

**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)
May 2, 2012**

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 2012 Annual Meeting on Wednesday, May 2, 2012 (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. 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 May 2, 2012.

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: May 2, 2012



RUGER®

2012 Annual Meeting

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

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, 2011 and Form 10-Q for the fiscal quarter ended March 31, 2012. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at www.ruger.com/corporate/ or the SEC website at www.sec.gov. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



RUGER

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

Investment Highlights

- 63 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; well positioned to take advantage of business opportunities as they arise.
- Improving fundamentals.

NYSE: RGR

Shares Outstanding: 19.1 Million

Price: \$55.14 (4/27/12)

Market Capitalization: \$1.1 Billion

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



Company Profile

- Trailing 12-months (ending 3/31/12):
 - Sales: \$360 million, Operating Profit: 20%, EPS: \$2.48
- Manufacturing facilities in Newport, NH and Prescott, AZ.
- Engineering office in Enfield, CT.
- Corporate office in Southport, CT.
- 1,300 non-union employees, plus 400 temporary employees.
- Investment castings division.
- 2-step distribution, selling to 14 wholesale distributors.
- Firearms Products: (295 Catalog SKUs):

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



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

*Financial and
Operational Highlights*



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Consolidated Operating Results (in Millions, except EPS)

	2012	2011			
	Q1	Q4	Q3	Q2	Q1
Revenues	\$112.3	\$93.2	\$80.5	\$79.6	\$75.4
Gross Margin	\$41.8	\$30.2	\$29.1	\$28.5	\$24.0
Operating Profit	\$24.4 21.7%	\$15.9 17.1%	\$16.9 21.0%	\$17.1 21.4%	\$12.5 16.5%
EPS	\$0.81	\$0.55	\$0.57	\$0.57	\$0.42

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



Comparison of Underlying Performance (in Thousands)

	2012	2011			
	Q1	Q4	Q3	Q2	Q1
Reported Operating Profit	\$24,415	\$15,926	\$16,887	\$17,062	\$12,458
Adjustments					
LIFO	(71)	374	-	338	(590)
O/H Rate	405	(141)	369	314	158
D/L Rate	104	(189)	32	96	156
E&O reserve	(53)	260	141	(51)	(125)
Frozen DB Pension Plan	-	(236)	-	-	-
Dorr Demolition Costs	-	-	275	-	-
Severance	-	-	35	73	139
Retrofit Expenses	2	4	3	6	6
Total Adjustments	387	72	855	776	(256)
Adjusted Operating Profit	\$24,802	\$15,998	\$17,742	\$17,838	\$12,202
	22%	17%	22%	22%	16%

Comparison of Underlying Performance (in Thousands)

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Severance	-	-	35	73	139
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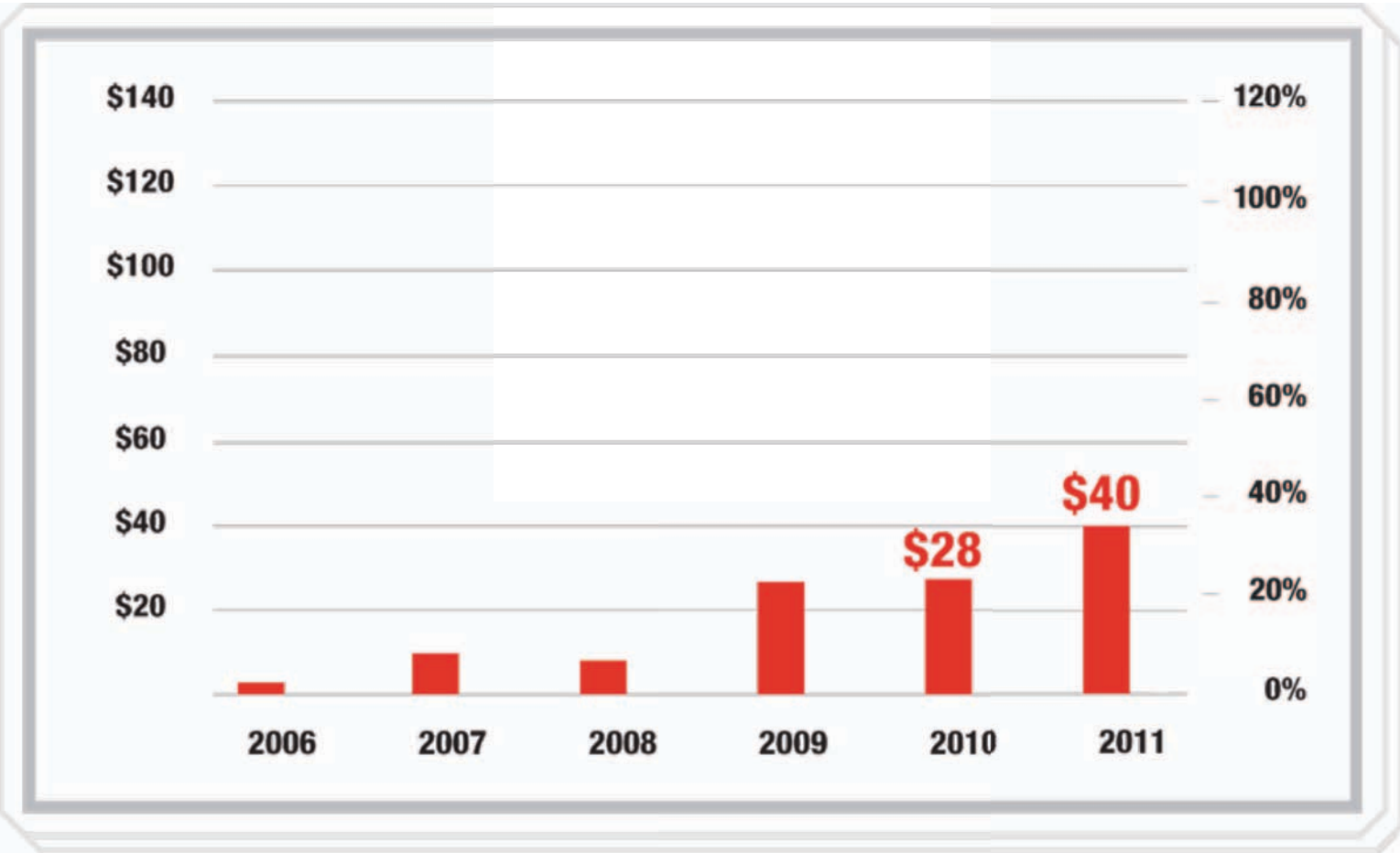
Q1 2012 Performance

	NICS	Distributor Sell-Through	Sales	Gross Margin	Earnings
Year-Over-Year Quarterly Comparison	+23%	+62%	+49%	+74%	+96%
Sequential Quarterly Comparison	(3%)	+58%	+21%	+39%	+53%

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



Return on Shareholders' Equity (in Millions)



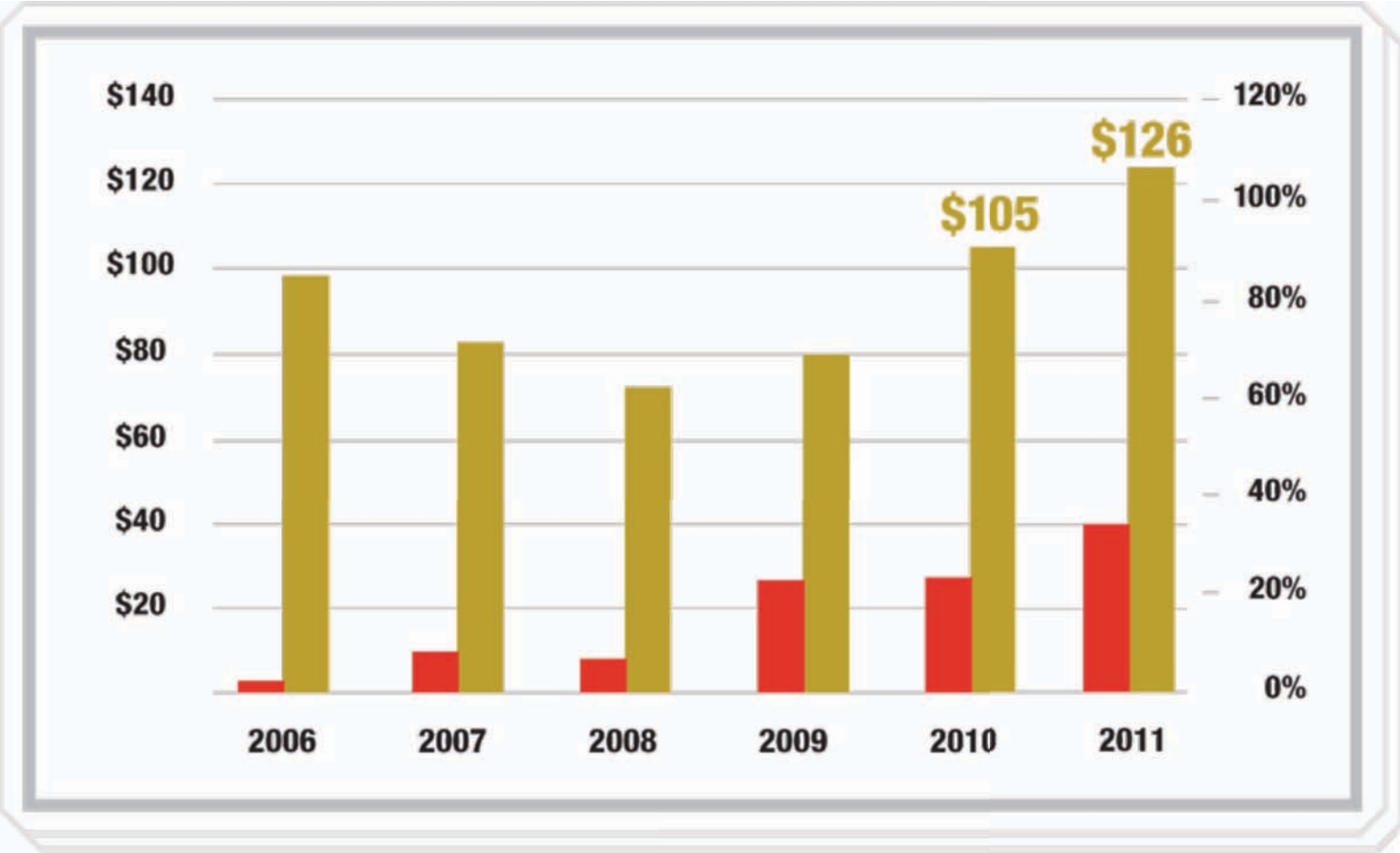
■ = Net Income (\$)



