target range every year, and they harm no one. **Law-abiding citizens should not be penalized for enjoying the shooting sports.**


**SO-CALLED "SMART-GUN" TECHNOLOGY**

- Owner-recognition technology is not yet feasible. NSSF isn't opposed to the technology. We are opposed to mandating its use before the technology has been proven to be reliable and safe. We also have reservations about it. Firearm safety begins and ends with the user of the firearm, and this technology could lead to firearms owners becoming lax in their safe handling and storage habits.

**SUMMING UP**

NSSF believes that in order to reduce violence and criminal misuse of firearms in America, society's efforts must be focused on real solutions—**fixing the background check system and preventing unauthorized access to firearms—not banning firearms and magazines.**

**WWW.NSSF.ORG**



## A Ban On Modern Sporting Rifles and Semi-Automatic Shotguns Will Have Direct Economic Consequences for the United States – As Well As Significant Unintended Consequences

The United States is currently considering a ban on firearms such as semi-automatic rifles, modern sporting rifles, and semi-automatic shotguns. The implementation of such a ban ensures that the firearms industry will not be able to continue to operate effectively in the country – this includes manufacturers as well as wholesalers and retailers. The industry currently sells an estimated 1.3 million modern sporting rifles and similar types of guns and 247,790 semi-automatic shotguns per year that would be affected by various legislative proposals.<sup>1</sup> A prohibition on the sale of guns in these categories will impact the country's economy.

**Impact of Banning Modern Sporting Rifles and Semi-Automatic Shotguns in the United States<sup>2</sup>**

	Lost Jobs	Lost Wages	Lost Output
Direct	11,753	\$486,794,458	\$1,714,325,680
Supplier	5,424	\$337,727,031	\$1,041,601,084
Induced	9,235		
<b>Total</b>	<b>26,413</b>		

**The Firearms Industry and Its Suppliers**

- The Firearms industry directly employs supplier and other firms.<sup>3</sup> In total the firm employees in the United States. These
- In the United States, the industry and its taxes. They also pay \$2.4 billion in fee contribute to federal programs, many of
- Beyond creating jobs, in 2012 the industry activity in the United States. This broad as varied as banking, retail, accounting, industry for their livelihood.

**The Loss of Modern Sporting Rifles Will**


- A ban on modern sporting rifles and estimated \$1.26 billion in wages. These industry but also industries far removed
- In addition to jobs lost, an estimated \$3 \$254.24 million in state business taxes. Robertson aid for wildlife conservation.
- With the national unemployment rate at trying to find jobs in the country and the industry will cause further unemplo

Estimates on the number of firearms affected on Arms Survey 2007 and 2011 available at <http://www.nssf.org>.  
 2. Determine the exact models of guns which are all based on figures developed by the National Shooting Sports Foundation.  
 3. Direct jobs are those involved in the manufacture that provide essential goods and services to the result of spending of wages earned by employees frequent in movie theaters and retail outlets.  
 The Bureau of Labor Statistics. Available on-line John Dechen and Associates

## WHY THE FIREARMS INDUSTRY OPPOSES SO-CALLED "UNIVERSAL BACKGROUND CHECKS"

- BURDENSOME** - Federally licensed firearms retailers will be burdened with having to perform a governmental function (background check on private party transfers). Many proposals mandate that the dealer perform background checks on private party transfers, but cap the fee a dealer can charge.
  - The time and effort necessary to perform the check at government set fee is inadequate to cover the retailers cost. Must maintain A&D records for life of the business and the Form 4473 for 20 years.
  - FEL status can be jeopardized by mandatory record keeping requirements imposed by Federal (and State) laws. A retailer could have their FFL revoked for a record-keeping error in the paperwork for a gun they didn't actually sell.
- LIABILITY EXPOSURE** - Federally licensed firearms retailers will have liability exposure, e.g. product liability claims arising from an accident involving a firearm they didn't sell, and for which they may thus have no insurance coverage; a property damage claim ("you damaged the gun.")
- NICS DELAYS** - Firearms retailers are very concerned that "universal background checks" will result in very lengthy delays in conducting NICS checks when they sell a firearm from their inventory. Proponents of "universal background checks" claim 40% of gun transfers are not subject to a background check. A 40% increase in NICS checks will cause the NICS system to crash. The system simply can't handle such an increase in volume; delays are growing unacceptably long now even without "private party transfers."
- FixNICS™** - The current background check system is broken. The background checks that are currently done are not as accurate and complete as they should be. This is because both the Federal government and about half the States have failed to put into the NICS system all appropriate records pertaining to prohibited persons, such as mental health records. "Universal background checks" will simply produce more inaccurate and incomplete checks. Before we talk about requiring background checks on private party transfers, we should FixNICS. Members of the firearms industry, through the NSSF, are funding a grassroots campaign called FixNICS to encourage the reporting records of prohibited persons.
- "DEMAND LETTERS"** - ATF could further abuse its "demand letter" authority by sending a "demand letter" to all dealers requiring them to submit to ATF a copy of records pertaining to private party transfers (checks) that they are required to maintain. This has happened already to certain dealers.
- REGISTRATION** - According to the National Institute of Justice, "universal background checks" are only effective if there is national registration of all guns and all private party transfers.
- UNDEFINED TERM** - What exactly is meant by "universal background check"? Some proponents insist it applies any time a firearm is exchanged between any two individuals. Will intra-family transfers be included? Gifts between friends? Inherited firearms? A loan of a firearm to a hunting buddy during a hunting trip?
- FAILURE TO PROSECUTE** - Both the Federal and State governments are not prosecuting those who fail a background check when illegally attempting to purchase firearms now. Why would we think the government is any more likely to prosecute criminals who try to illegally obtain a firearm through a private party transfer if they are unwilling to prosecute those who fail checks performed by licensed retailers?

**WWW.NSSF.ORG**




# New, Pending & Proposed State Laws



Have a Question? **Click Here First.**

 **CONNECTICUT  
RESIDENT  
INFORMATION**  
Learn More >>

 **NEW YORK  
RESIDENT  
INFORMATION**  
Learn More >>

 **MAGAZINE  
ORDER  
INFORMATION**  
Learn More >>

 **DIFFICULTIES  
CONTACTING  
SUBJECT**  
Learn More >>

# Protect Your Rights Campaign

**RUGER** RUGGED, RELIABLE FIREARMS™ SHOPRUGER.COM • CORPORATE • CASTINGS • LE/MILITARY

**FIREARMS** RETAILER LOCATOR CUSTOMER SERVICE NEWS & RESOURCES LINKS OF INTEREST SAFETY INFORMATION

Bolt-Action Rifles  
Single-Shot Rifles  
Autoloading Rifles  
Centerfire Pistols  
Rimfire Pistols  
Double-Action Revolvers  
Single-Action Revolvers

**Firearms Search**

- Model Search
- Caliber Search
- All Left-Handed Models
- CA Approved Handguns
- MA Approved & Certified Handguns
- All Distributor Exclusives
- All New Models

Ruger Catalogs

**PROTECT YOUR RIGHTS!**  
Make Your Voice Heard.

**OWNER NOTIFICATION INFORMATION**

**TAKE THE NEXT STEP TO PROTECT YOUR RIGHTS.**  
STAY ACTIVE AND HELP **DRIVE SOLUTIONS!**

**TAKE ACTION AGAIN!**  
Send An Updated Message to Your Representative >>

**TAKE ACTION AGAIN!** **NSSF UPDATE** **RUGER ACCESSORIES** **2013 NEW PRODUCTS** **RUGER AMERICAN RIFLE** **THE RUGER LC380** **THE RUGER SR22**

**Have a Question? Click Here First.**

**CONNECTICUT RESIDENT INFORMATION** Learn More >>  
**NEW YORK RESIDENT INFORMATION** Learn More >>  
**MAGAZINE ORDER INFORMATION** Learn More >>  
**DIFFICULTIES CONTACTING RUGER?** Learn More >>

**RUGER AUCTION NO. 1 MEDIUM SPORTER**  
**RUGER VIDEOS** Learn about everything Ruger...

**SPORTSWEAR & ACCESSORIES FOR AMERICA** **RUGER RETAILER LOCATOR** **RUGER RIFMIRE Shooting Competitions**

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Autoloading Rifles  
Centerfire Pistols  
Rimfire Pistols  
Double-Action Revolvers  
Single-Action Revolvers

**Firearms Search**

- Model Search
- Caliber Search
- All Left-Handed Models
- CA Approved Handguns
- MA Approved & Certified Handguns
- All Distributor Exclusives
- All New Models

**Ruger Catalogs**

**PROTECT YOUR RIGHTS!**  
Make Your Voice Heard.

**OWNER NOTIFICATION INFORMATION**

**TAKE ACTION AGAIN!** **NSSF UPDATE** **RUGER ACCESSORIES**

**Have a Question**

**CONNECTICUT RESIDENT INFORMATION**  
Learn More >>

**RUGER AUCTION NO. 1 MEDIUM**

**SPORTSWEAR & ACCESSORIES FOR AMERICA**

**VIEW RESPONSES**

**PROTECT YOUR RIGHTS | TAKE ACTION NOW! | VIEW RESPONSES | FIND YOUR REPRESENTATIVE**

Select a State below to view representative's responses to the letters sent from the Protect Your Rights website.

**VIEW RESPONSES BY STATE:**  **VIEW ALL RESPONSES >>**

Notice: Every response was submitted by a private individual who represented that the response is a complete, unaltered response received from the particular representative. Ruger has attempted to verify the accuracy of responses before posting. However, Ruger ultimately must rely upon the individual and therefore makes no representations or warranties that the information was transmitted by the particular representative.

Name	Party	Office
Farenthold, Blake		US House (TX) - District 27

Thank you for taking the time to contact me about the debate surrounding Second Amendment rights. I appreciate hearing from you.

There is no doubt that we have witnessed great tragedy with the devastating mass shootings that have occurred in 2012. There is no place for this type of violence in our society.

In an effort to reduce violence some are calling for the reenactment of a federal... [\[MORE\]](#)

**I RECEIVED THIS LETTER TOO!**  
Click Here to Let Us Know >>  
3 people received this response.

Did you receive a different response? [SHARE YOUR RESPONSE >>](#)

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# Protect Your Rights Campaign

- 3 Simple Steps
- 1-2 Minutes of Time
- Sends 8-16 Emails Per Visitor

The screenshot shows the Ruger website's 'Protect Your Rights' campaign page. The header features the Ruger logo and navigation links: FIREARMS, RETAILER LOCATOR, CUSTOMER SERVICE, NEWS & RESOURCES, LINKS OF INTEREST, and SAFETY INFORMATION. The main heading is 'TAKE ACTION NOW!' with sub-links: PROTECT YOUR RIGHTS | TAKE ACTION NOW! | VIEW RESPONSES | FIND YOUR REPRESENTATIVE. The text explains the three steps: Step 1: Enter personal contact information; Step 2: Press 'Submit' to receive a letter; Step 3: Review the letter and press 'Submit' again. A preview of the letter is shown, starting with 'Dear (Recipient), I am a law-abiding citizen and a strong supporter of the Second Amendment. The best approach to addressing violence involving the criminal misuse of firearms is to prevent unauthorized individuals from accessing firearms. Rather than proposing more anti-gun legislation that infringes on the Second Amendment rights of the law-abiding citizen, the focus should be on strengthening our nation's mental health care system and improving the quality of the information the data in FBI National Instant Criminal Background Check System (NICS) used by licensed retailers to ensure that a purchaser is not prohibited from buying a firearm. Unfortunately, the NICS databases are incomplete because about half the states have not provided records that establish someone is prohibited from owning a firearm under current law. States must improve the NICS database'.

Before you can take action, we need to learn more about you.

\* Prefix

\* First Name

\* Last Name

\* Address Line 1

Address Line 2

\* City

\* State

\* ZIP Code

\* Email Address

\* Phone Number

Remember Me

**SUBMIT**

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*Financial &  
Operational  
Highlights*





# 5-Year Consolidated Operating Results

	2008	2009	2010	2011	2012
<b>Sales Growth</b>	16%	49%	-6%	29%	50%
<b>Gross Margin</b>	24%	32%	33%	34%	36%
<b>Operating Margin</b>	7%	16%	17%	19%	23%
<b>EBITDA %</b>	11%	19%	21%	23%	26%
<b>Inventory Turns</b>	2.2	3.3	3.4	4.5	6.0
<b>New Product Sales</b>	13%	18%	25%	30%	38%

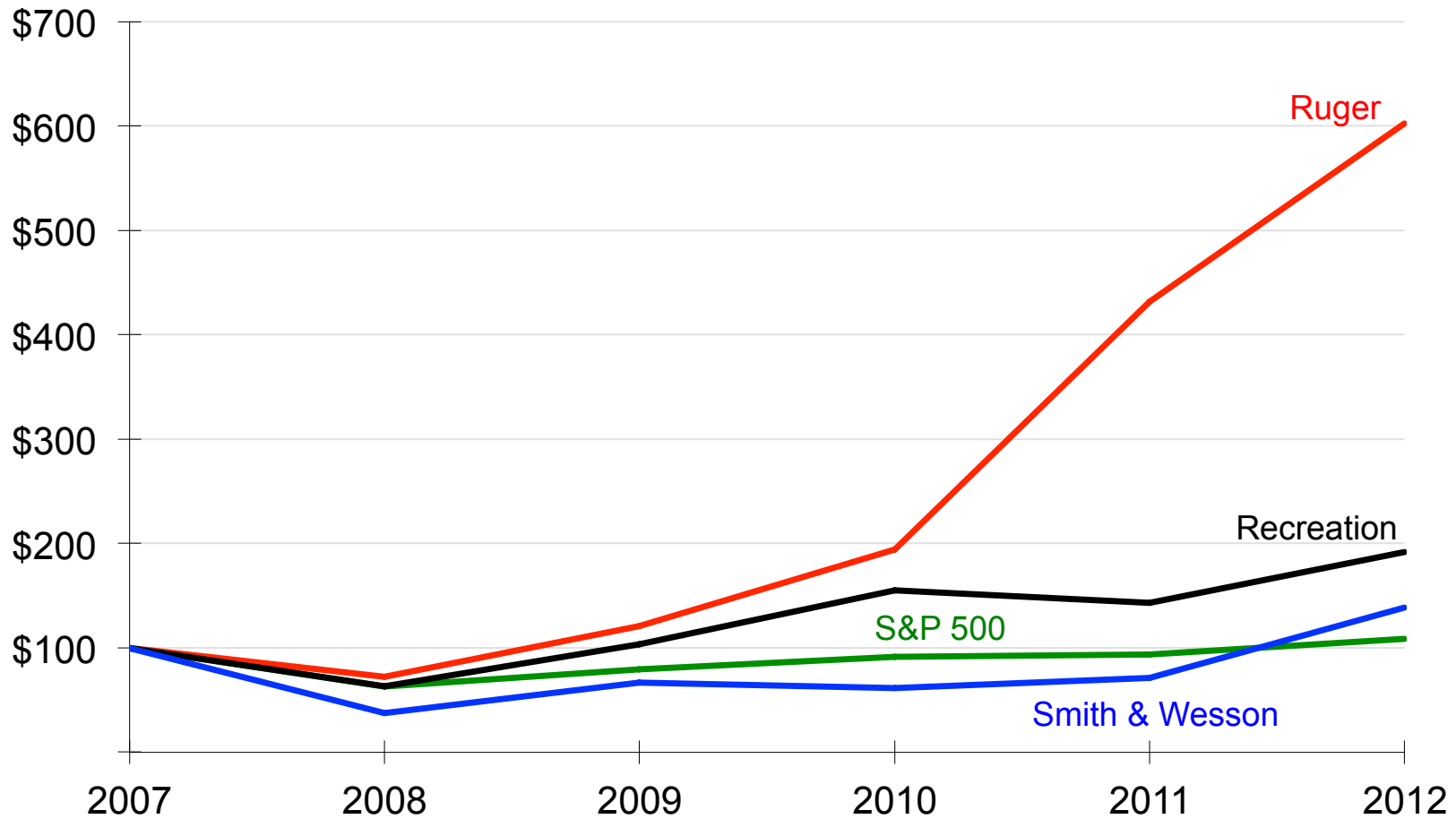
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# Consolidated Operating Results (in Millions, except EPS)

	2012				2013
	Q1	Q2	Q3	Q4	Q1
<b>Revenues</b>	\$112.3	\$119.6	\$118.2	\$141.8	\$155.9
<b>Gross Margin</b>	\$41.8	\$45.1	\$42.6	\$49.5	\$61.3
<b>Operating Profit</b>	\$24.4 22%	\$28.3 24%	\$27.2 23%	\$31.1 22%	\$37.1 24%
<b>EPS</b>	\$0.79	\$0.91	\$0.88	\$1.00	\$1.20

# 5-Year Return



Source: Value Line Publishing LLC: Factual material is obtained from sources believed to be reliable, but the publisher is not responsible for any errors or omissions contained herein. Assumes \$100 invested at the close of trading 12/07 in Sturm, Ruger & Co., Inc. common stock, Standard & Poor's 500, Value Line Recreation Index, and Smith & Wesson Holding Corporation. \*Cumulative total return assumes reinvestment of dividends.