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

Return on Shareholders' Equity (in Millions)



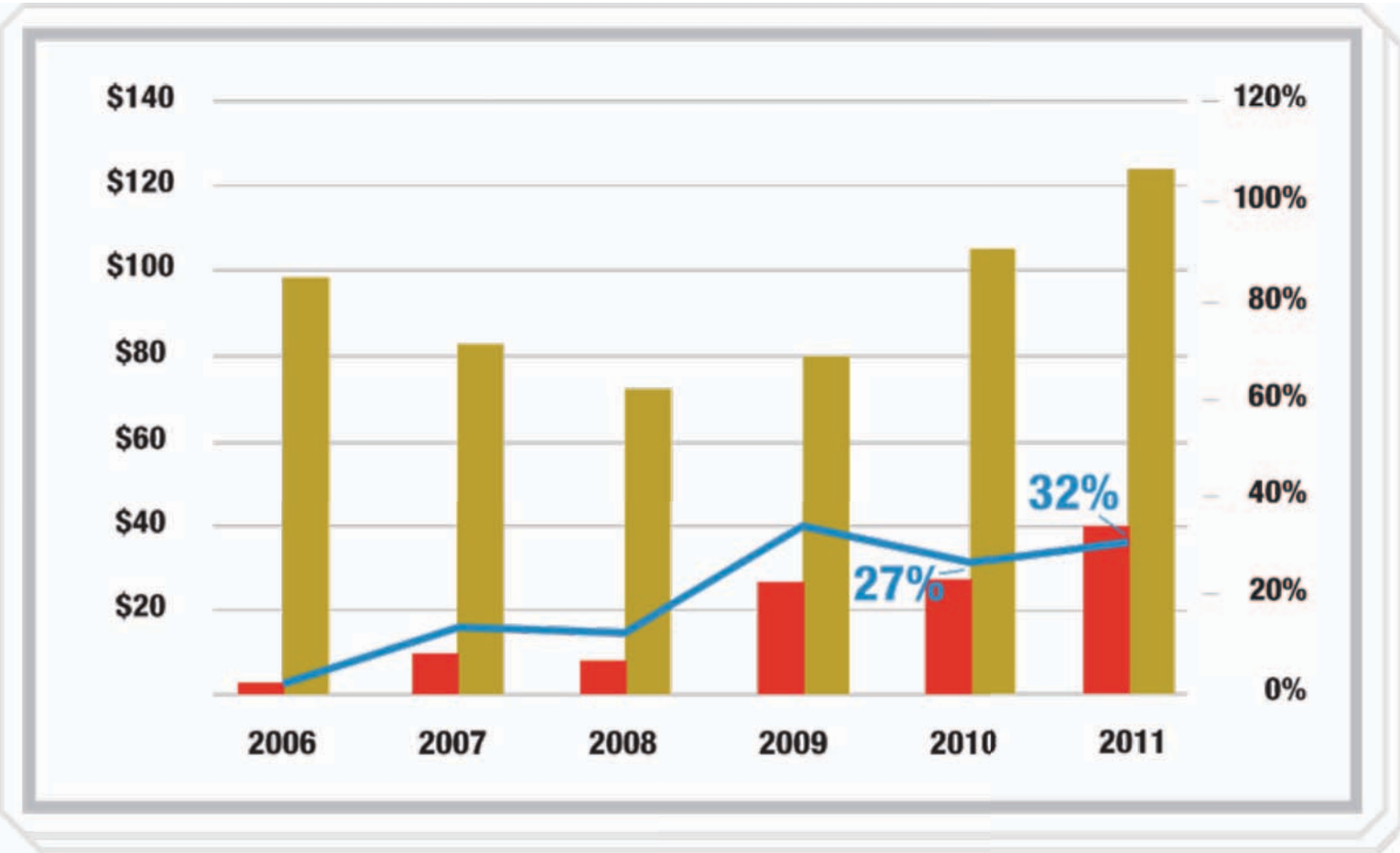
■ = Net Income (\$) ■ = Equity (\$)



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

Return on Shareholders' Equity (in Millions)



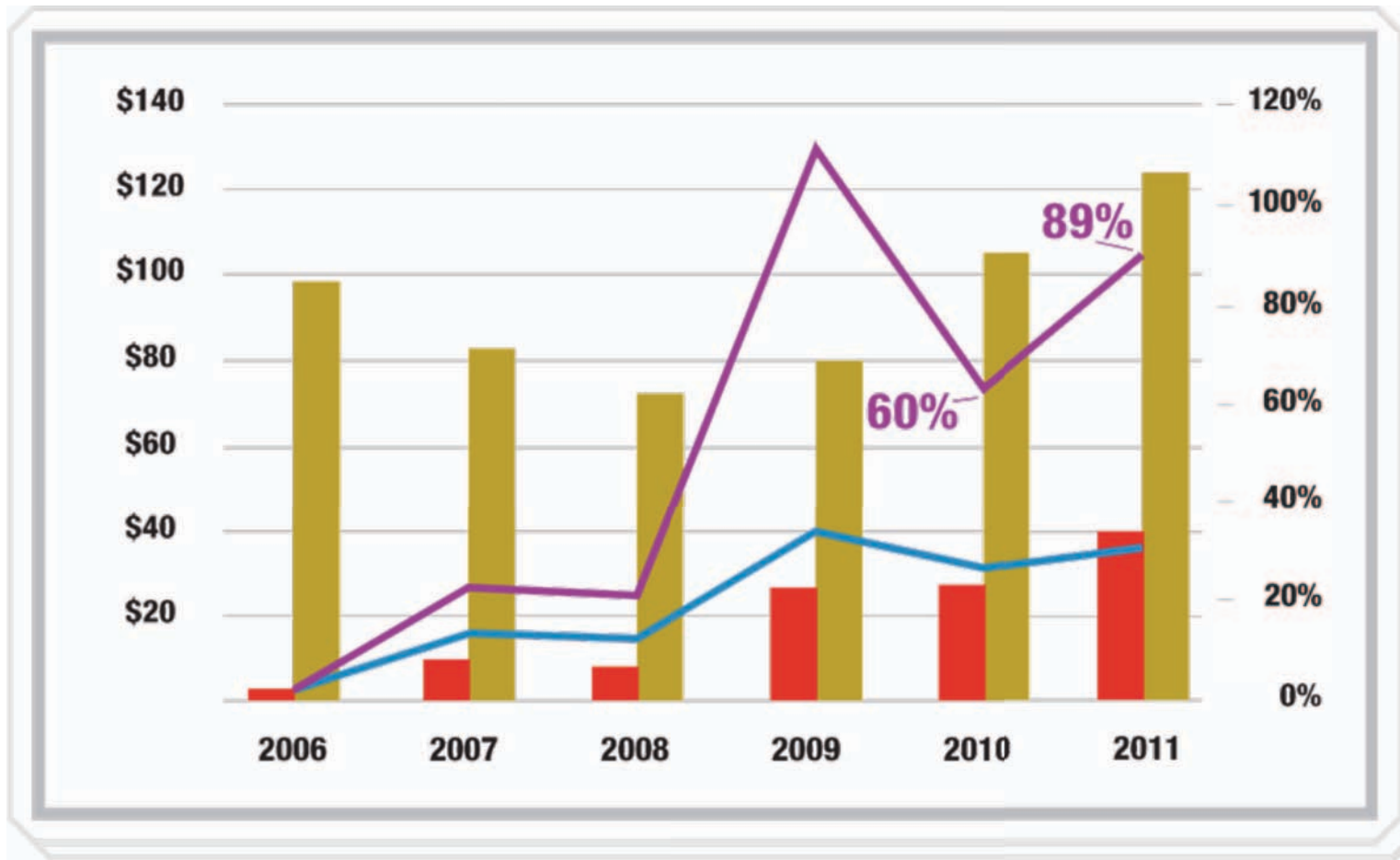
■ = Net Income (\$) ■ = Equity (\$) — = ROE (%)



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

Return on Shareholders' Equity (in Millions)



■ = Net Income (\$) ■ = Equity (\$) — = ROE (%) — = ROE Adjusted for Cash (%)



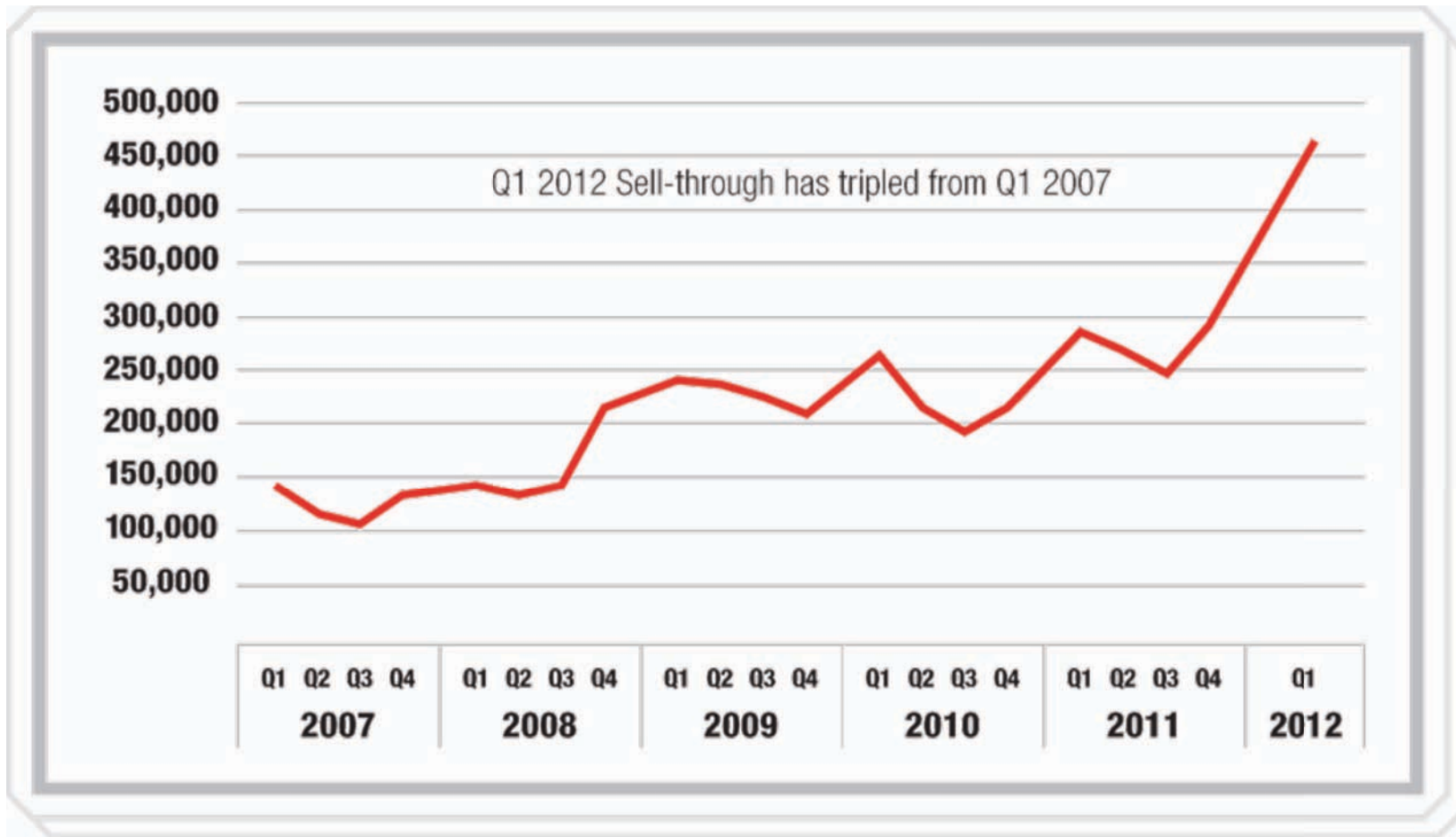
R U G G E D , R E L I A B L E F I R E A R M S