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# 2012 Performance Indicators

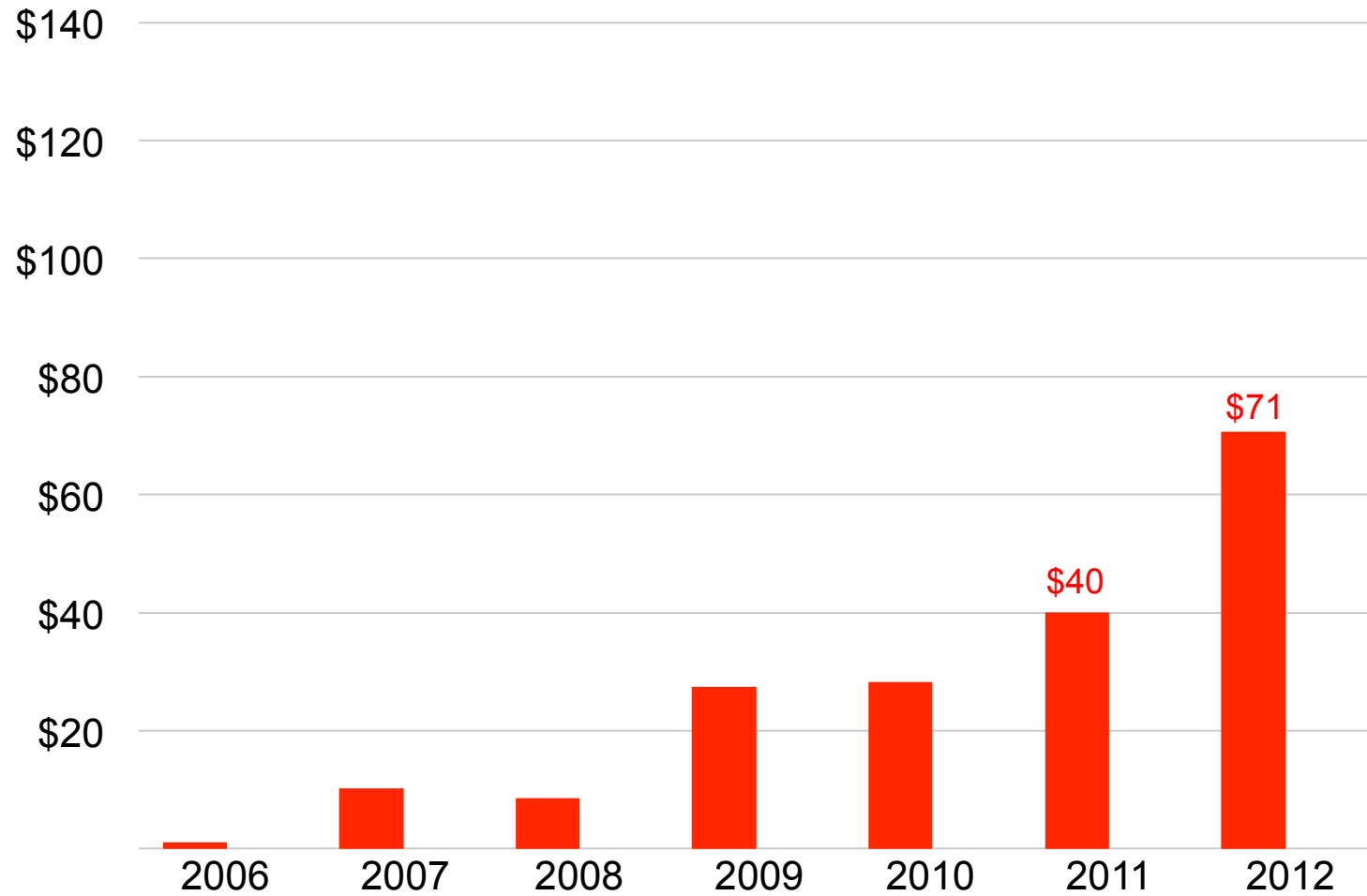
		ROE	Sales Growth	EPS Growth
<b>Ruger</b>		60.8%	49.6%	72.3%
<b>Russell 2000 (&lt;\$1B Rev) (n=1,515)</b>	Index Median: Ruger Percentile:	7.7% 99th	6.6% 92nd	8.7% 81st
<b>S&amp;P 500</b>	Index Median: Ruger Percentile:	14.4% 97th	3.5% 98th	6.9% 91st

Source: Russell 2000 and S&P 500 results are calculated with data available on March 5, 2013, as published by Bloomberg L.P.

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# Return on Shareholders' Equity (in Millions)

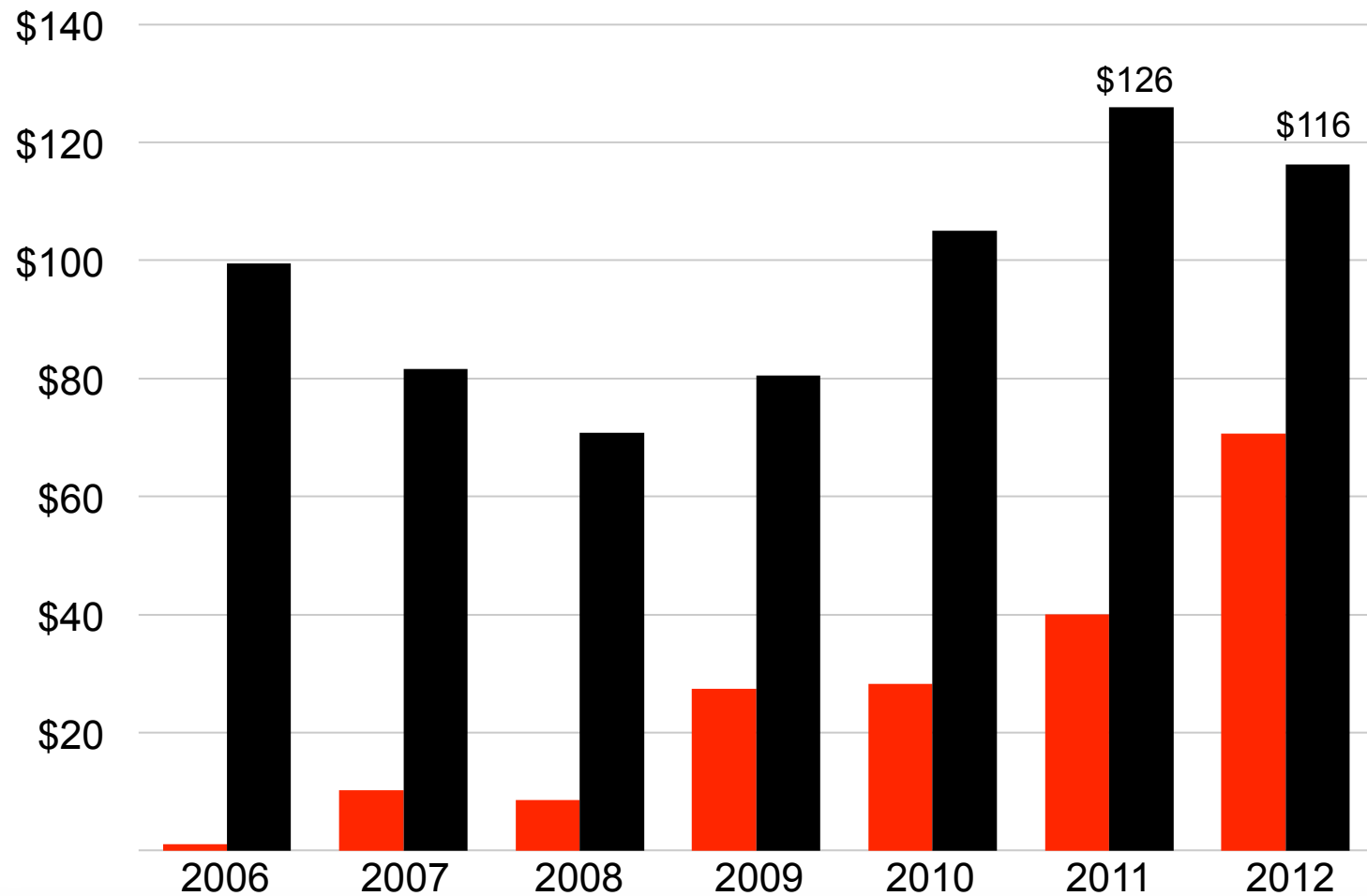


■ Net Income

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# Return on Shareholders' Equity (in Millions)

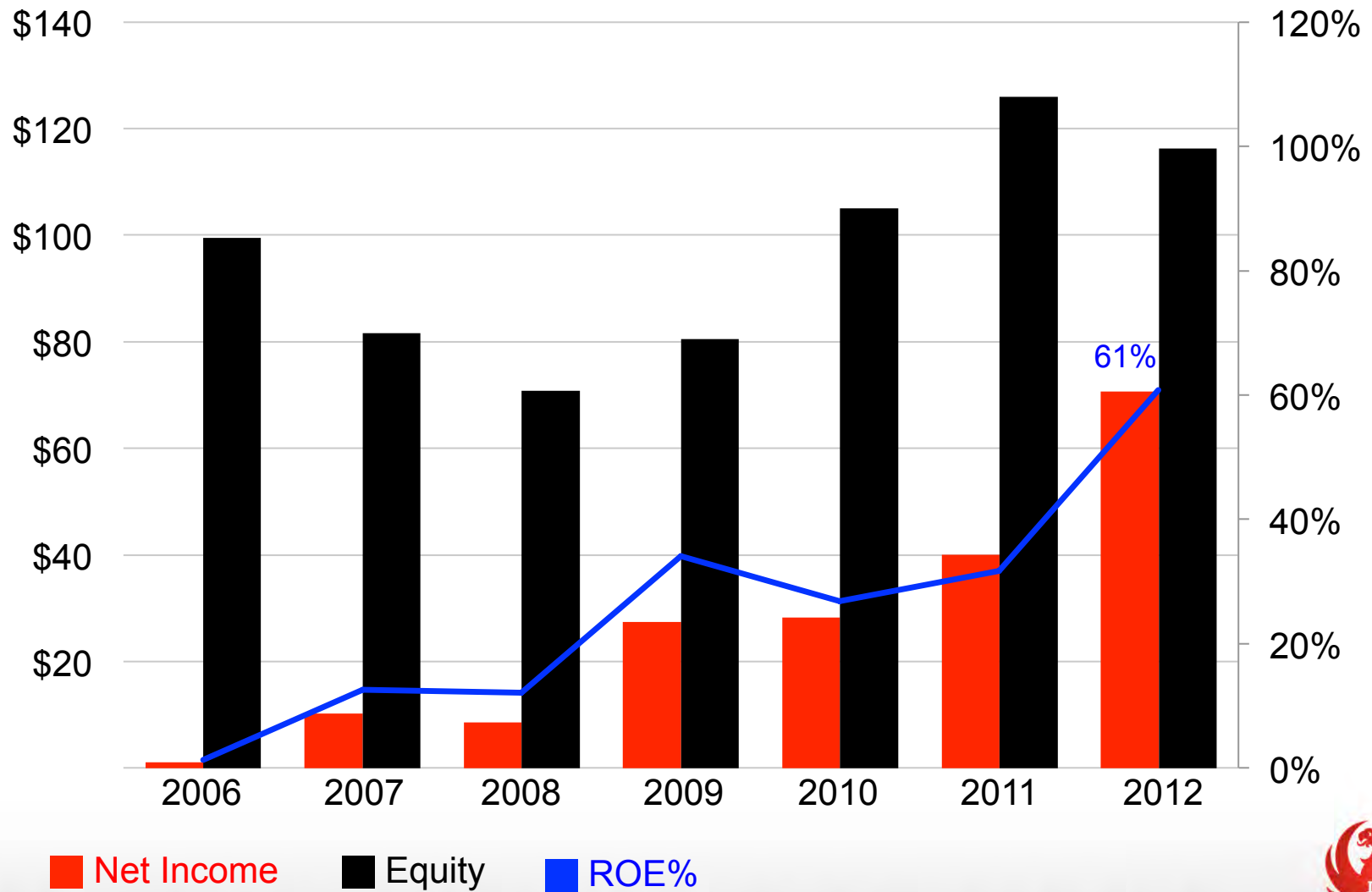


■ Net Income   ■ Equity

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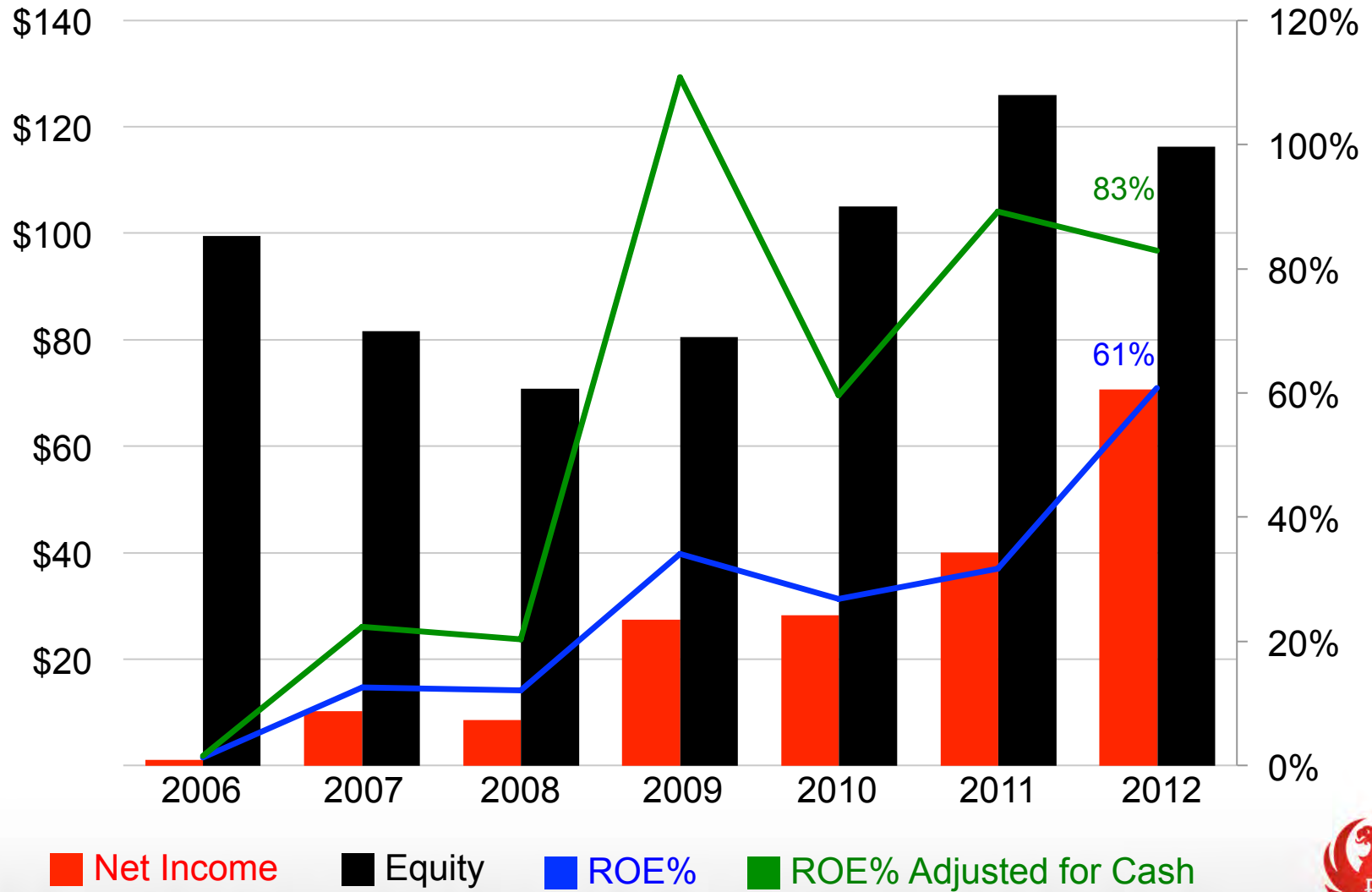
# Return on Shareholders' Equity (in Millions)



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# Return on Shareholders' Equity (in Millions)



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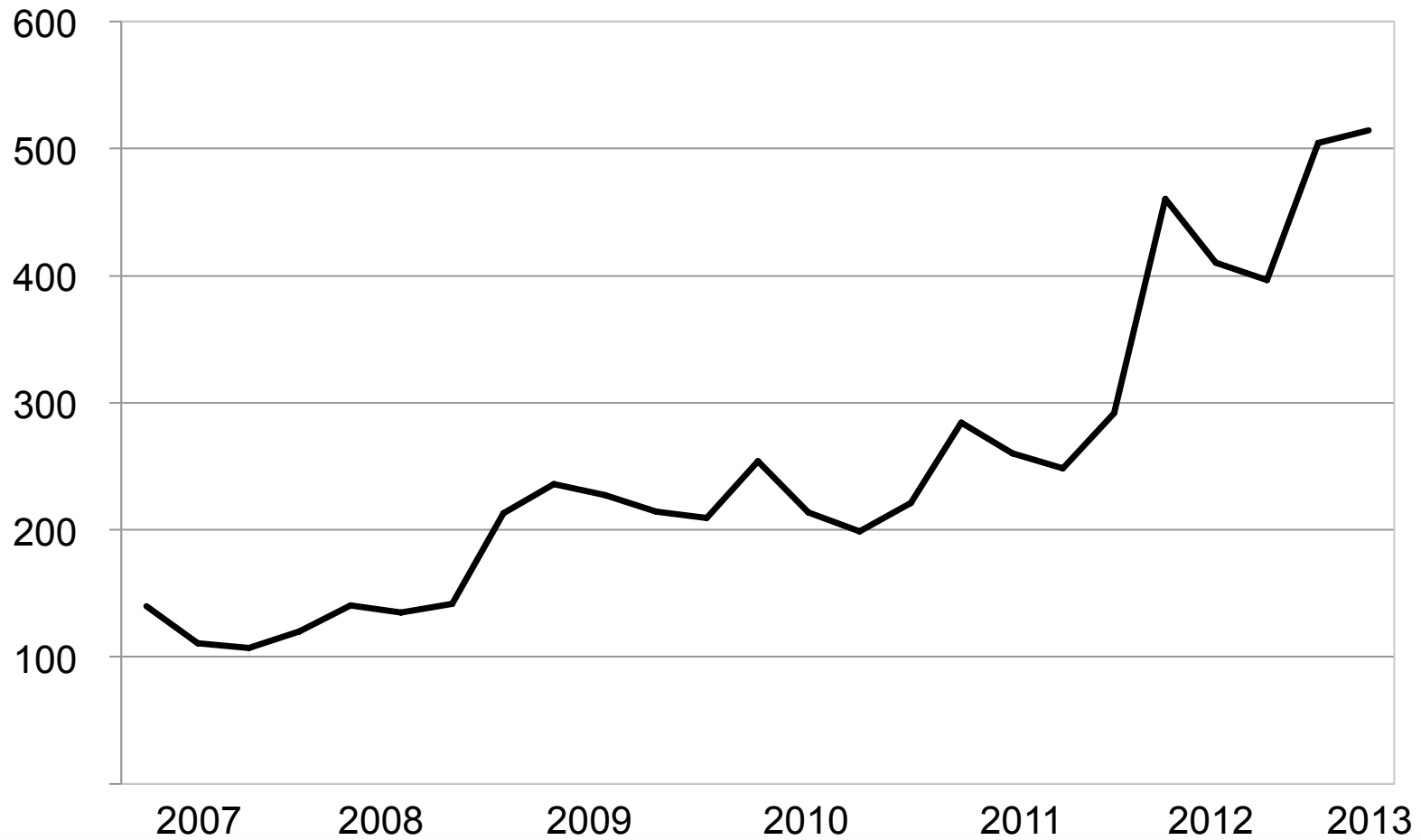




# *Market Conditions*



# Estimated Distributor Sell-Through (in Thousands of Units)

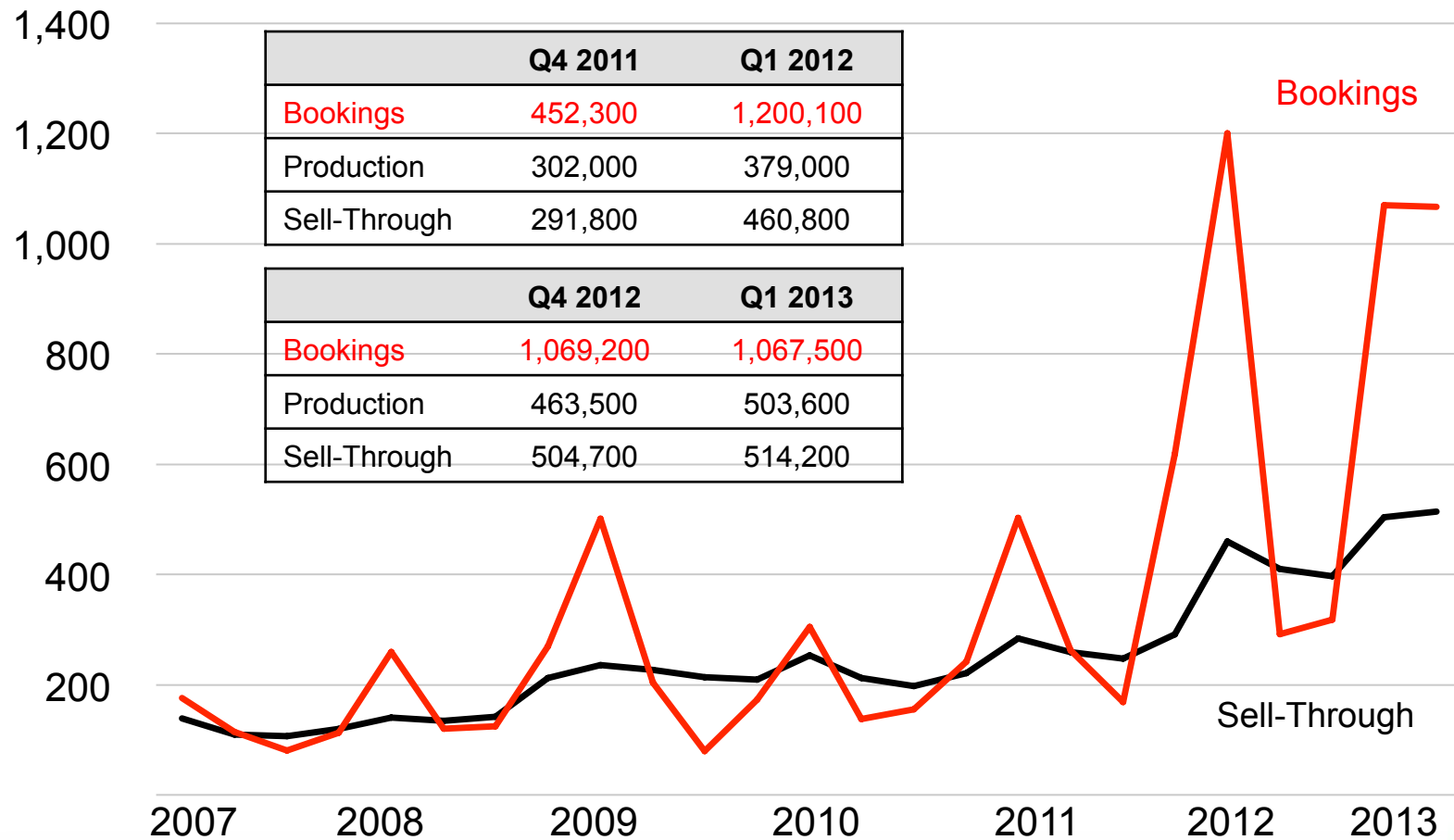


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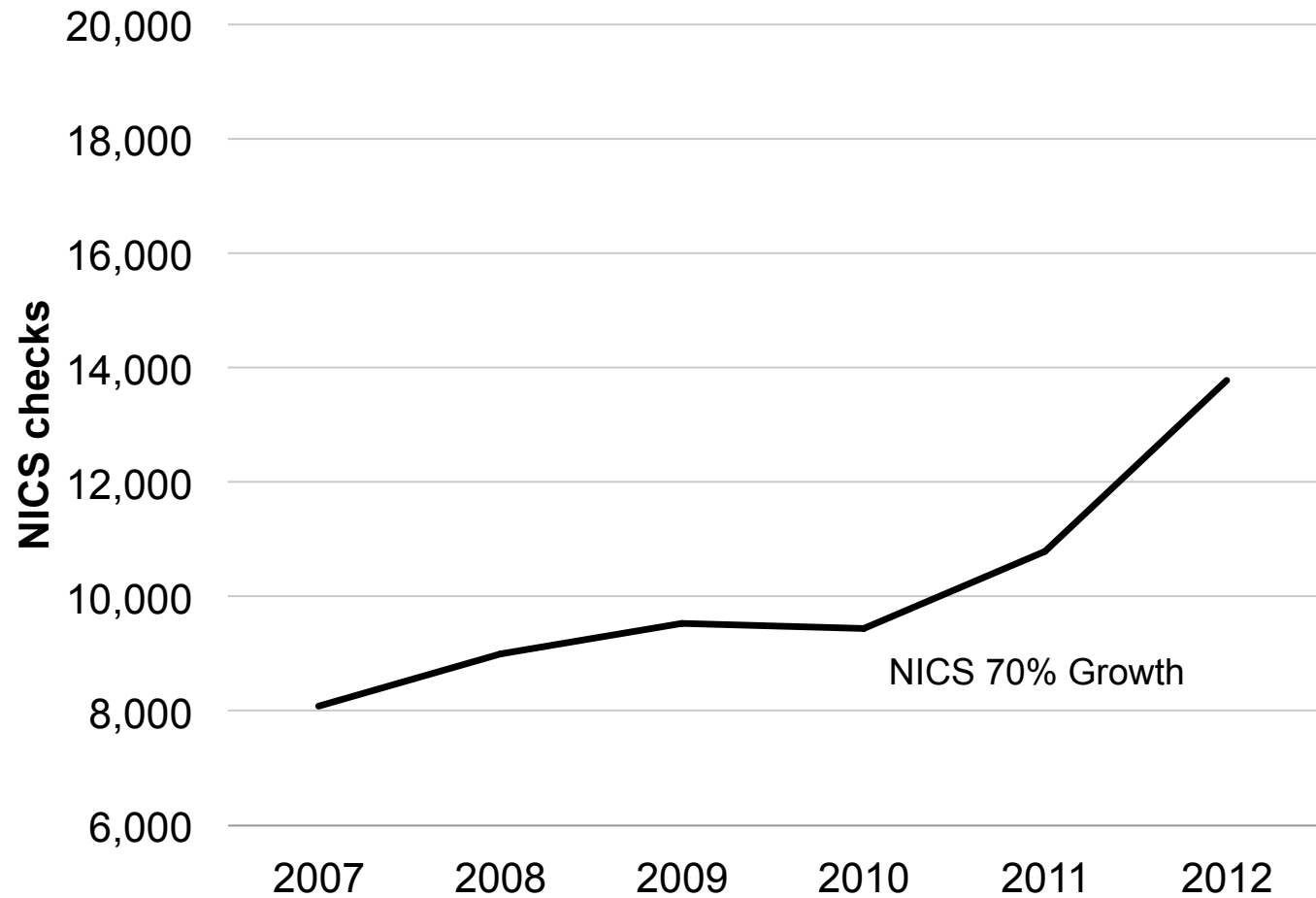