Market Conditions



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Estimated Distributor Sell-Through (in Units)

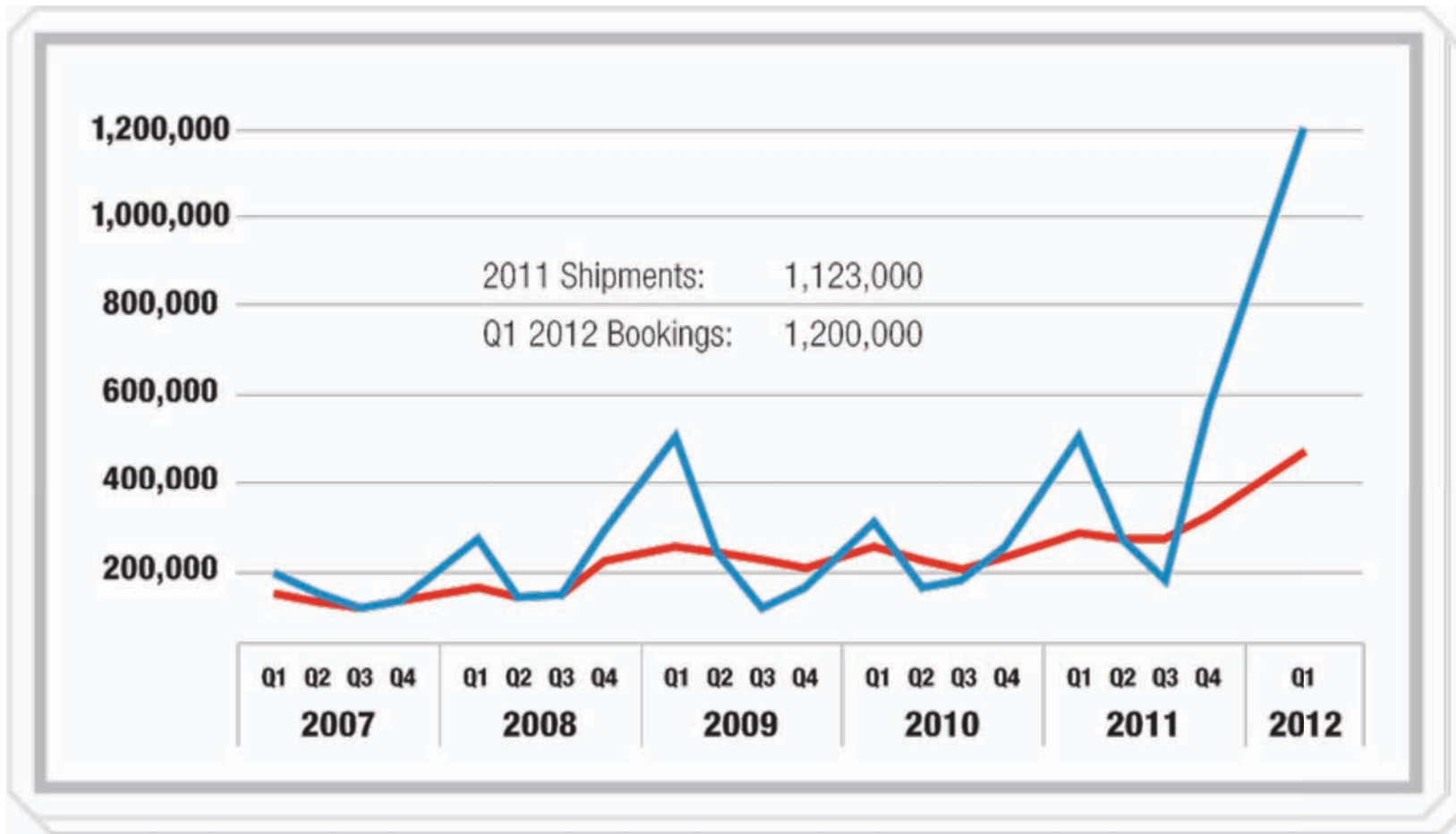


— = Distributor Sell-through

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



Bookings & Distributor Sell-Through (in Units)



— = Distributor Sell-through

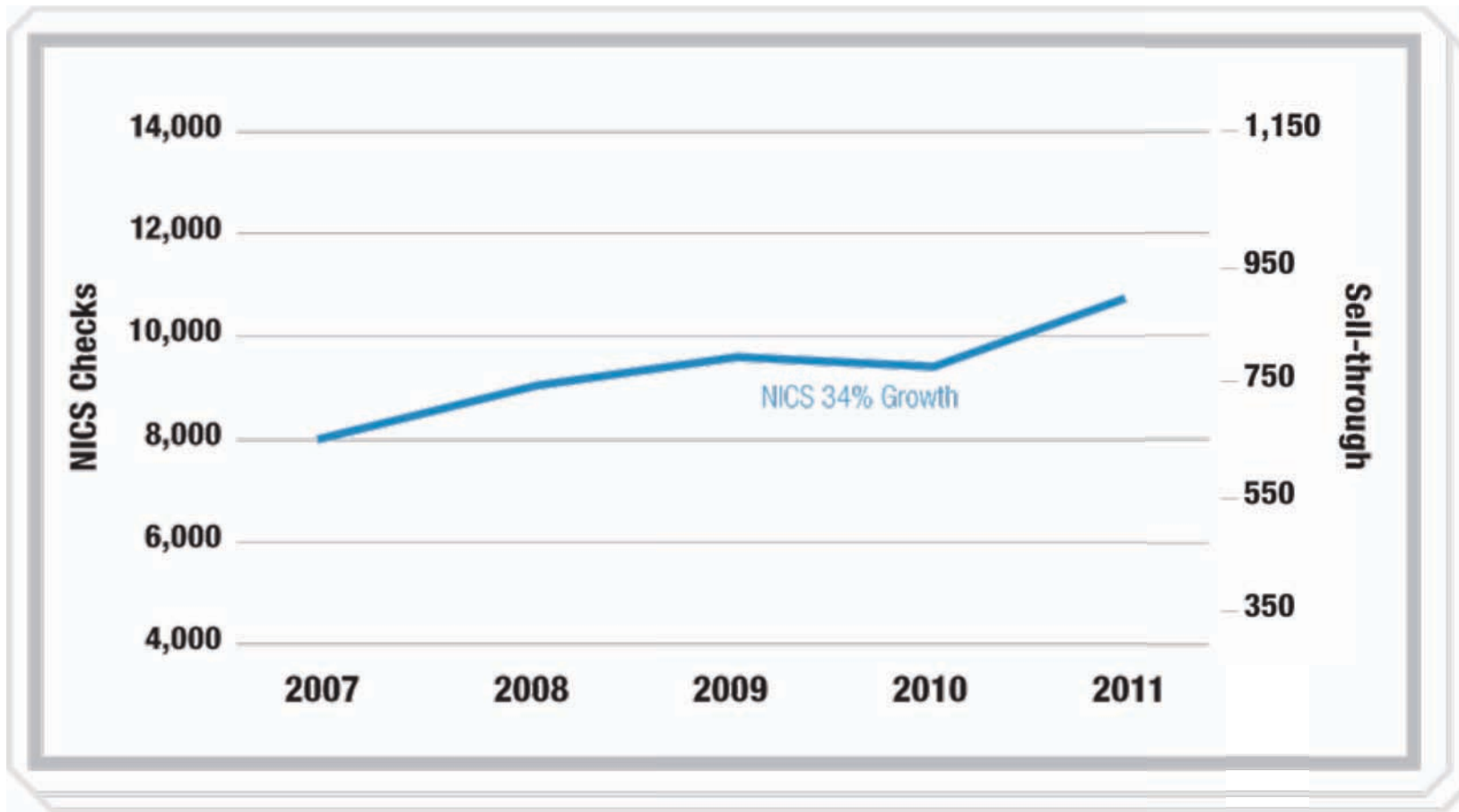
— = Bookings



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

Trends in Retail Demand (in Thousands)