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# Bookings & Distributor Sell-Through (in Thousands of Units)



# Trends in Retail Demand (in Thousands)

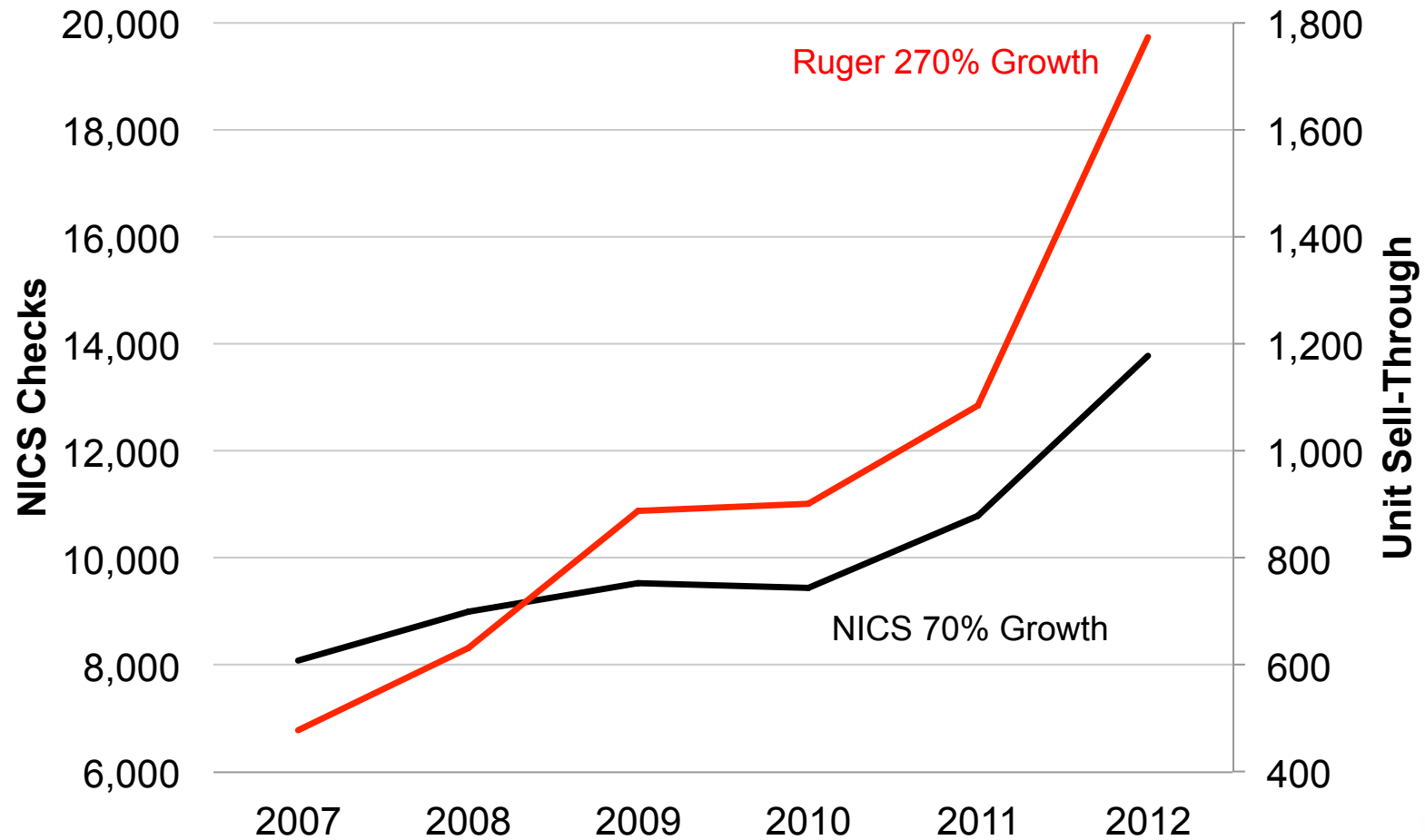


The adjusted National Instant Criminal Background Check System data presented above was adjusted by the National Shooting Sports Foundation to eliminate background checks associated with permit checks rather than firearm sales.

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# Trends in Retail Demand (in Thousands)



The adjusted National Instant Criminal Background Check System data presented above was adjusted by the National Shooting Sports Foundation to eliminate background checks associated with permit checks rather than firearm sales.



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# Market Share Movement

<b>Product Category</b>	<b>2010</b>	<b>2011</b>
<b>Revolvers:</b>		
• Single-Action	Maintained	Maintained
• Double-Action	Maintained	Gained
<b>Pistols:</b>		
• Rimfire	Maintained	Maintained
• Centerfire Full-Size	Maintained	Gained
• Centerfire Compact	Gained	Gained
• 1911	Gained	Gained
<b>Rifles:</b>		
• Mini-14 Rifles	Maintained	Maintained
• Bolt-Action Rifles	Lost	Gained
• Rimfire Rifles	Maintained	Gained
• Modern Sporting Rifles	De Minimis	De Minimis

*Based on Management Estimates and Distributor Commentary.*

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# Market Share Movement

Product Category	2010	2011	2012
<b>Revolvers:</b>			
• Single-Action	Maintained	Maintained	Maintained
• Double-Action	Maintained	Gained	Gained
<b>Pistols:</b>			
• Rimfire	Maintained	Maintained	Gained
• Centerfire Full-Size	Maintained	Gained	Maintained
• Centerfire Compact	Gained	Gained	Maintained
• 1911	Gained	Gained	Gained
<b>Rifles:</b>			
• Mini-14 Rifles	Maintained	Maintained	Maintained
• Bolt-Action Rifles	Lost	Gained	Gained
• Rimfire Rifles	Maintained	Gained	Gained
• Modern Sporting Rifles	De Minimis	De Minimis	De Minimis

*Based on Management Estimates and Distributor Commentary.*

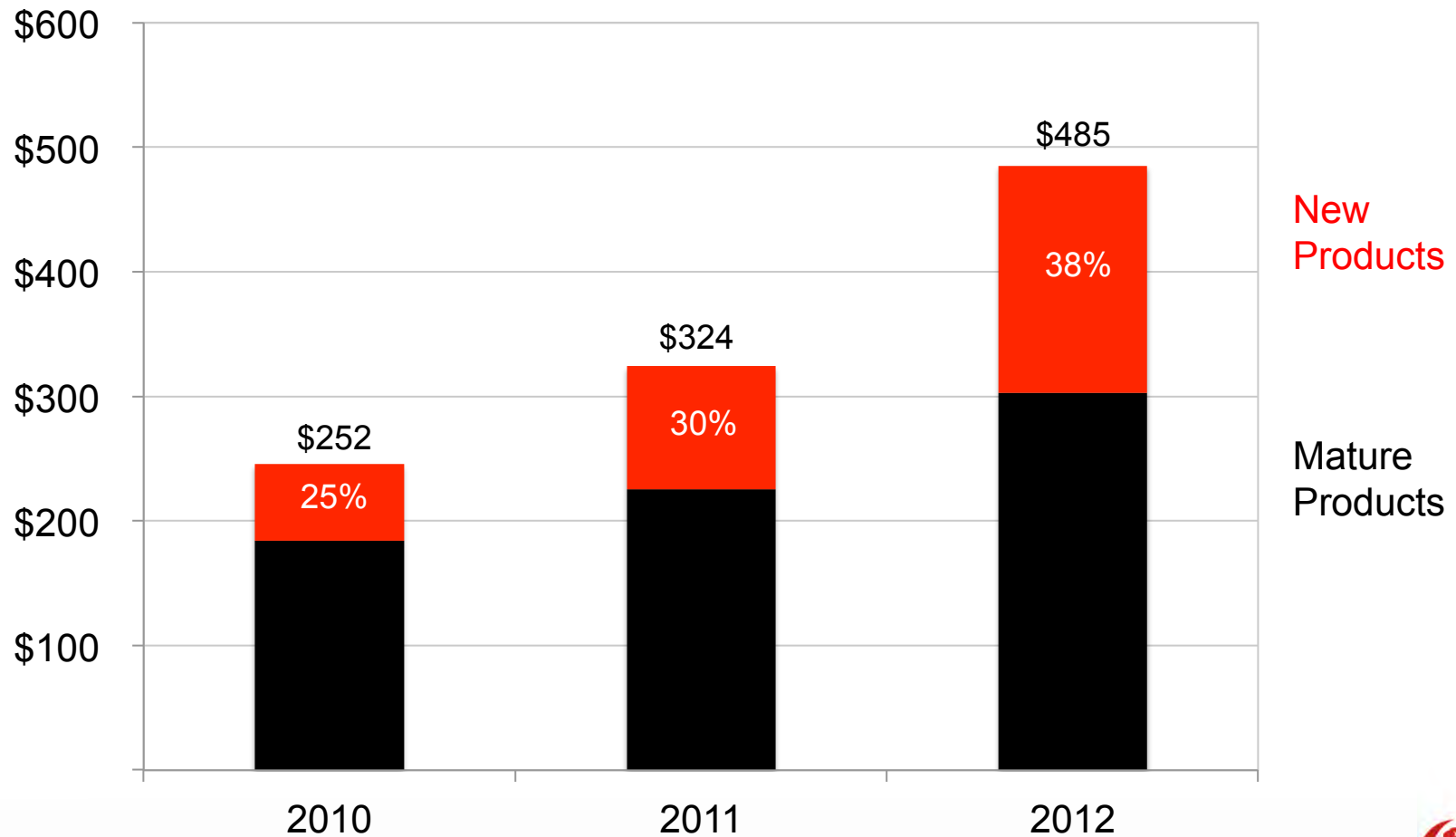


# *New Product Development*

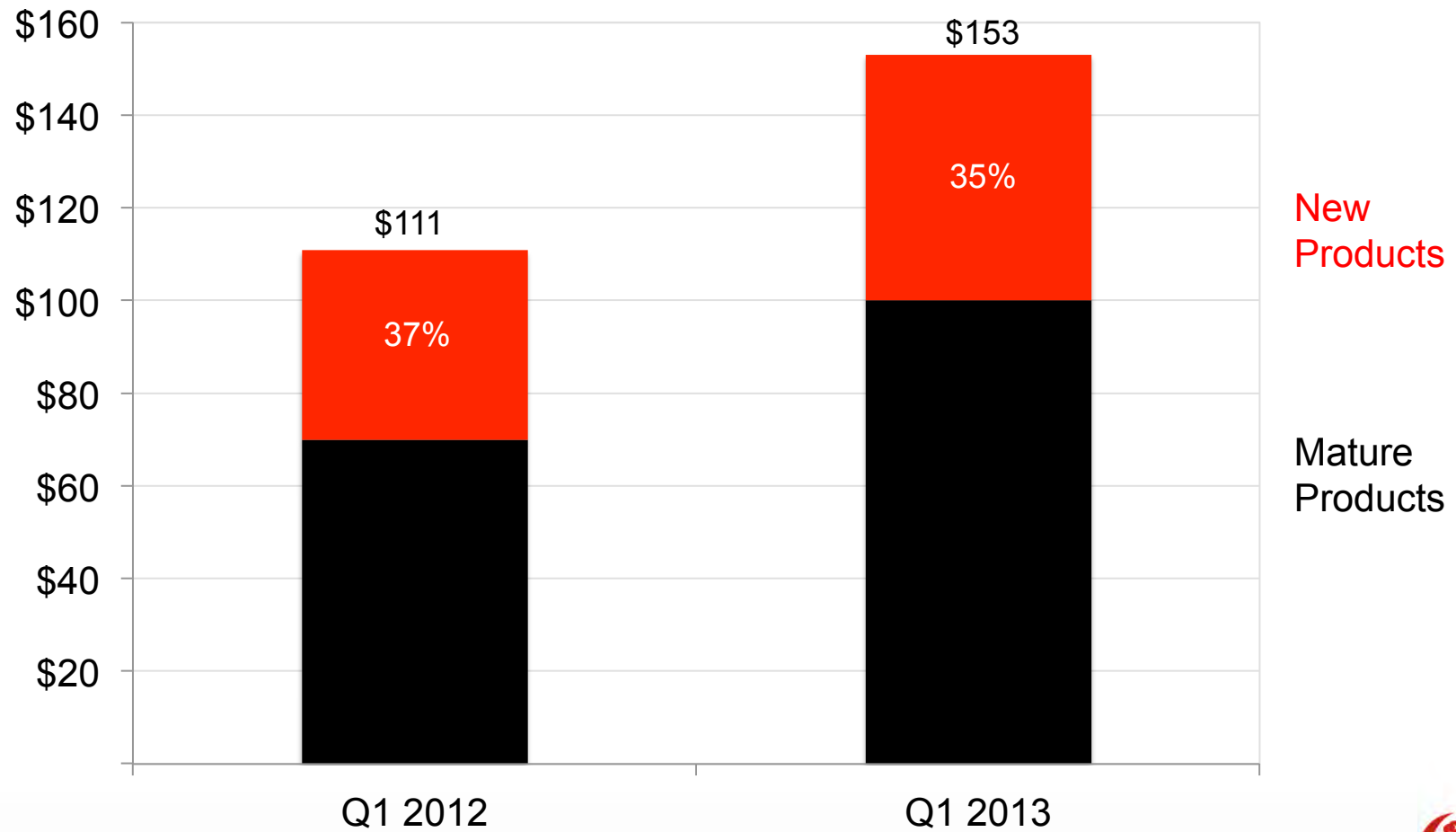




# New Product Impact (in Millions)



# New Product Impact (in Millions)



# Highlighted New Products: 2012 & YTD 2013

## **3 New Platform Products**

Ruger American Rifle / SR22 / SR45

---

## **16 New Product Derivatives**

Including the 22/45 Lite / 10/22 Takedown / LC380 /  
SR1911 Commander-Style / Ruger Muzzle Brake System

---

## **59 Distributor Specials**

Including the NRA LC9 / Shopkeeper's Bearcat /  
USA 10/22 Takedown / Purple LCP, LC9 & SR22

A R M S M A K E R S F O R R E S P O N S I B L E C I T I Z E N S ®



# *New Products*

**RUGGED, RELIABLE FIREARMS™**



**RUGER**

**The Ruger American Rifle®  
now available in compact models  
and additional calibers.**



 **RUGER**  
**AMERICAN**  
**RIFLE**

  
**RUGER**

**The Ruger® 10/22 Takedown® now  
available in satin black with  
threaded barrel and flash suppressor.**



**RUGER** 10/22  
**TAKE DOWN**



# The Ruger® Guide Gun rifles with Ruger® Muzzle Brake System.



## THE RUGER® GUIDE GUN

### THE RUGER® MUZZLE BRAKE SYSTEM:



Includes a removable, radial-port muzzle brake that significantly reduces felt recoil. For times when the brake is not preferred, it may be replaced by the included dynamically-matched muzzle weight. Switching between the brake and the weight will not change the bullet's point of impact for a particular load. The included thread protector may be used if neither the brake nor the weight is desired.



# The Ruger® M77® Hawkeye® Magnum Hunter & African rifles with Ruger® Muzzle Brake System.



**THE RUGER®  
M77® HAWKEYE® MAGNUM HUNTER**



**THE RUGER®  
M77® HAWKEYE® AFRICAN**





# The Ruger® Scout Rifle, now available in stainless steel.



THE **RUGER** GUNSITE  
**SCOUT RIFLE**



# THE **RUGER**<sup>®</sup> SR-556VT<sup>™</sup>



**The Ruger® 10/22 Carbine now available  
in blued finish with LaserMax Laser.**



**THE RUGER® 10/22® CARBINE**



# **RUGER®**

## **RAPID DEPLOY SIGHTS**



**RUGER® SR-22® RIFLE  
WITH RUGER® RAPID DEPLOY SIGHTS**



**RUGER® SR-556®  
WITH RUGER® RAPID DEPLOY  
SIGHTS**



**RUGER® RAPID DEPLOY  
SIGHT - FRONT**



**RUGER® RAPID DEPLOY  
SIGHT - BACK**



**RUGER®**

**The Ruger® LCR® line of revolvers  
now includes a .22 Magnum model.**



**RUGER®**  
**LCR®**  
**IN .22 MAGNUM**



# The Ruger® SR1911™ now available in a commander-style model.



THE RUGER®  
**SR1911™**



THE RUGER®  
COMMANDER-STYLE  
**SR1911™**



**The Ruger® SR-Series of pistols  
now includes the SR45™ model.**



**THE RUGER®  
SR45™**



**The popular Ruger® Lightweight Compact Pistol line is expanded with the new LC380™ model.**



**THE RUGER®  
LC380™**





**The Ruger SR22<sup>®</sup> Pistol now offered  
in a silver anodized slide model  
& a threaded barrel model.**



**THE RUGER<sup>®</sup>  
SR22<sup>®</sup>**



**The Ruger 22/45 Lite<sup>®</sup> now with  
a black anodized finish and  
new fluting pattern for 2013.**



**THE RUGER  
22/45  
LITE<sup>®</sup>**



# *Recognition & Media Coverage*



# Awards & Recognition

**Cabela's**®

WORLD'S FOREMOST OUTFITTER  
WORLD'S FOREMOST OUTFITTER

**VENDOR OF THE YEAR**  
WINTER, 2013



**GANDER**MTN.®

WE LIVE OUTDOORS  
WE LIVE OUTDOORS

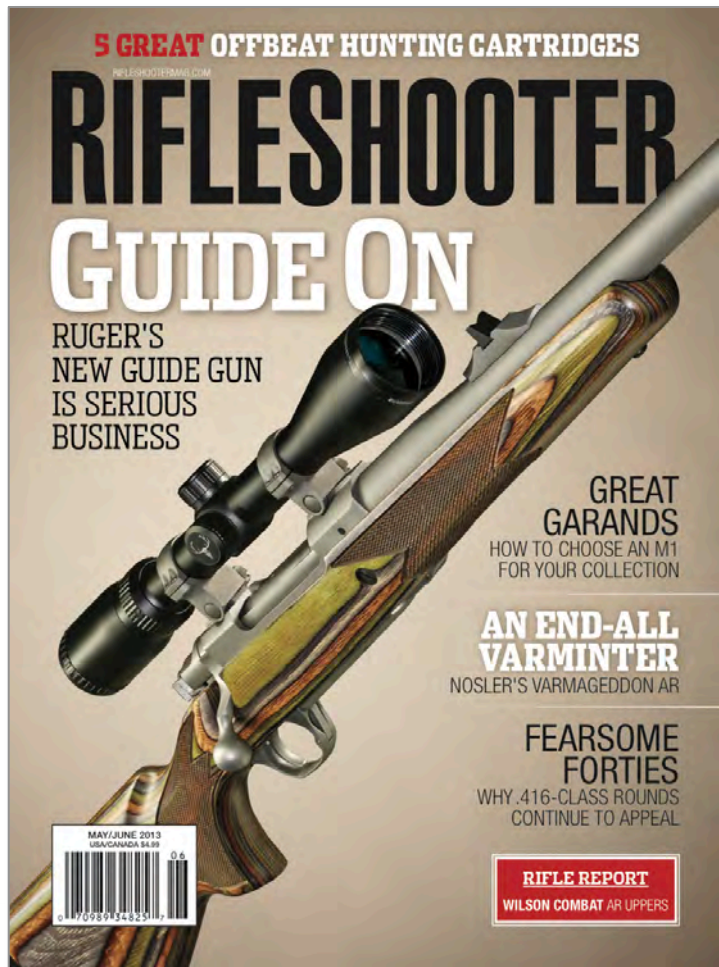
**HARDLINES VENDOR OF THE YEAR**  
SPRING, 2012



**NRA GOLDEN BULLSEYE AWARD**  
AMERICAN RIFLEMAN "RIFLE OF THE YEAR", 2013



# Editorial Coverage



# Editorial Coverage



# Editorial Coverage



# Web Editorial Coverage





**Gunblast.com**  
THE Online Gun Magazine!



HOME ARCHIVE ABOUT US COLLECTORS CORNER SEARCH

FEEDBACK ASK JEFF LINKS GREP'S CORNER

**Ruger SR22 Pistol: Compact 22 Long Rifle Semi-Automatic Pistol**  
by Jeff Quinn  
photography by Jeff Quinn & Boge Quinn  
January 2nd, 2012  
UPDATED March 26th, 2013



Click pictures for a larger version.

Sturm, Ruger & Company has been in the 22 semi-automatic pistol business since 1949. The Standard Automatic and Mark I pistols quickly built a stellar reputation as being reliable.



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"Firearms, handloading & projects for the average guy"

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**COMING SOON**

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Modern Loads for the ...  
Browning's "Come...  
Closer to the 7x57mm...  
Ruger's No.1 Internat...  
Gun Rights Editorial

**FEATURE ARTICLES**

- Browning's X-Bolt... NEW
- Remington 1911 R1... NEW
- Remington's Model... NEW
- The Ruger SR556E... NEW
- Bushnell's Elite... NEW
- The Ruger Ameri... NEW
- Winchester's Mode... NEW
- Winchester's 348... NEW
- Remington and the... NEW
- The Ruger SR 1911... NEW

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**HANDLOADS**

- Rifle
- 17 Hornet
- 204 Ruger
- 22 Hornet
- 22-250 Remington
- 220 Swift
- 223 Remington
- 243 Winchester

**Ruger American Compact**  
A truncated deer slayer  
©RGI Media, Inc - Published with permission

Pictured, right, is an ideal deer rifle for a young hunter, less the ingredients of pretentiousness and ego. At 5 lbs 15 oz, 6 lbs 14 oz with Leupold scope in place, a tough synthetic stock and finish that is nearly impervious to inclement weather. Its light weight make it an easy carry and its 18" barrel shaves nothing of consequence from muzzle velocity.

Ruger American Compact	
Manufacturer	Sturm Ruger - USA
Item #	6908
Type	Bolt Action
Caliber	243 Winchester
Mag Capacity	4
Barrel Length	18"
Rifling	1:9"
Weight	5 Lbs 15 Oz
Overall Length	36.75"
Stock	Synthetic
Hardware	Steel - Black Oxide
Length of Pull	12.5"
Drop at comb	0.75"
Drop at heel	0.75"
Sights	Clean
Scope	D&T Bases Included
Trigger Pull	3 lbs 9 Oz - Adjustable
Safety	Tang Slide
MSRP	\$449
<b>Weights and measure actual</b>	

Ruger picked two excellent chambers for this stubby rifle, the 7mm-08 Remington and the 243 Winchester. I don't believe I would select either cartridge for use on Alaskan moose or big bear, however, the former is actually a 308 Winchester hot rod derivative that works well for anything less and the latter for anything deer size with conviction. I've dropped lots of deer with the 243 Winchester and only once was a second shot required as a result of my poor shot placement. The 243 Winchester is also a cartridge that encourages target practice and off season varmint hunting.

The rifle is inexpensive at \$339, typical discount retail, and so is the ammunition. Yes, there is \$50/box ammo for folks who like to pose with their ammunition, but there is also \$13/box ammo I wouldn't hesitate to take deer hunting. Federal, Remington and Winchester brands offer premium ammo for just a few dollars more. Handloads are a \$6/box proposition and bulk bullets are available for varmint hunters.

Detachable magazine loading is easy and spares can be carried. Rounds can be loaded directly into chamber and the magazine can be topped off top through the ejection port, but not easily. I juggled scope rings around and concluded with medium height. The bolt handle will clear a large scope eyepiece and a 40mm objective scope will clear the American's barrel with low rings, but medium is better for natural eye alignment with a scope. The recoil pad is of good quality, but the little 243 Winchester's recoil is negligible and the report is typical centerfire.

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**THE RUGER SR45**



**RUGER**



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**HANDLOADS**

- Handgun
- 327 Federal Mag
- 357 SIG
- 357 Magnum
- 40 S&W
- 41 Remington Mag
- 44 Mag Revolver
- 45 ACP



# Social Media Presence

This screenshot shows the YouTube channel for Ruger Firearms. The channel name is "Ruger Firearms" with 19,406 subscribers and 4,470,522 video views. The page features a large vertical "RUGER" logo on the left. The main content area displays a list of video uploads, including:

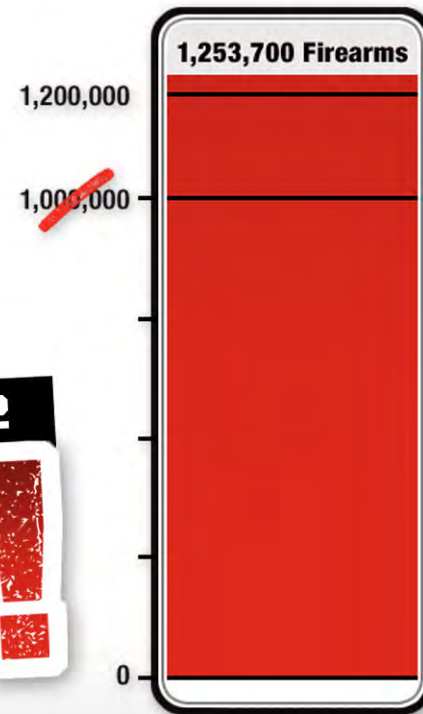
- "9. Ruger Gunsite Scout Rifle -- Off-Hand Shooting" (1,336 views)
- "5. Single Action Self Defense -- Cocking" (3,100 views)
- "8. Ruger Gunsite Scout Rifle -- Ready Positions" (3,660 views)
- "3. Single-Action Self Defense -- Look & Assess" (2,509 views)

The "About Ruger Firearms" section describes the company as a firearms manufacturer for responsible citizens, providing original online video series, technical videos, and assembly instructions.

This screenshot shows the Facebook page for Ruger. The page features a large banner with the text "PROTECT YOUR RIGHTS!" and the slogan "ARMS MAKERS FOR RESPONSIBLE CITIZENS®". Below the banner, the text reads: "Gun rights are under attack. We, the silent majority, need to speak up now and make sure our voice is heard to protect our rights." The page has 287,590 likes and 9,368 people talking about it. The navigation bar includes links for "About", "Photos", "Protect Your Rights", "Ruger Email List", and "YouTube". A recent post from 23 hours ago thanks fans for participating in the Ruger Trivia Quiz. The page also shows 14 friends who liked the post.