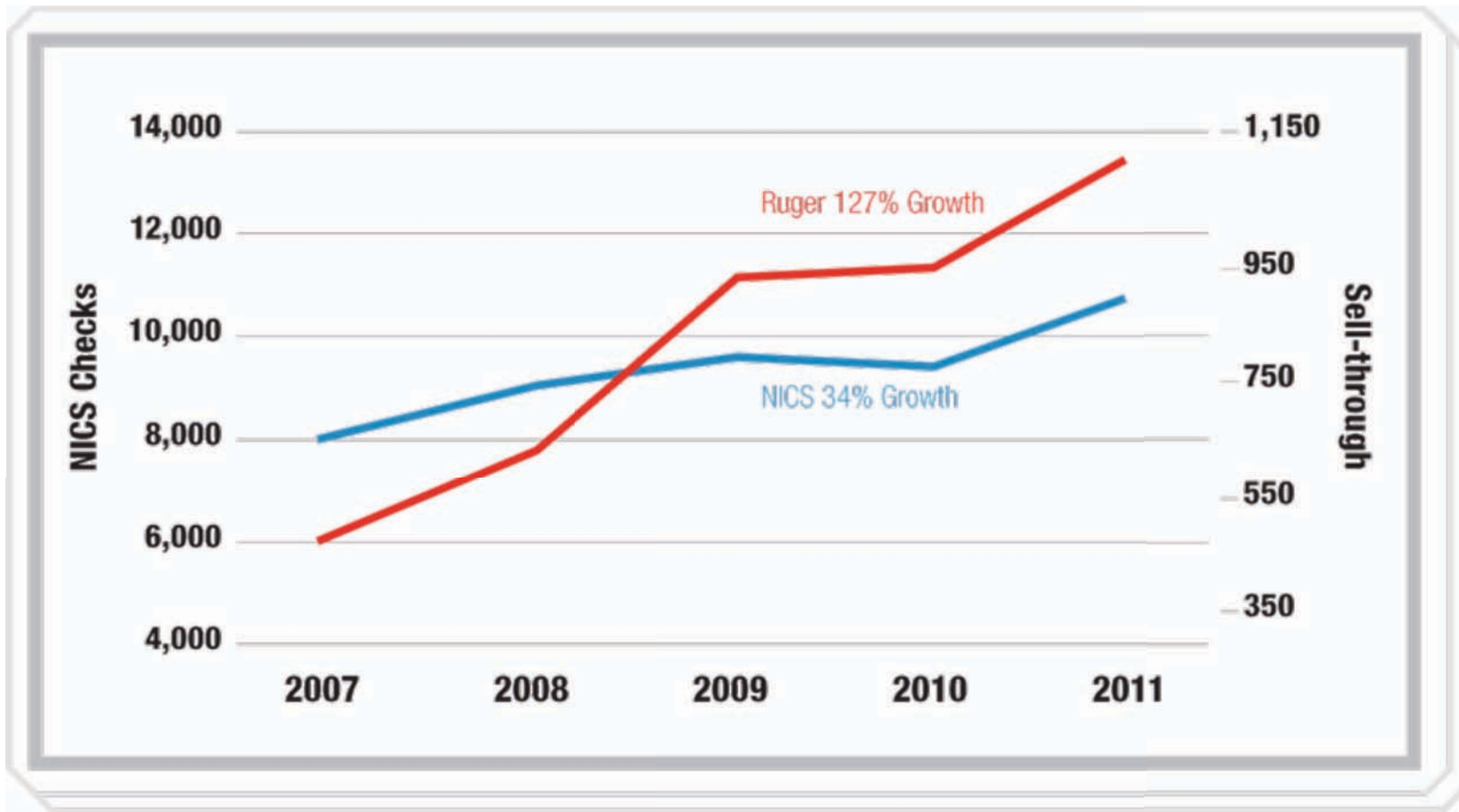
— = Adjusted NICS Checks

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.



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

Trends in Retail Demand (in Thousands)



— = Adjusted NICS Checks

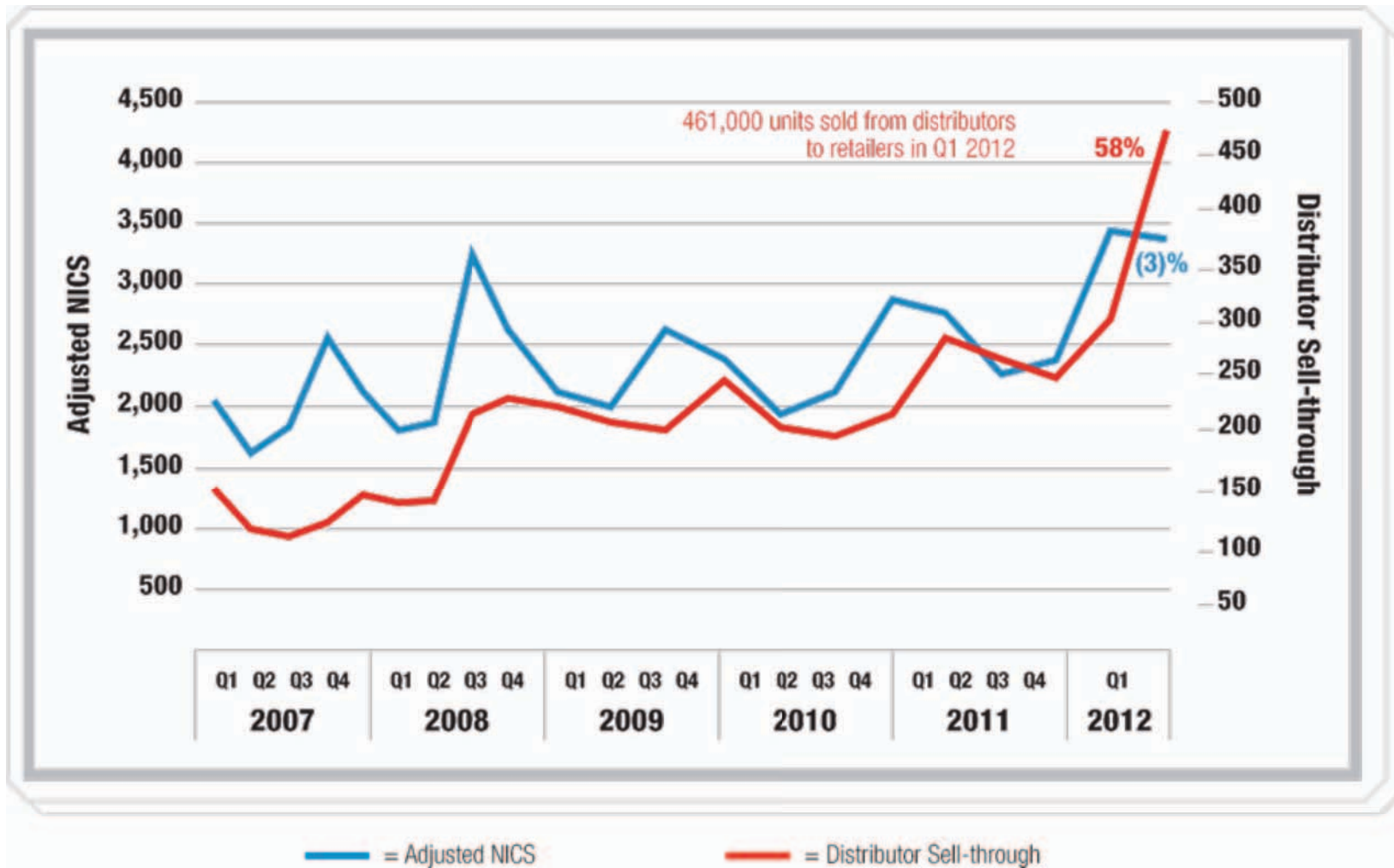
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The adjusted National Instant Criminal Background Check System data presented above was adjusted by the National Shooting Sports Foundation to eliminate background checks associated with permit checks rather than firearm sales.



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Quarterly Trends in Retail Demand (in Thousands)



Market Share Movement

Product Category	2009	2010
Single-Action Revolvers	Maintained	Maintained
Double-Action Revolvers	Gained	Maintained
Rimfire Pistols	Maintained	Maintained
Centerfire Full-Size	Maintained	Maintained
Centerfire Compact	Gained	Gained
Mini-14 Rifles	Maintained	Maintained
Bolt-Action Rifles	Maintained	Lost
Rimfire Rifles	Gained	Maintained
Modern Sporting Rifles	Gained	Maintained

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



Market Share Movement

Product Category	2009	2010	2011
Single-Action Revolvers	Maintained	Maintained	Maintained
Double-Action Revolvers	Gained	Maintained	Gained
Rimfire Pistols	Maintained	Maintained	Maintained
Centerfire Full-Size	Maintained	Maintained	Gained
Centerfire Compact	Gained	Gained	Gained
Mini-14 Rifles	Maintained	Maintained	Maintained
Bolt-Action Rifles	Maintained	Lost	Gained
Rimfire Rifles	Gained	Maintained	Gained
Modern Sporting Rifles	Gained	Maintained	Maintained

(Based on Management Estimates and Distributor Commentary)