# THE RUGER®

# 1.2 ~~1~~ MILLION GUN CHALLENGE



APRIL 2011 - MARCH 2012  
**WE DID IT!**

RUGGED, RELIABLE FIREARMS



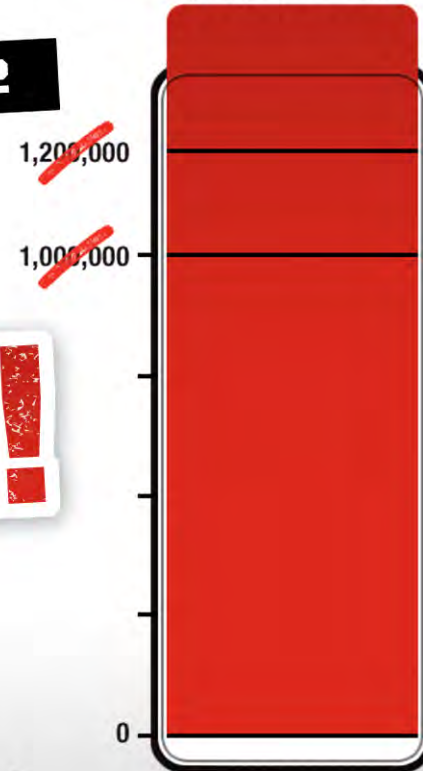
**T H E R U G E R<sup>®</sup>**

**1.7** ~~**1**~~ **MILLION**  
**GUN CHALLENGE**

**1.7 MILLION IN 2012**

**WE DIDN'T  
STOP THERE!**

1,700,000 Firearms

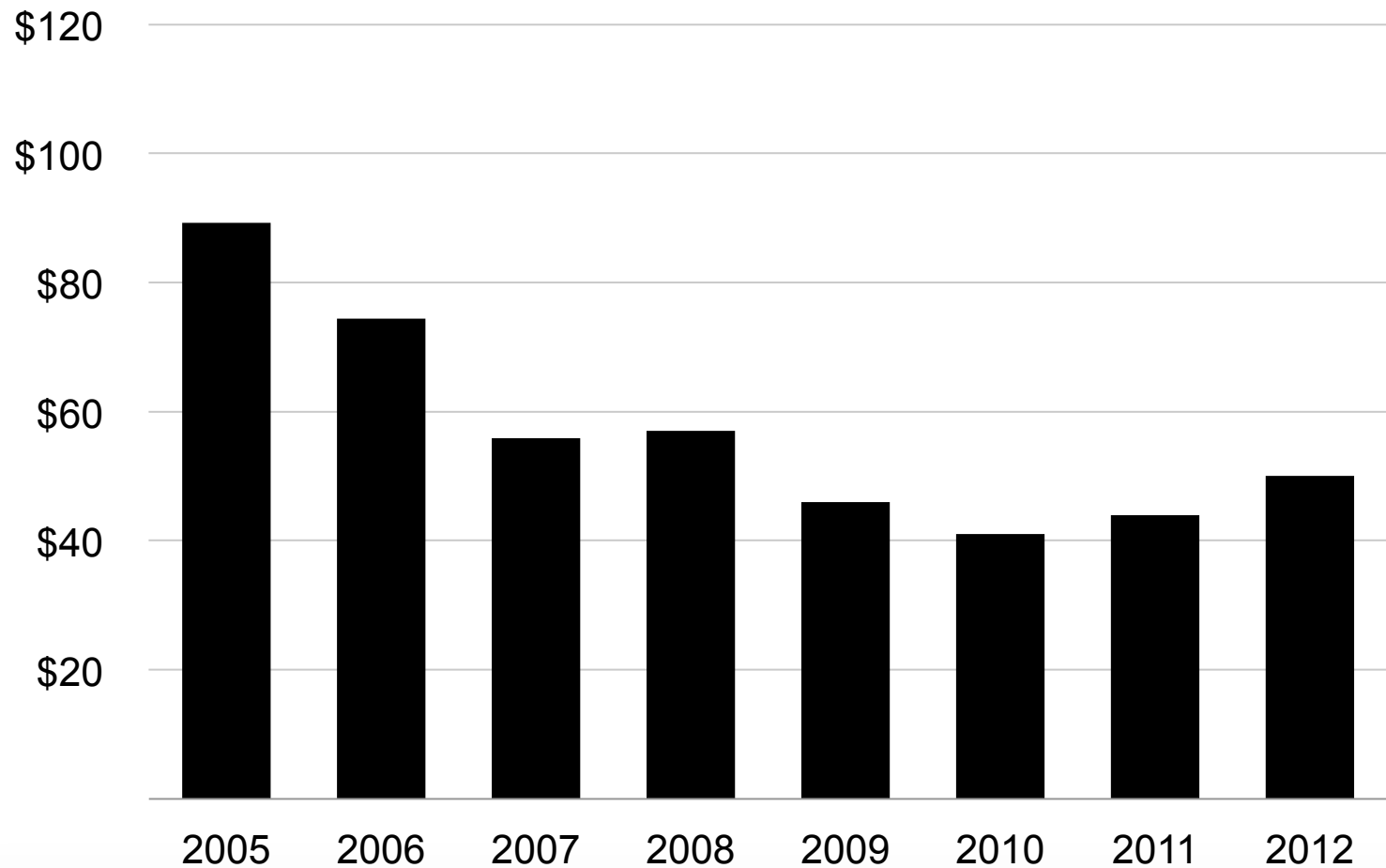


**R U G G E D , R E L I A B L E F I R E A R M S**

# *Liquidity*



# Inventory Reduction (in Millions)

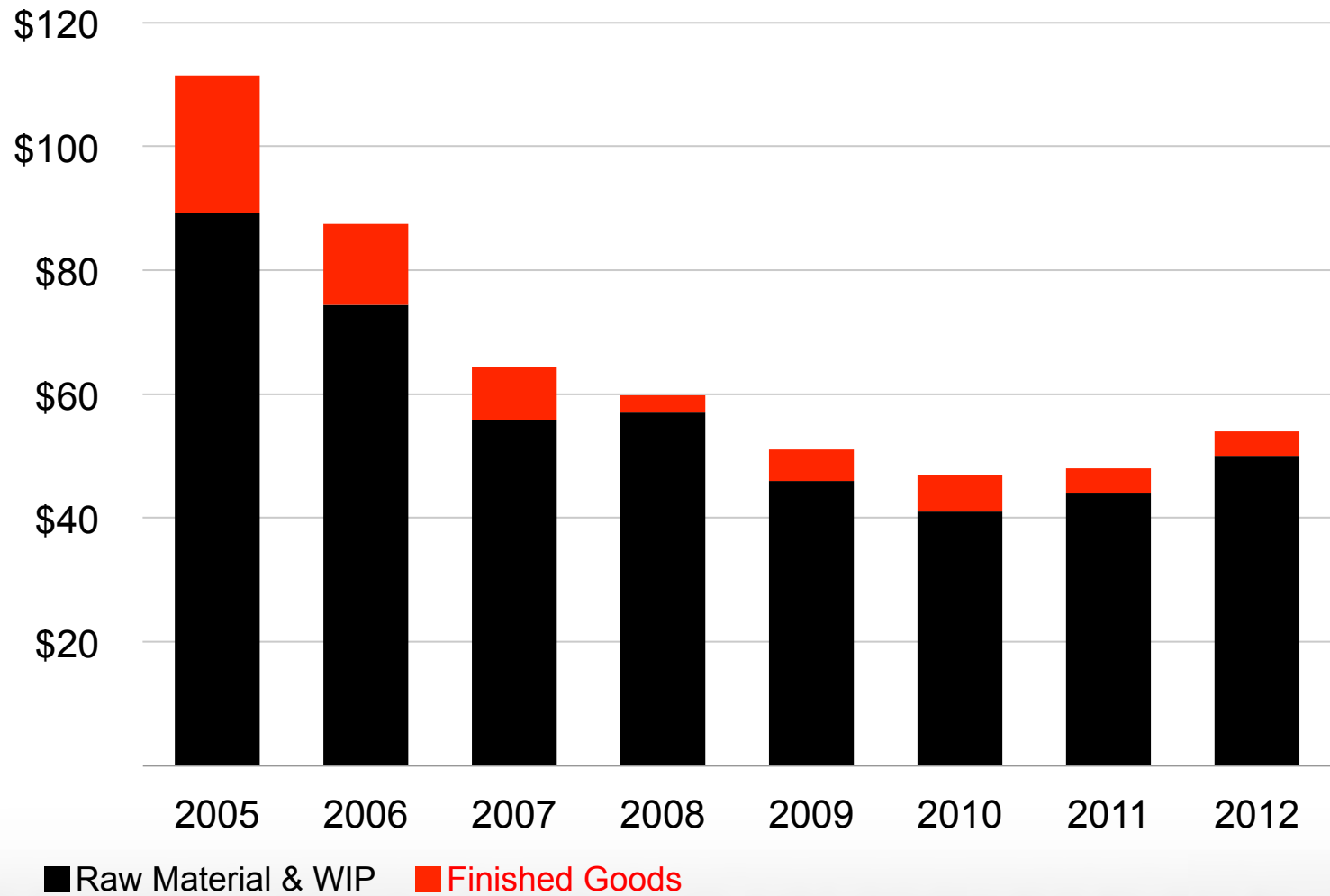


■ Raw Material & WIP

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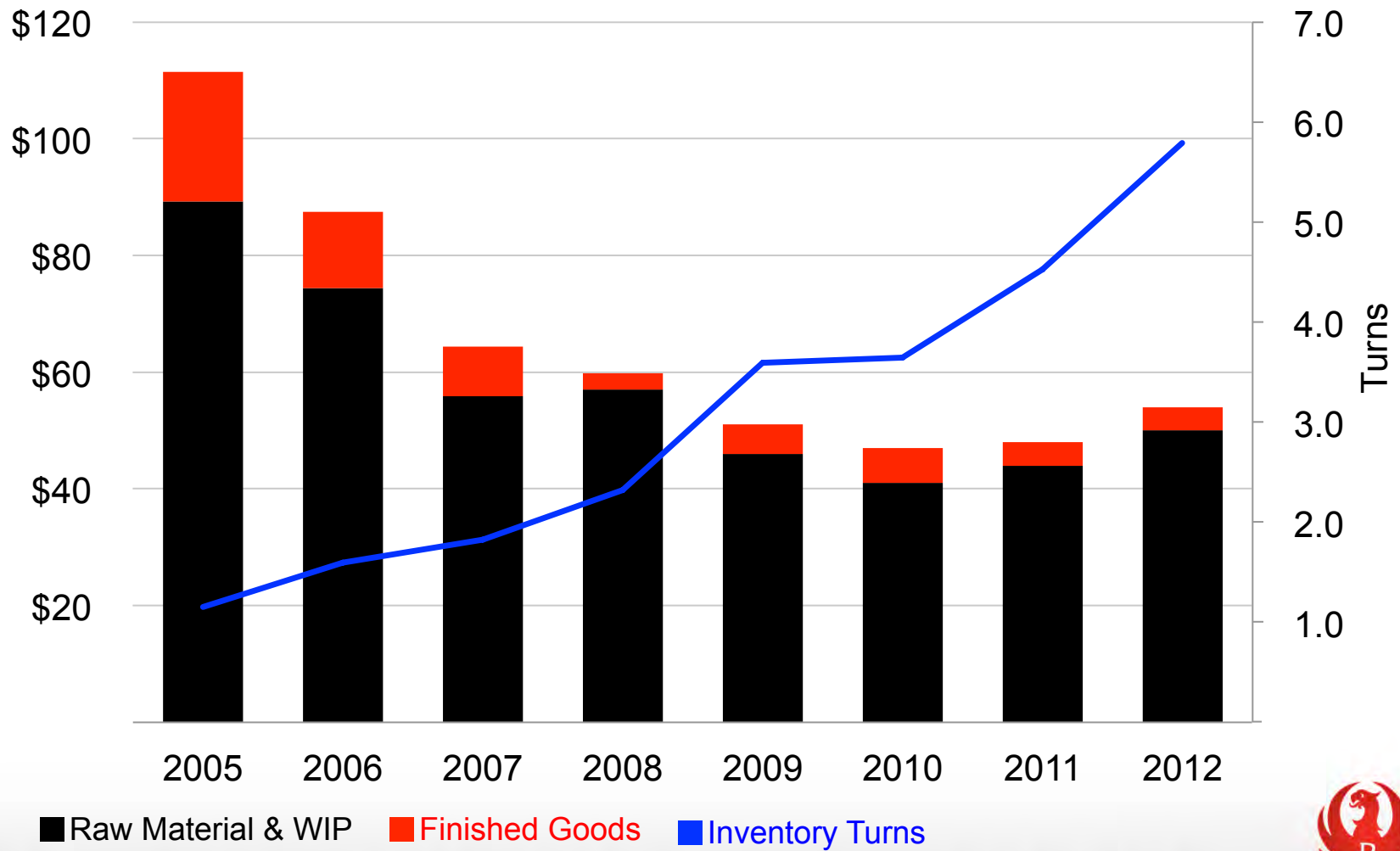
# Inventory Reduction (in Millions)



A R M S M A K E R S F O R R E S P O N S I B L E C I T I Z E N S ®



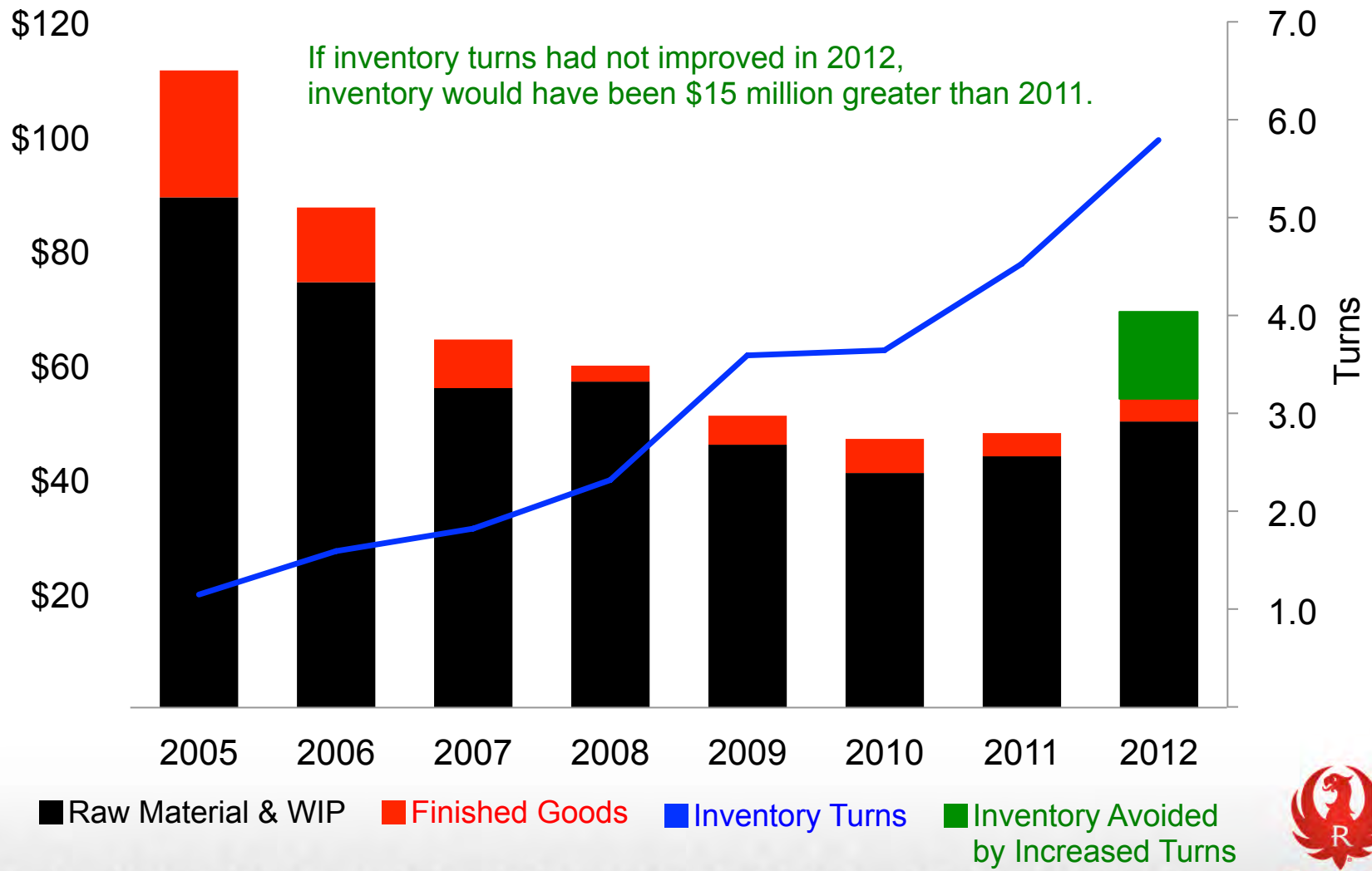
# Inventory Reduction (in Millions)



A R M S M A K E R S F O R R E S P O N S I B L E C I T I Z E N S ®



# Inventory Reduction (in Millions)

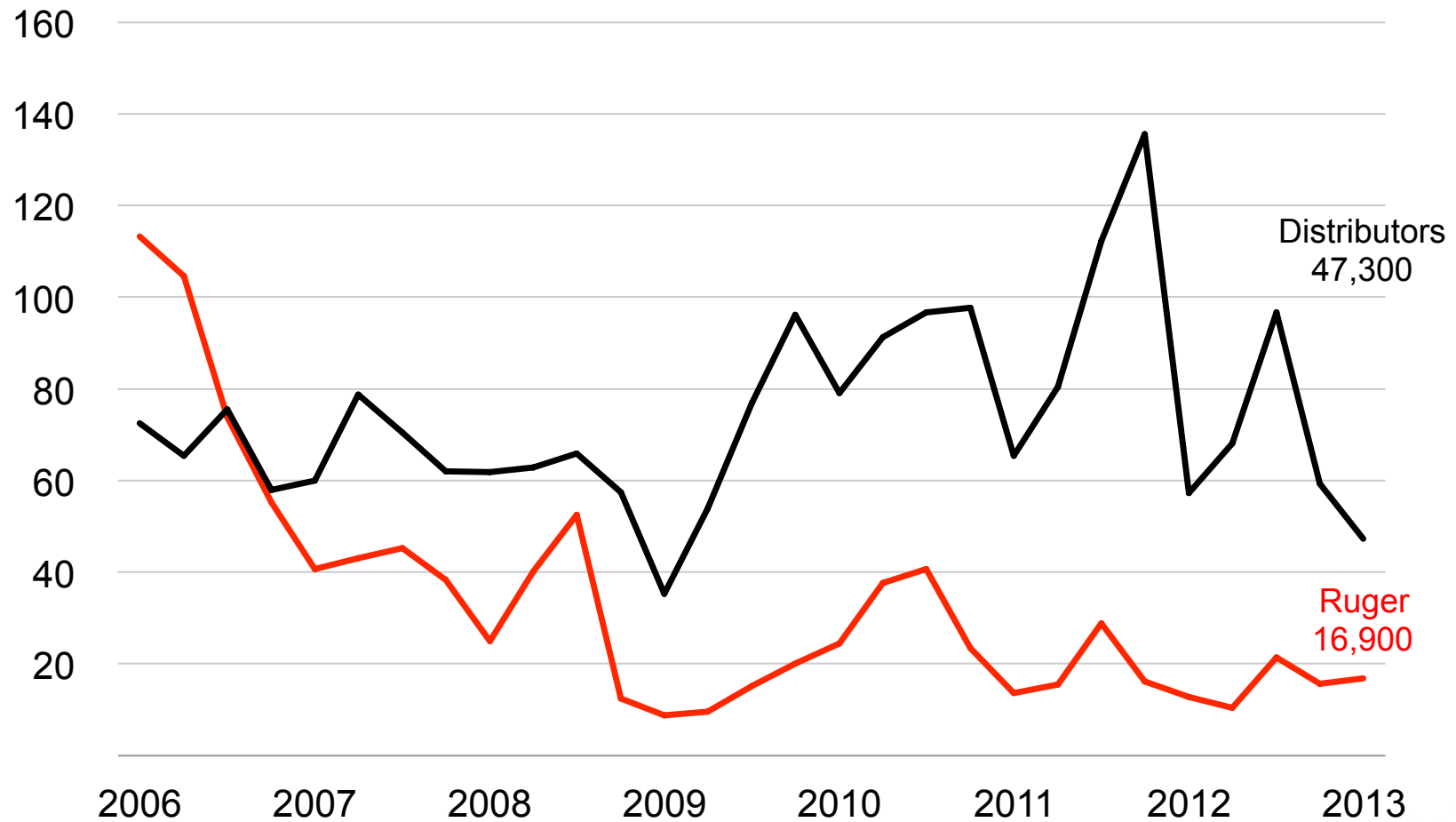


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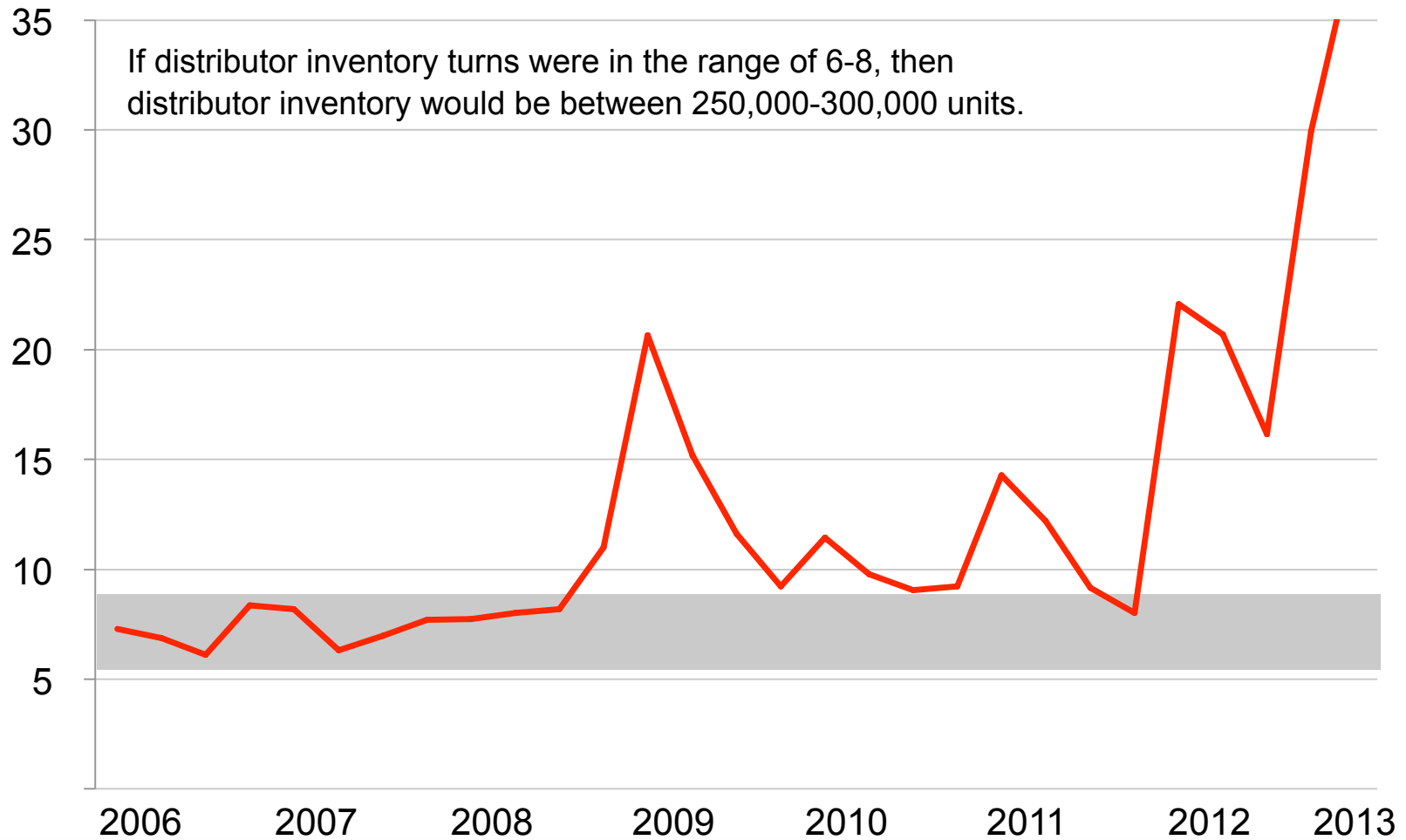




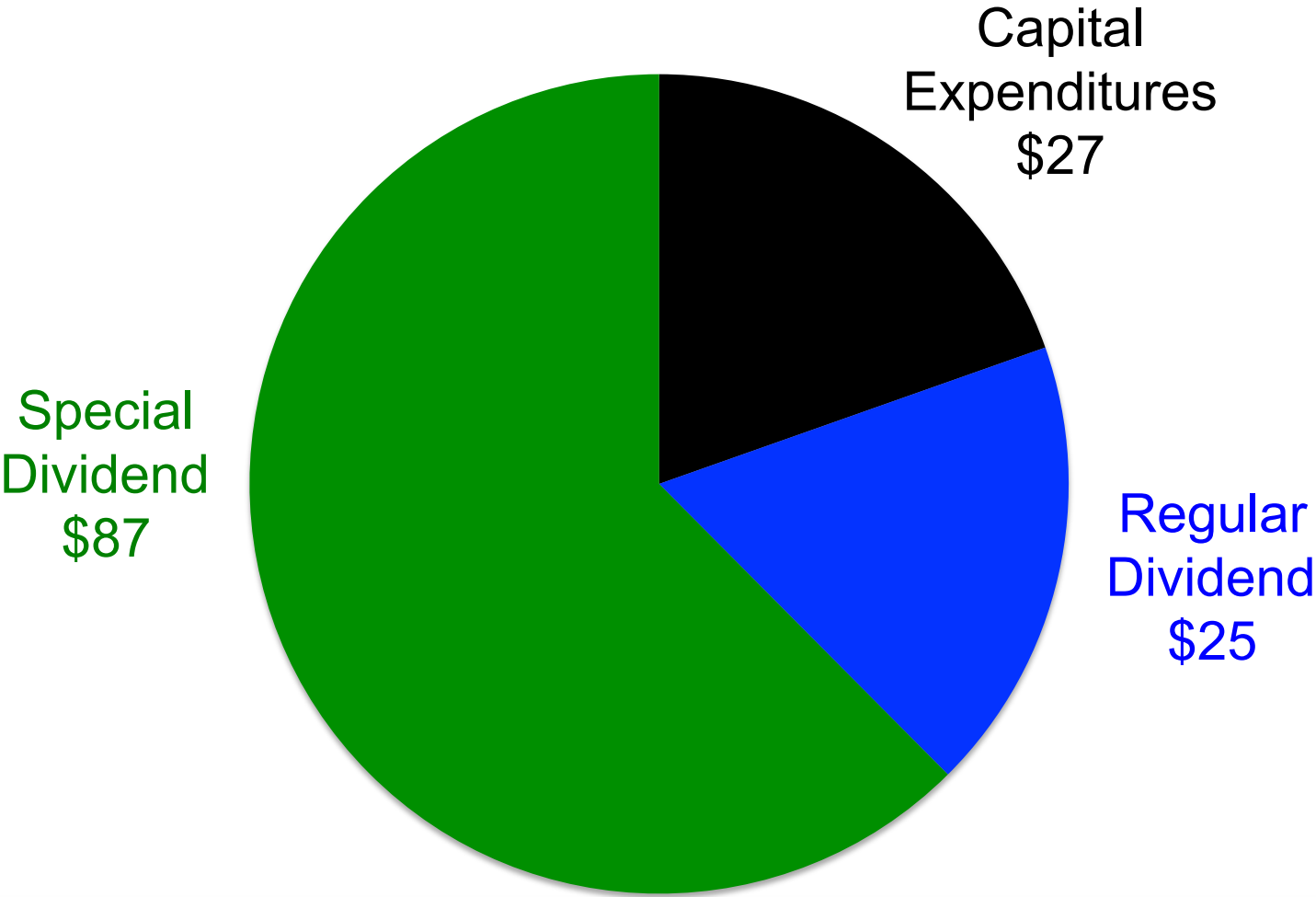
# Finished Goods Inventory (in Thousands of Units)