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

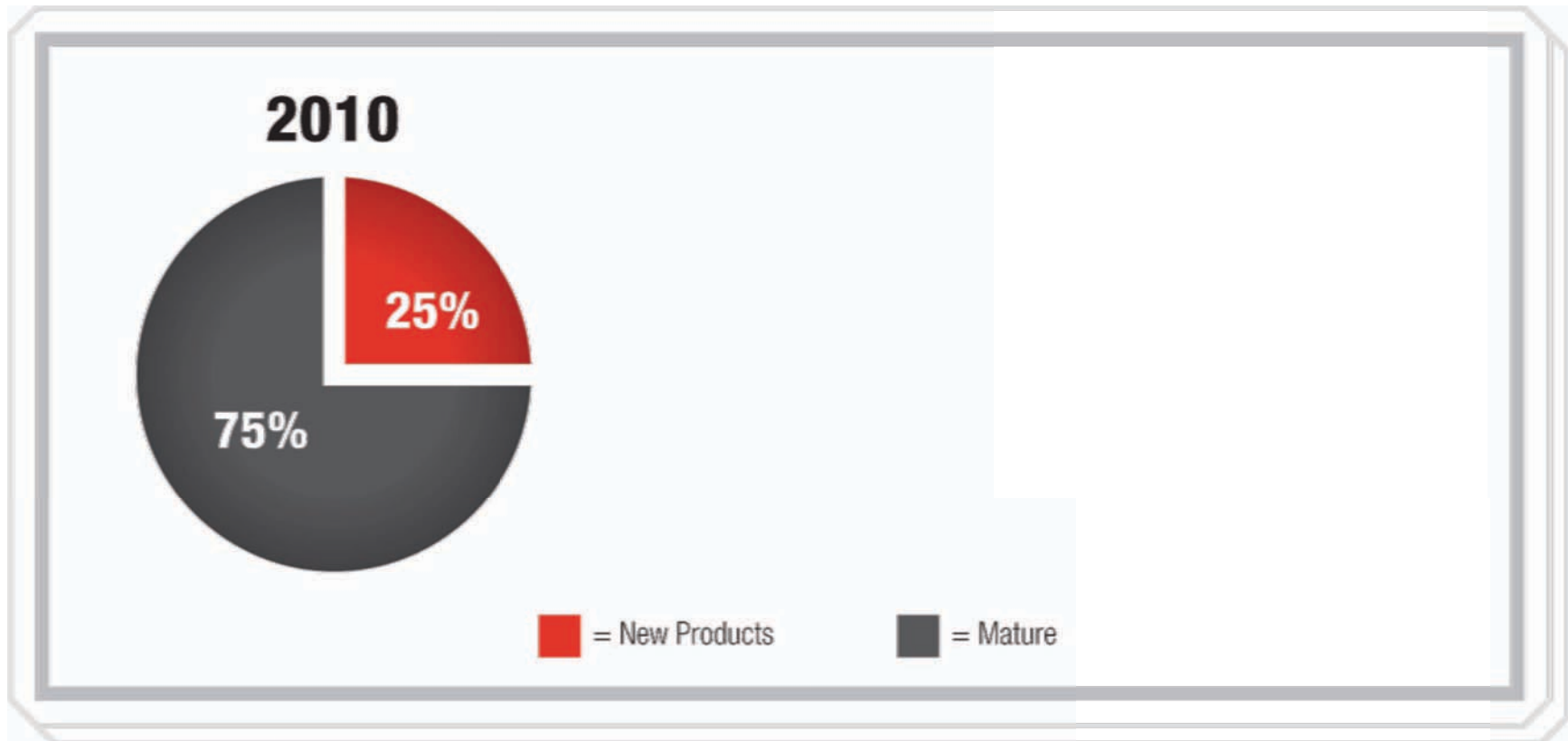


New Product Development



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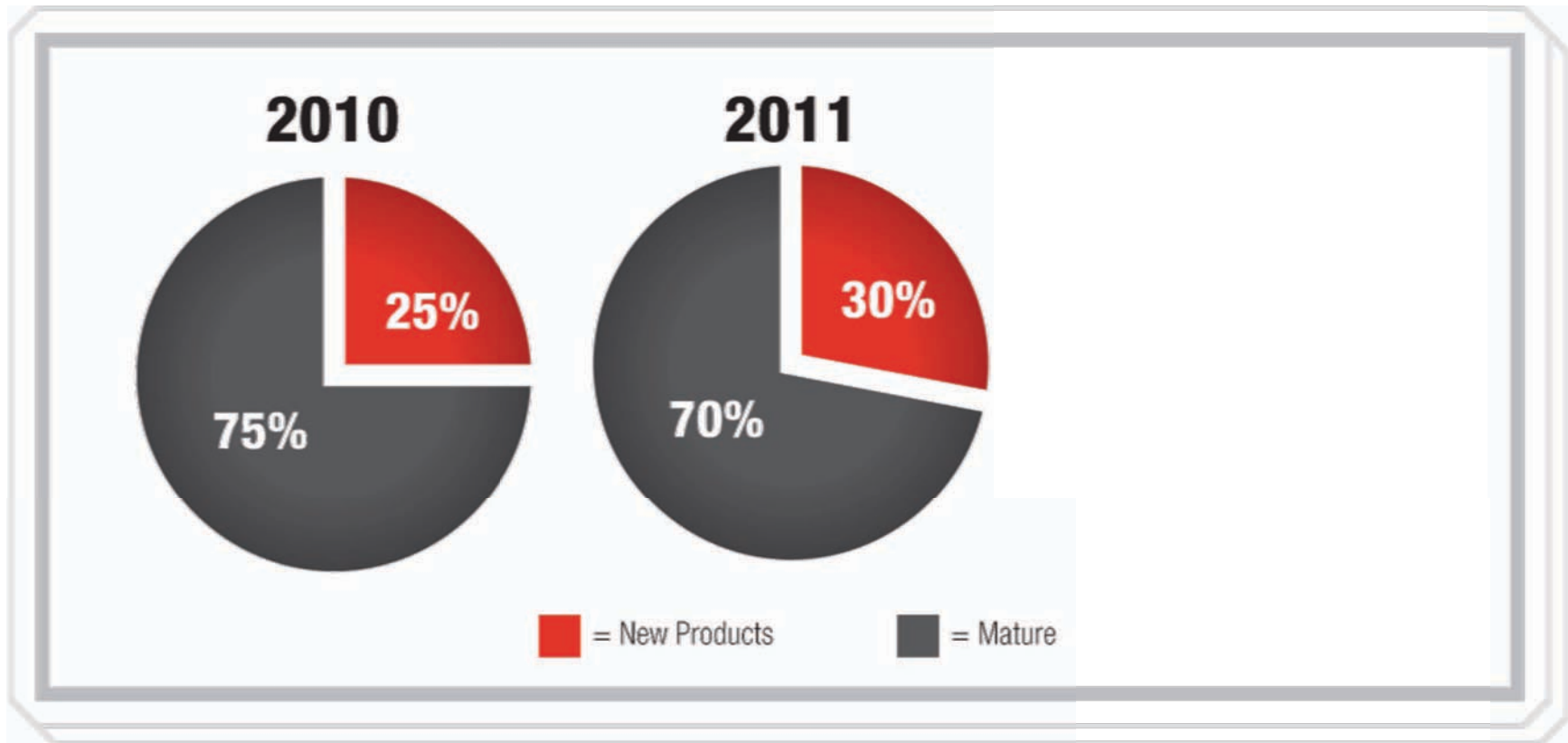
New Product Impact: 2010 - Q1 2012



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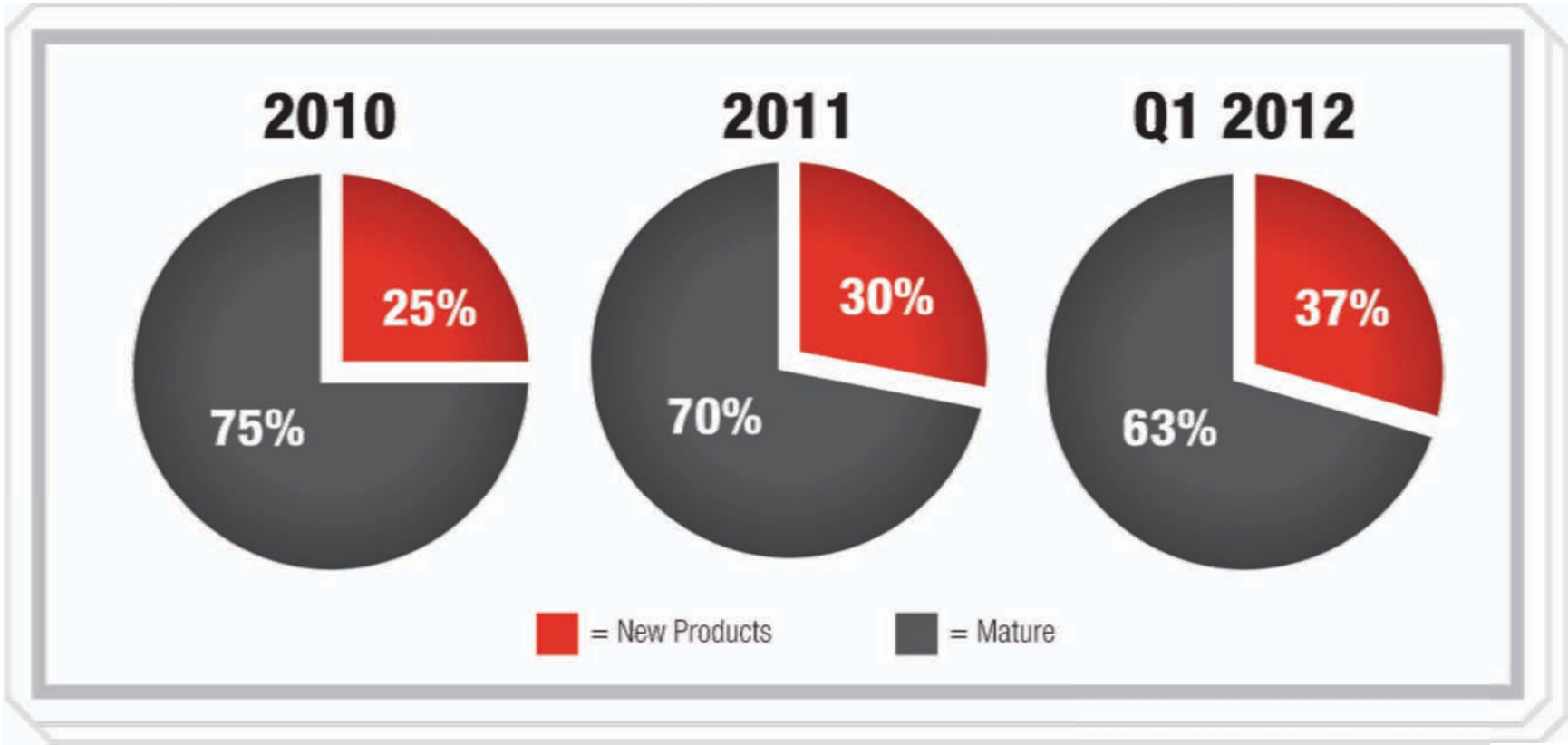
New Product Impact: 2010 - Q1 2012



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New Product Impact: 2010 - Q1 2012



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



Highlighted New Products: 2011 & YTD 2012

5 New Platform Products

Ruger American Rifle / SR22 / LC9 / Gunsite Scout Rifle / SR1911

13 New Product Derivatives

Including the 22/45 Lite, 10/22 Takedown, LCR in .22 LR
LaserMax LCP & LC9, Single-Ten, SR40c & BX-25 Magazine

36 Distributor Specials

Including the NRA LCP, Gold & Silver Additions of the
LCP & LC9, Colored Frame LCRs

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2012 New Products to Date

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



RUGER
AMERICAN
RIFLE™



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THE RUGER®
SR22™

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



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RUGER 10/22
TAKE DOWNTM



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





THE RUGER 22/45
LITE™

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





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2011 New Products Introductions

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

THE **RUGER**[®] GUNSITE SCOUT RIFLE



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





THE RUGER[®]
LC9[™]

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





THE RUGER® SR1911™

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



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THE RUGER® SR-556E®



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



THE RUGER®
BX-25®
GENUINE RUGER® FACTORY MAGAZINE



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





THE RUGER® SINGLE-TEN™ REVOLVER

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



THE **RUGER**[®] 77/357[™] RIFLE



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



THE RUGER®

SR40c™



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



THE RUGER® LCP® AND LC9™ WITH LASERMAX CENTERFIRE™ LASERS



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

THE PERFECT 4" "KIT GUN" COMES IN TWO GREAT CALIBERS.