# Distributor Inventory Turns

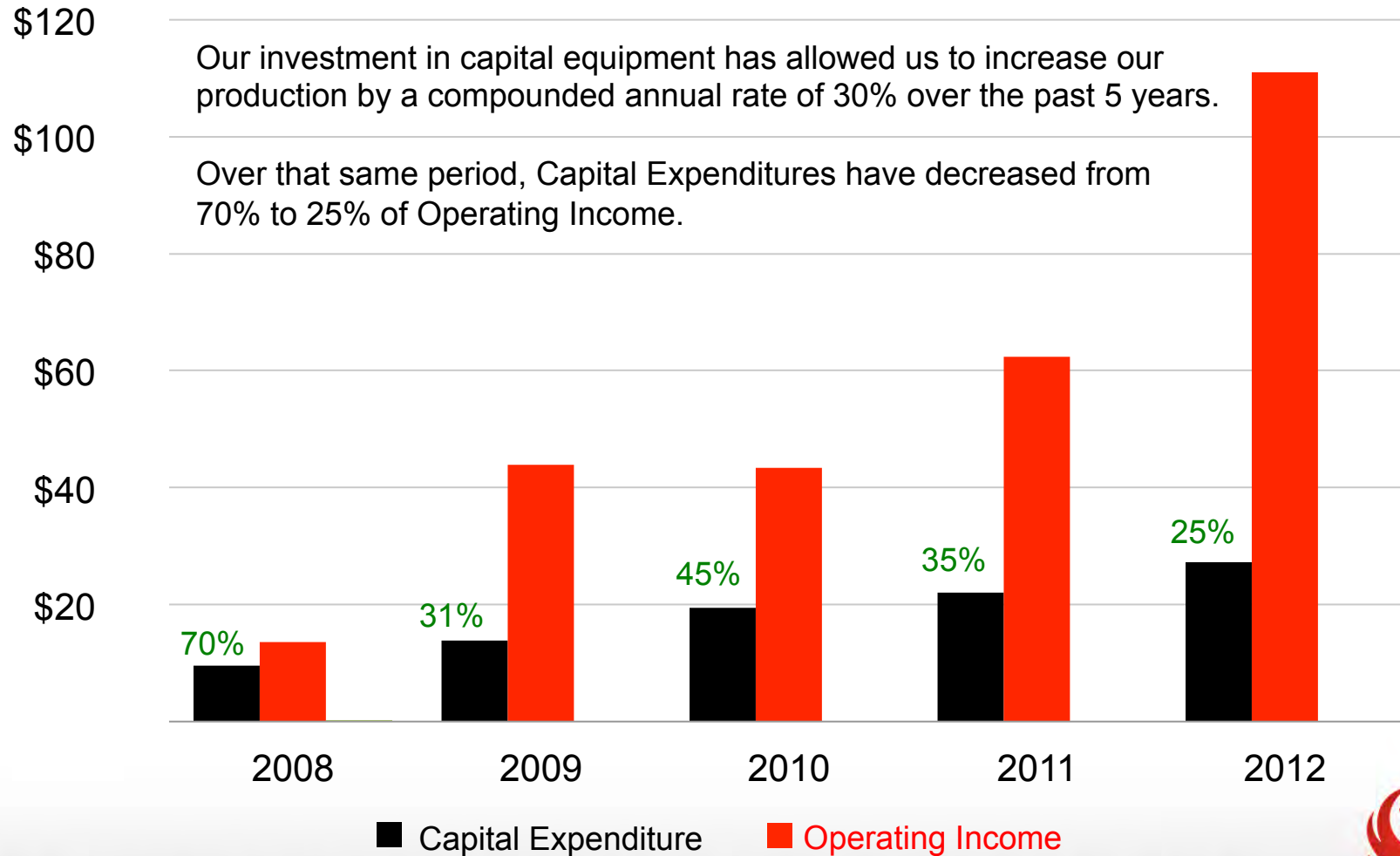


# 2012 Capital Allocation (in Millions)



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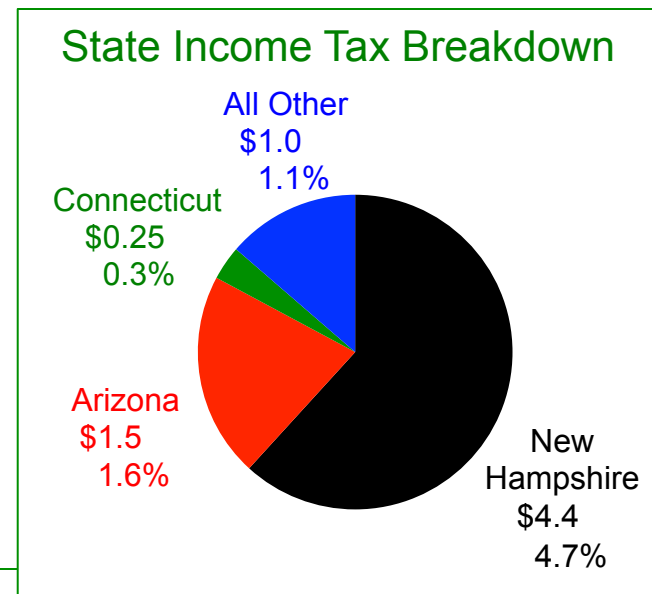
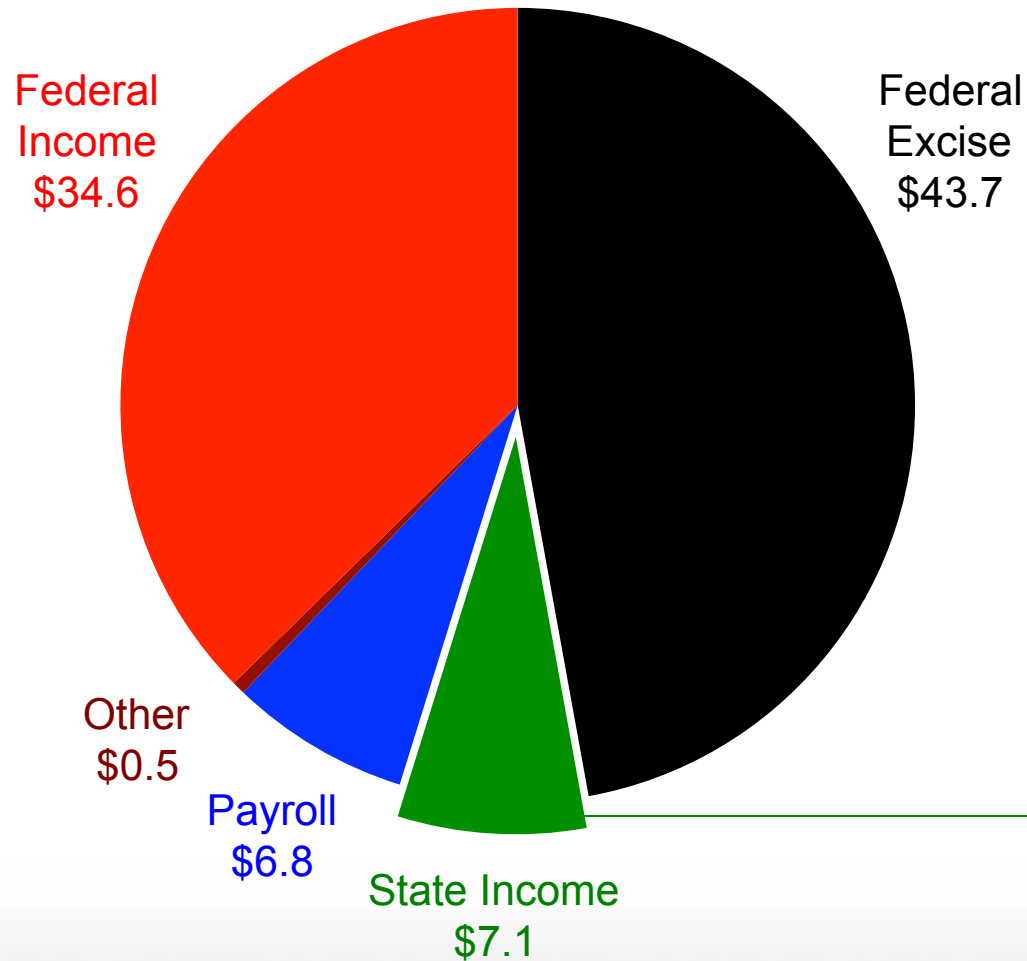
# 2012 Capital Expenditures (in Millions)



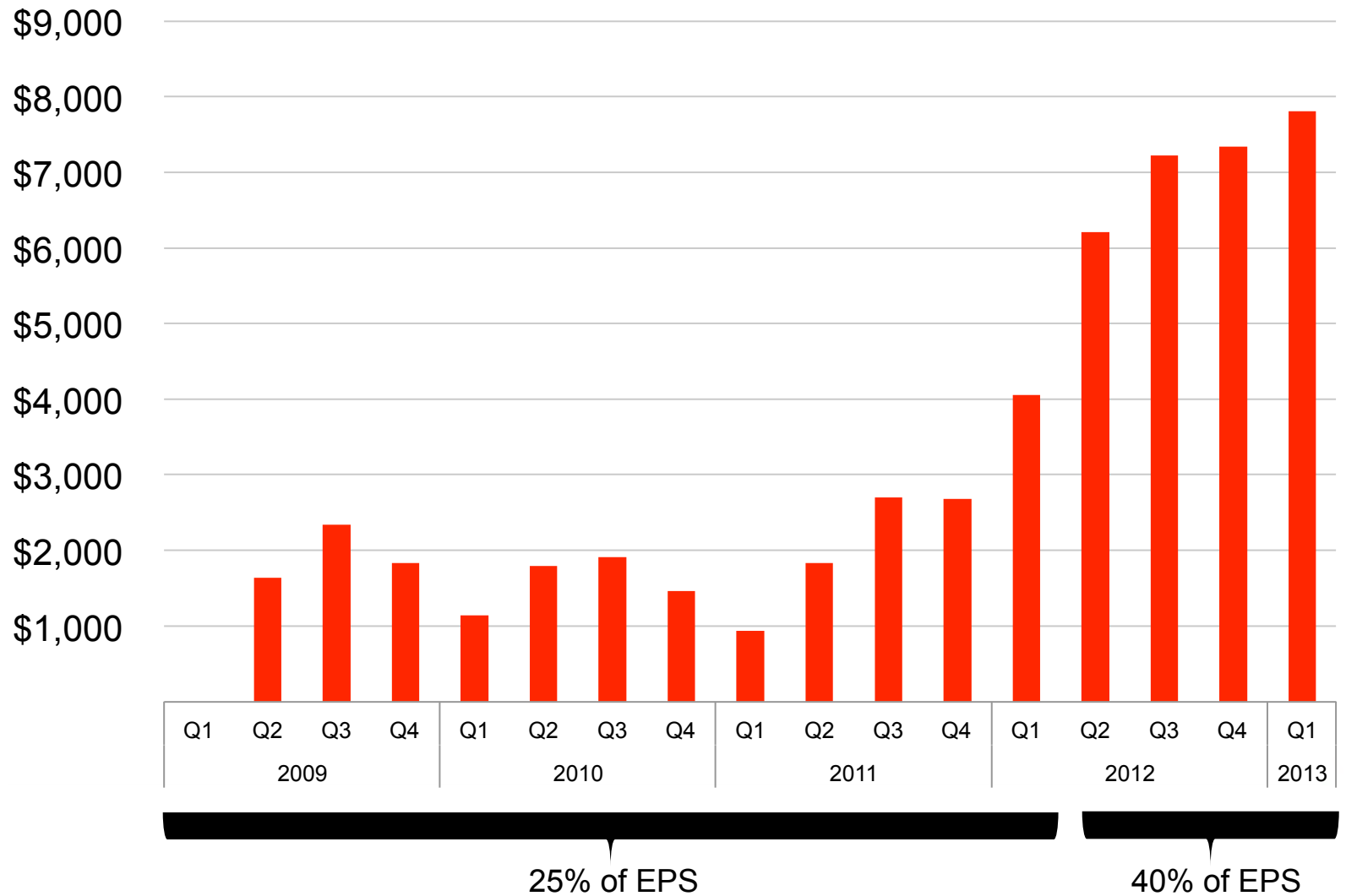
# Facility Search

- Active search for a third manufacturing facility (approximately 250,000 sq. ft.) is on-going.
- Need for additional manufacturing space is new product driven, not unit volume driven.
- Looking for a community that supports the 2<sup>nd</sup> Amendment and has a skilled workforce.
- Three attractive sites have been identified (NC, SC and TX).
- We have retained Greyhill Advisors (Austin, Texas) to assist in our search ([rugerproject@greyhill.com](mailto:rugerproject@greyhill.com)).

# \$92.7 Million Paid in 2012 Taxes (in Millions)



# Variable Quarterly Dividend (in Thousands)



# Shareholder Return

Six years ago we told you:

*“The Company will use its cash to enhance shareholder value, or it will be returned to the shareholders.”*

## Cash Position



March 31, 2007 Cash Balance                      \$54.1 million

### Possible Uses of Cash

- Acquisitions
- Stock Buyback
- Special Dividend
- Regular Quarterly Dividend

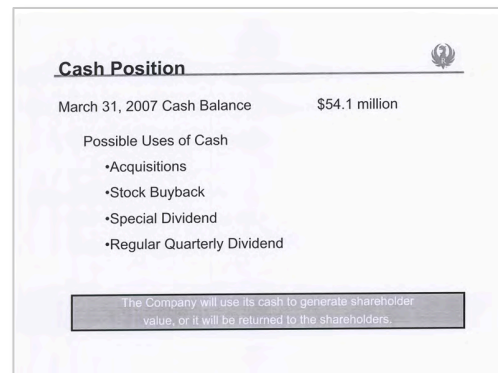
The Company will use its cash to generate shareholder value, or it will be returned to the shareholders.



# Shareholder Return

Since 2007, we returned \$178 million to our shareholders:

- Stock Buyback \$38 Million
- Special Dividend \$87 Million
- Regular Quarterly Dividend \$53 Million



- Our March 30, 2013 cash balance is \$45.6 million.
- Since 2007, our market capitalization increased from \$220 million to \$949 million.

# Investor Communications

We anticipate releasing 2013 quarterly earnings and holding Investor conference calls on the following dates:

<u>Period</u>	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2013	July 31, 2013	August 1, 2013
Q3 2013	November 6, 2013	November 7, 2013
Q4 2013	February 26, 2014	February 27, 2014

# Investment Highlights

- 64 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- Strong market position in rifles, revolvers and pistols.
- We continue to outpace growth in the industry (NICs).
- Strong balance sheet.
- Improving operational results.

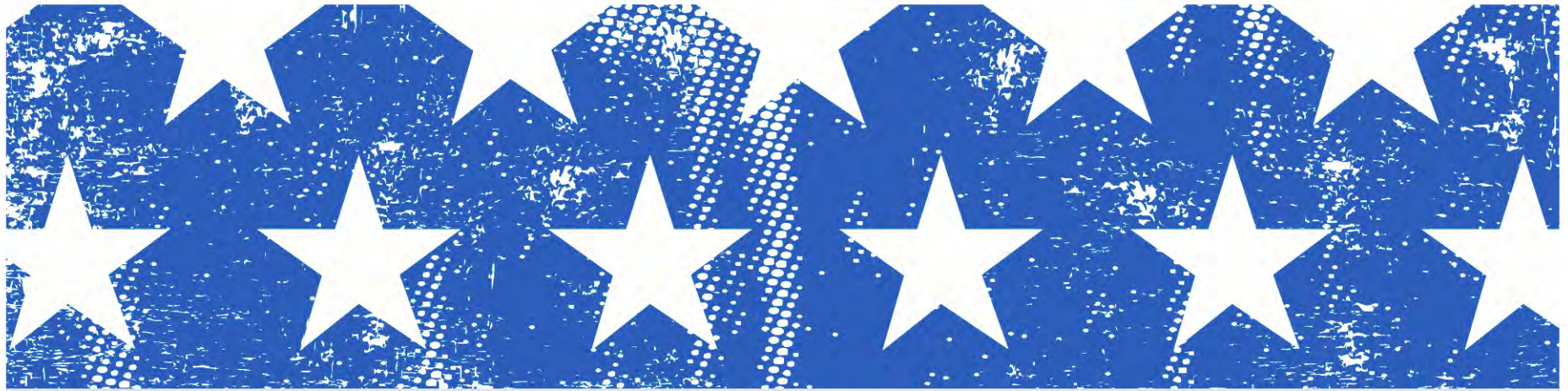
NYSE: RGR  
Shares Outstanding: 19.3 Million  
Price: \$49.14 (4/24/13)  
Market Capitalization: \$949 Million

# *Questions*



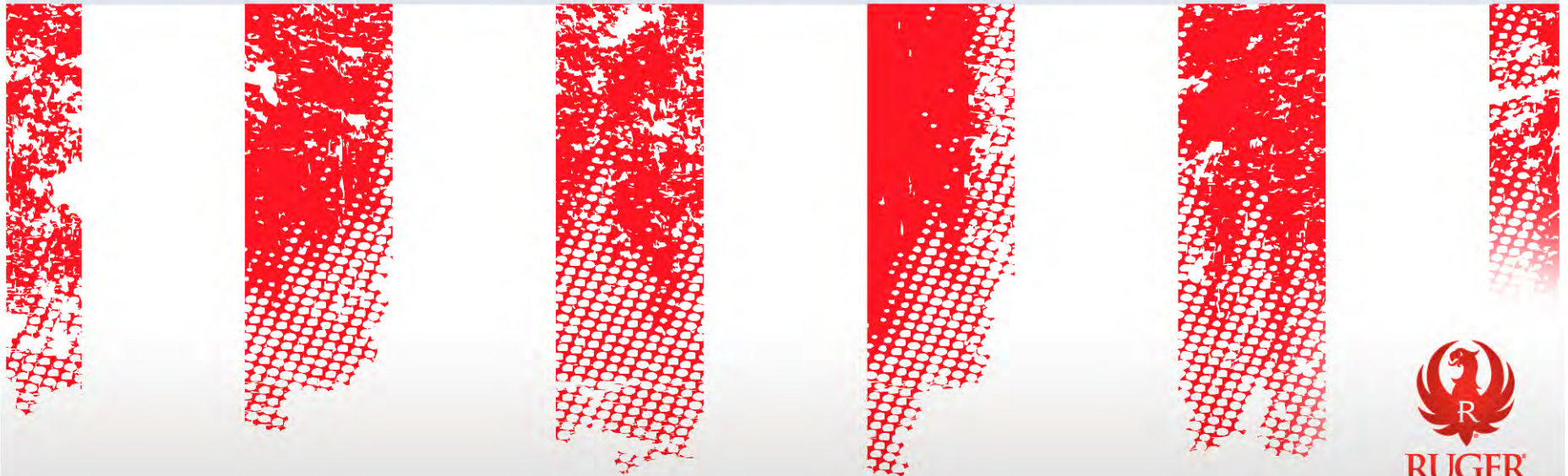
# Caution: Forward Looking Statements

Statements made in the course of this meeting that state the Company's or Management's intentions, hopes, beliefs, expectations or predictions of the future are forward-looking statements. It is important to note that the Company's actual results could differ materially from those projected in such forward-looking statements. Additional information concerning factors that could cause actual results to differ materially from those in the forward-looking statements is contained from time to time in the Company's SEC filings, including but not limited to the Company's reports on Form 10-K for the year ended December 31, 2012 and Form 10-Q for the fiscal quarter ended March 30, 2013. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at [www.ruger.com/corporate/](http://www.ruger.com/corporate/) or the SEC website at [www.sec.gov](http://www.sec.gov). Furthermore, the Company disclaims all responsibility to update forward-looking statements.



# **RUGER** IS **AMERICA**

American Made Products, in American Factories, by American Workers.





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**Thank You!**

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