**THE RUGER®
SP101®
in .22 LR**

**THE RUGER®
SP101®
in .357 Mag.**

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





THE RUGER®
LCR
IN .22 LR

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RUGER

Recognition & Media Coverage



4x HANDGUN OF THE YEAR



LCP[®]



2008 Handgun of the Year



LCR[®]



2009 Handgun of the Year



SR9c[™]



2010 Handgun of the Year



LC9[®]



2011 Handgun of the Year

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



THE **RUGER**[®] GUNSITE SCOUT RIFLE



2011 RIFLE OF THE YEAR



*2011 Rifle
of the Year*

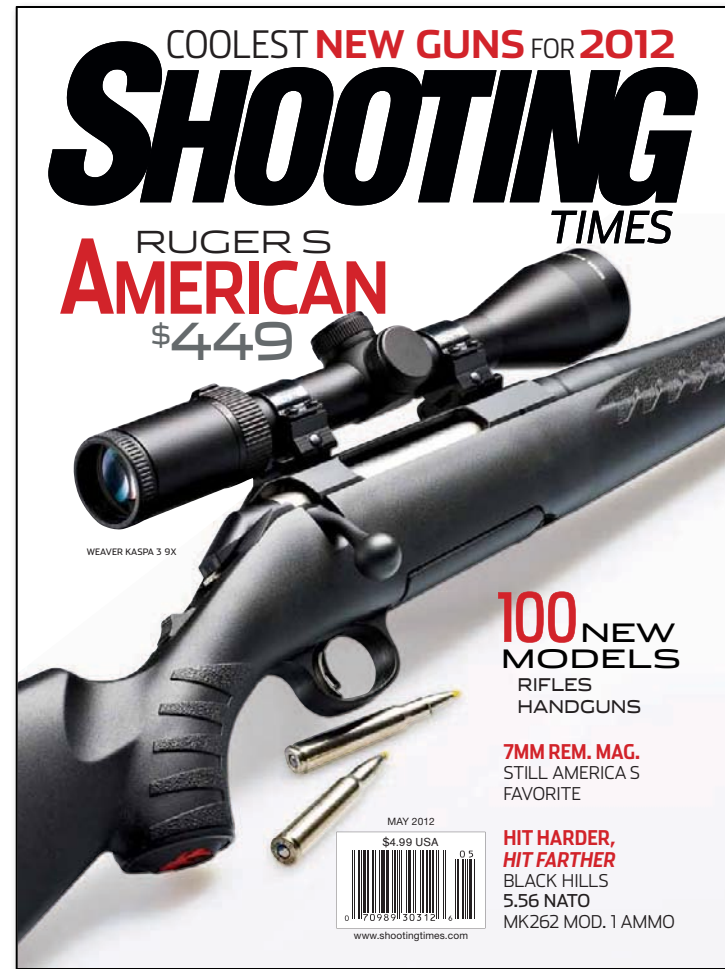
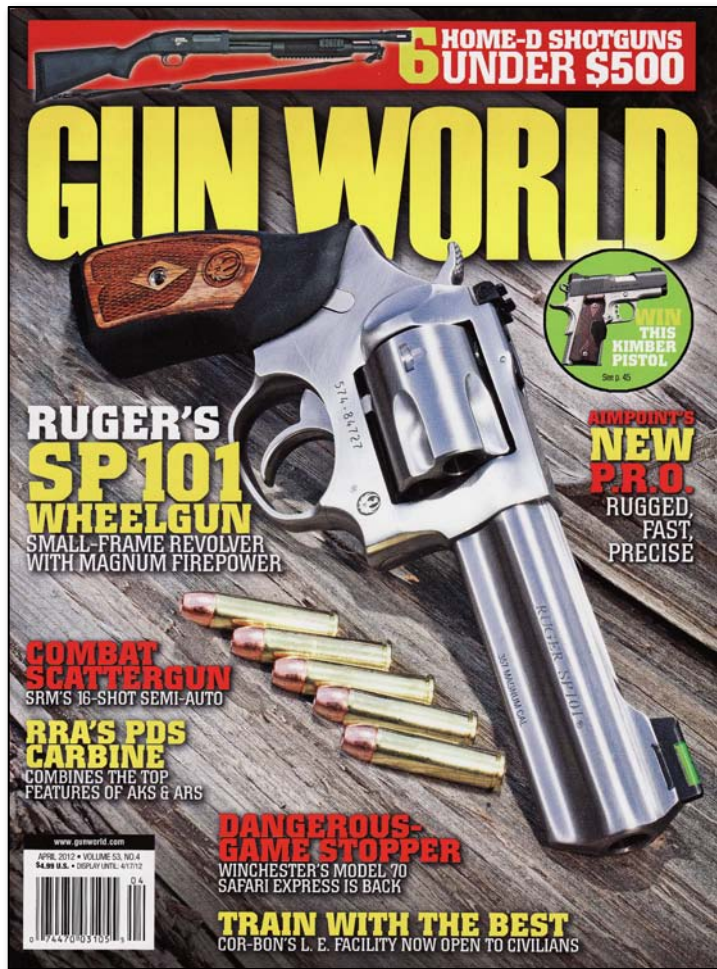
R U G G E D , R E L I A B L E F I R E A R M S



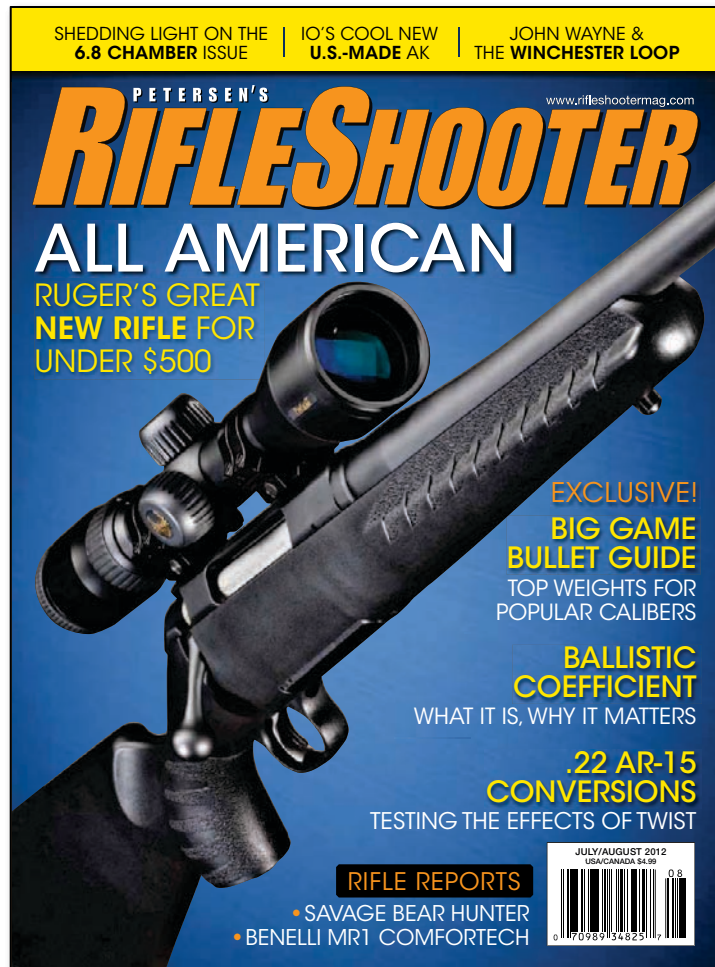
Editorial Coverage



Editorial Coverage



Editorial Coverage



Web Editorial Coverage

Gunblast.com
THE Online Gun Magazine!

GunBlast Since 2000

HOME ARCHIVE POLITICS & OPINION COLLECTORS CORNER ABOUT US
FEEDBACK ASK JEFF SEARCH LINKS

Ruger 22/45 LITE Lightweight 22 Long Rifle Semi-Auto
by Jeff Quinn
photography by Jeff Quinn & Boge Quinn
April 12th, 2012

Ruger 22/45 LITE Lightweight 22 Long Rifle Semi...




AmmoLand
Shooting Sports News

Home Ammunition Archery Competitive Shooting Conservation Firearms Gun Gear Gun Rights Shooting Industry

Today is Wednesday, April 25, 2012 RSS feed

Ruger 10/22 Takedown Rifle
Posted on March 28, 2012 by AmmoLand
Tags: Firearms News | New Guns | Ruger & Company | Ruger 10/22



Ruger 10/22 Takedown Rifle

RUGER 10/22 TAKE DOWN
The Ruger 10/22 Takedown™ makes it easy to keep America's favorite rimfire by your side.

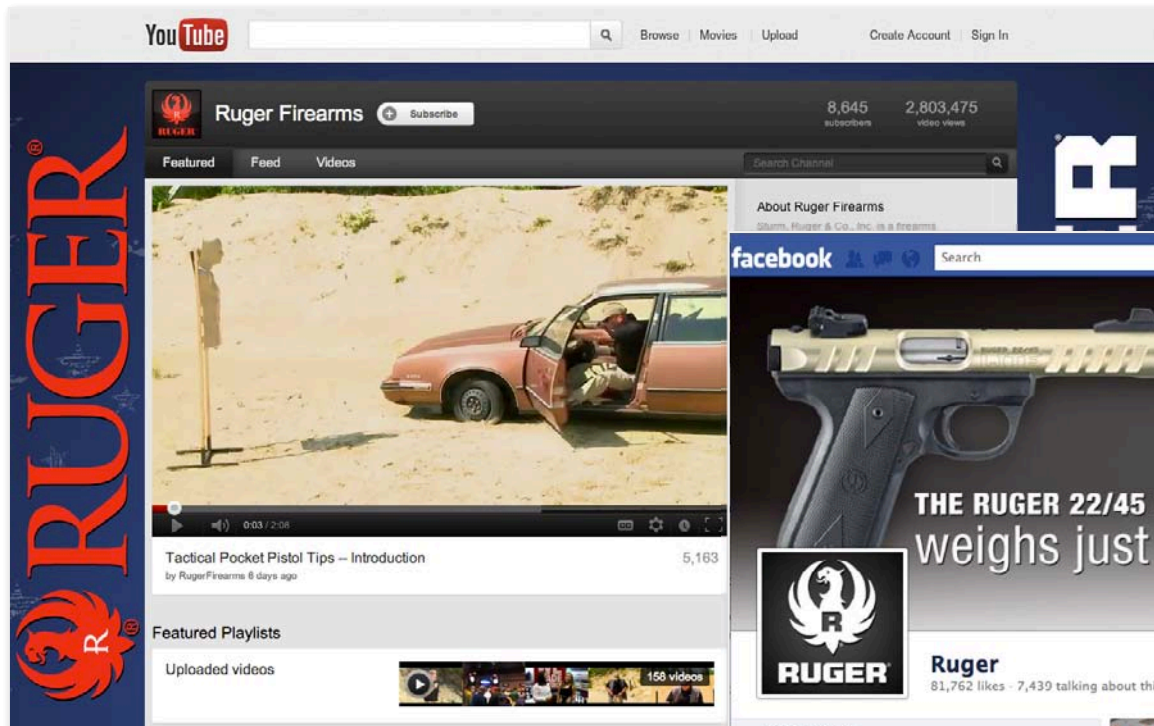
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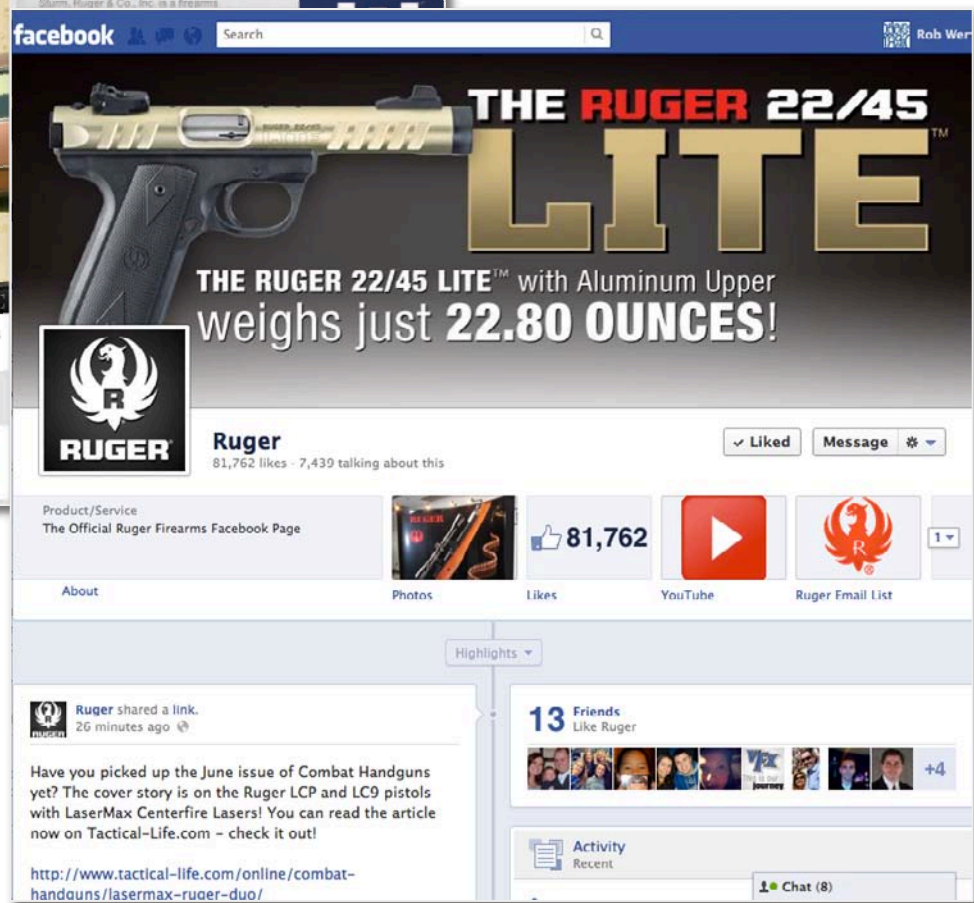
SEE MORE FEATURES SEE THE REST

A PARTNERSHIP THAT'S PROVEN
CONFIDENCE TO LIVE YOUR LIFE
LEARN MORE

Social Media Presence



The image shows the YouTube channel page for Ruger Firearms. At the top, the YouTube logo is visible on the left, and navigation links for 'Browse', 'Movies', 'Upload', 'Create Account', and 'Sign In' are on the right. The channel header includes the 'Ruger Firearms' name, a 'Subscribe' button, and statistics: 8,645 subscribers and 2,803,475 video views. Below the header, there are tabs for 'Featured', 'Feed', and 'Videos'. A search bar is present. The main content area features a video player with a thumbnail of a red car on a sandy beach. The video title is 'Tactical Pocket Pistol Tips -- Introduction' by RugerFirearms, posted 8 days ago, with 5,163 views. Below the video player, there are sections for 'Featured Playlists' and 'Uploaded videos' with a '158 videos' indicator.



The image shows the Facebook page for Ruger. The top navigation bar includes the Facebook logo, a search bar, and the name 'Rob Wer'. The main cover image features a Ruger 22/45 Lite handgun with the text 'THE RUGER 22/45 LITE™' and 'THE RUGER 22/45 LITE™ with Aluminum Upper weighs just 22.80 OUNCES!'. Below the cover image is the Ruger logo and the name 'Ruger' with 81,762 likes and 7,439 people talking about this. The page is categorized as 'Product/Service' and 'The Official Ruger Firearms Facebook Page'. Navigation tabs include 'About', 'Photos', 'Likes', 'YouTube', and 'Ruger Email List'. A 'Highlights' dropdown menu is visible. A post from 'Ruger' is shown, stating 'Ruger shared a link. 26 minutes ago' and providing a link to an article on Tactical-Life.com. The right sidebar shows '13 Friends Like Ruger' with a '+4' indicator and an 'Activity Recent' section with a 'Chat (8)' button.

1 MILLION GUN CHALLENGE TO BENEFIT THE NRA

TM

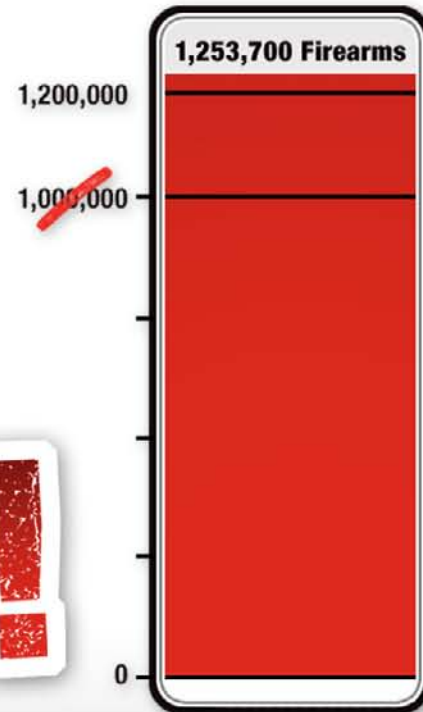
Sturm, Ruger & Company, Inc. has pledged to donate \$1 for each new Ruger firearm sold between the 2011 and 2012 NRA Annual Meetings, with the goal of giving \$1,000,000. Ruger's donation will benefit the NRA Institute for Legislative Action (NRA-ILA). Established in 1975, NRA-ILA is committed to preserving the right of all law-abiding individuals to purchase, possess and use firearms for legitimate purposes as guaranteed by the Second Amendment to the U.S. Constitution.

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



T H E R U G E R[®]

1.2 ~~1~~ MILLION GUN CHALLENGE



WE DID IT!

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

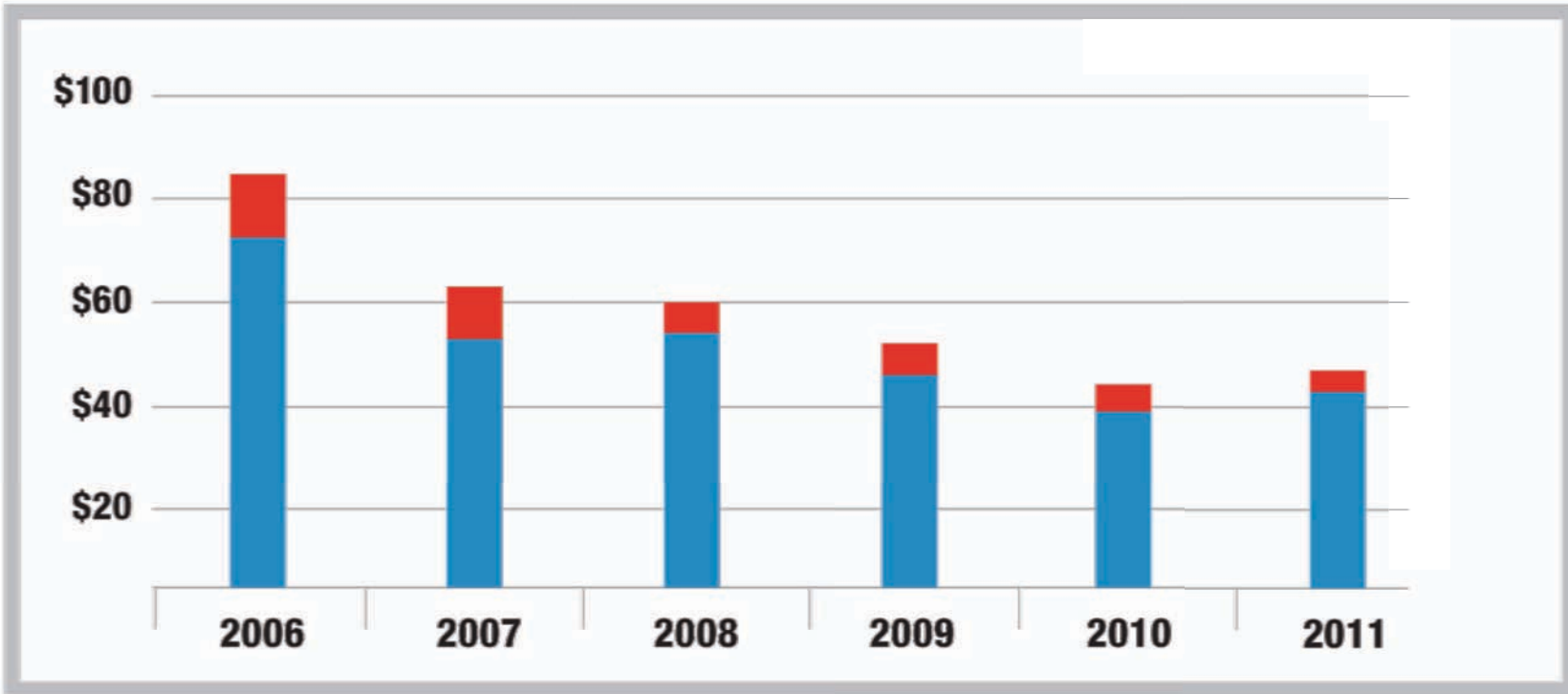


Liquidity



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Inventory Reduction (in Millions)



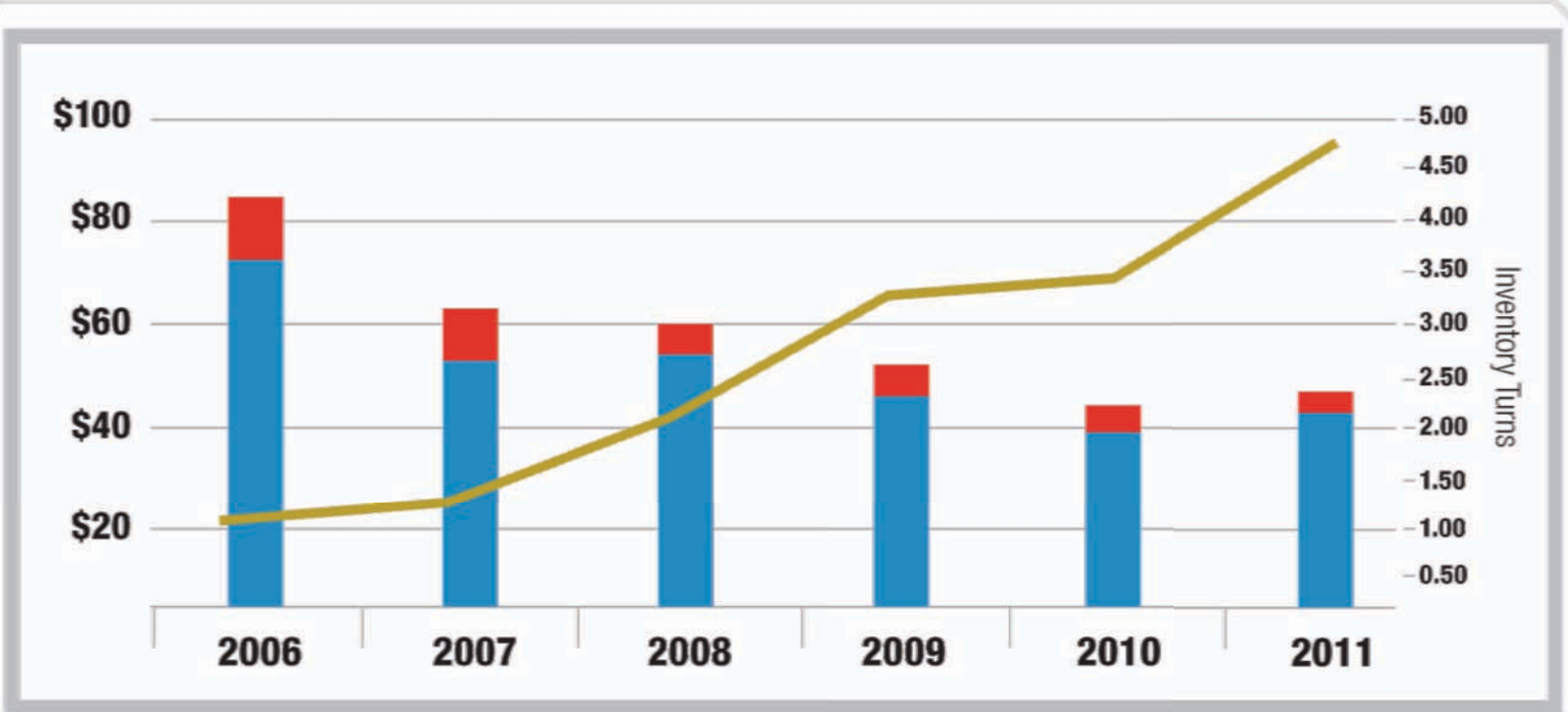
■ = Raw Materials & WIP

■ = Finished Goods

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



Inventory Turns

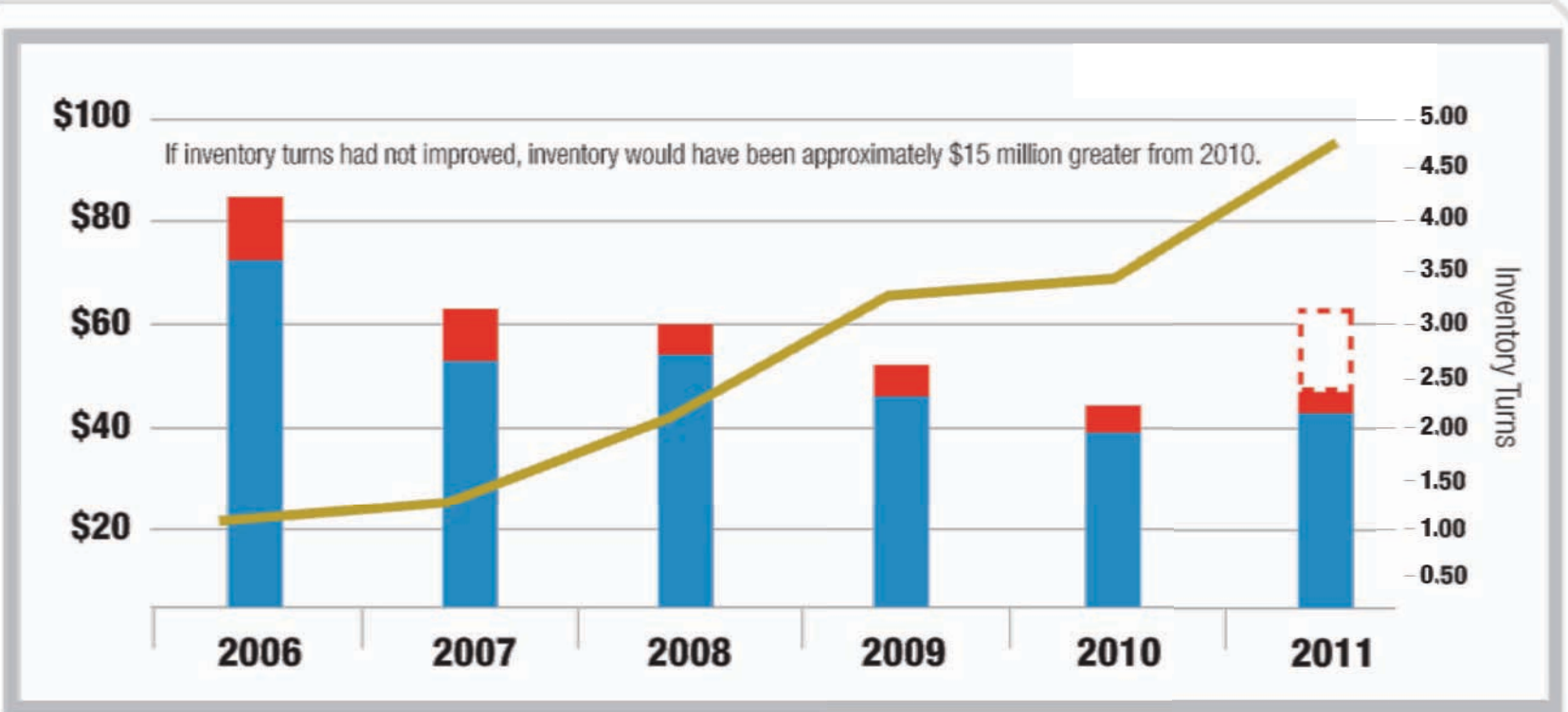


■ = Raw Materials & WIP ■ = Finished Goods — = Inventory Turns

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



Inventory Reduction (in Millions)



 = Raw Materials & WIP

 = Finished Goods

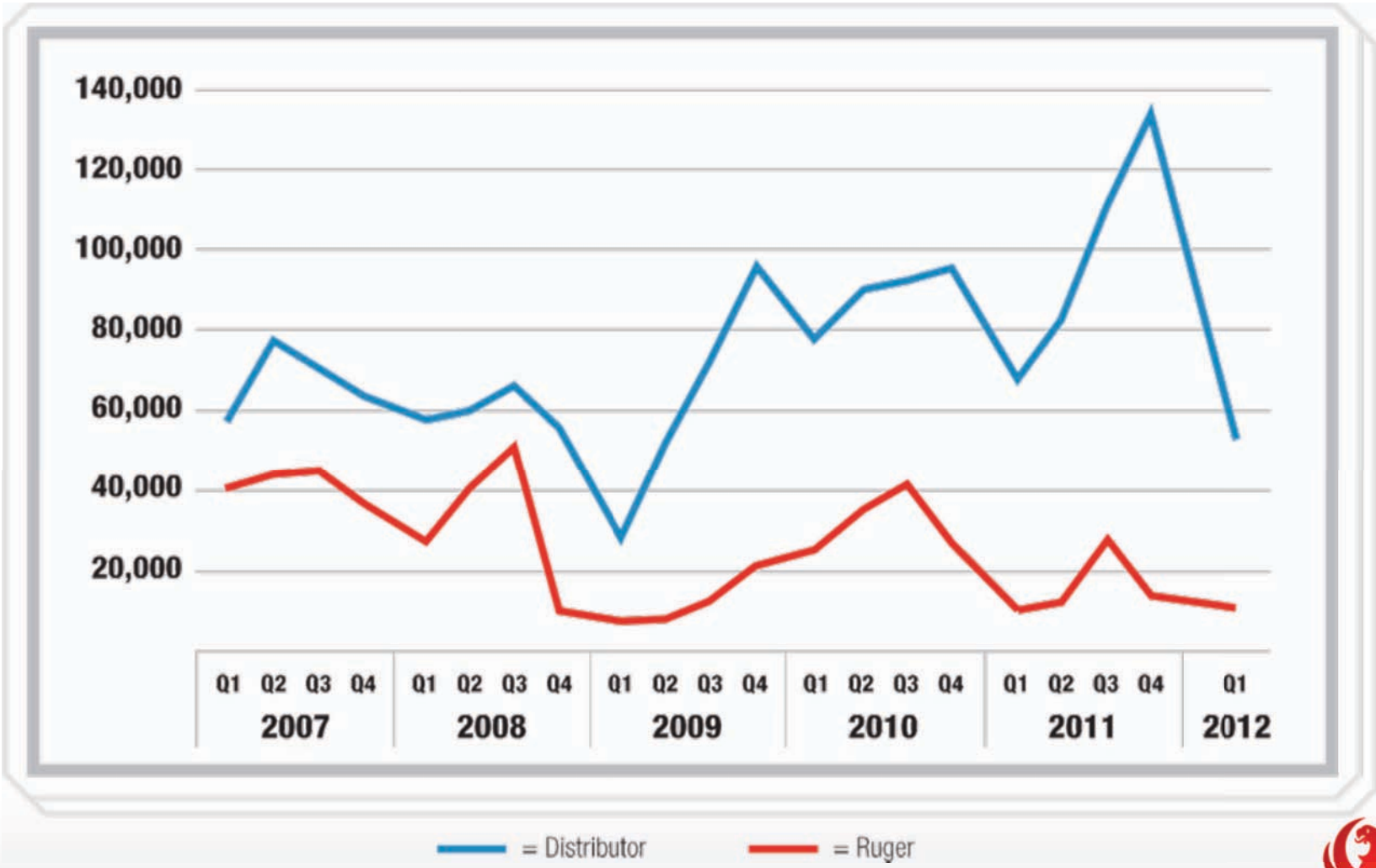
 = Inventory Turns

 = Inventory Reduced by Increased Turns

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



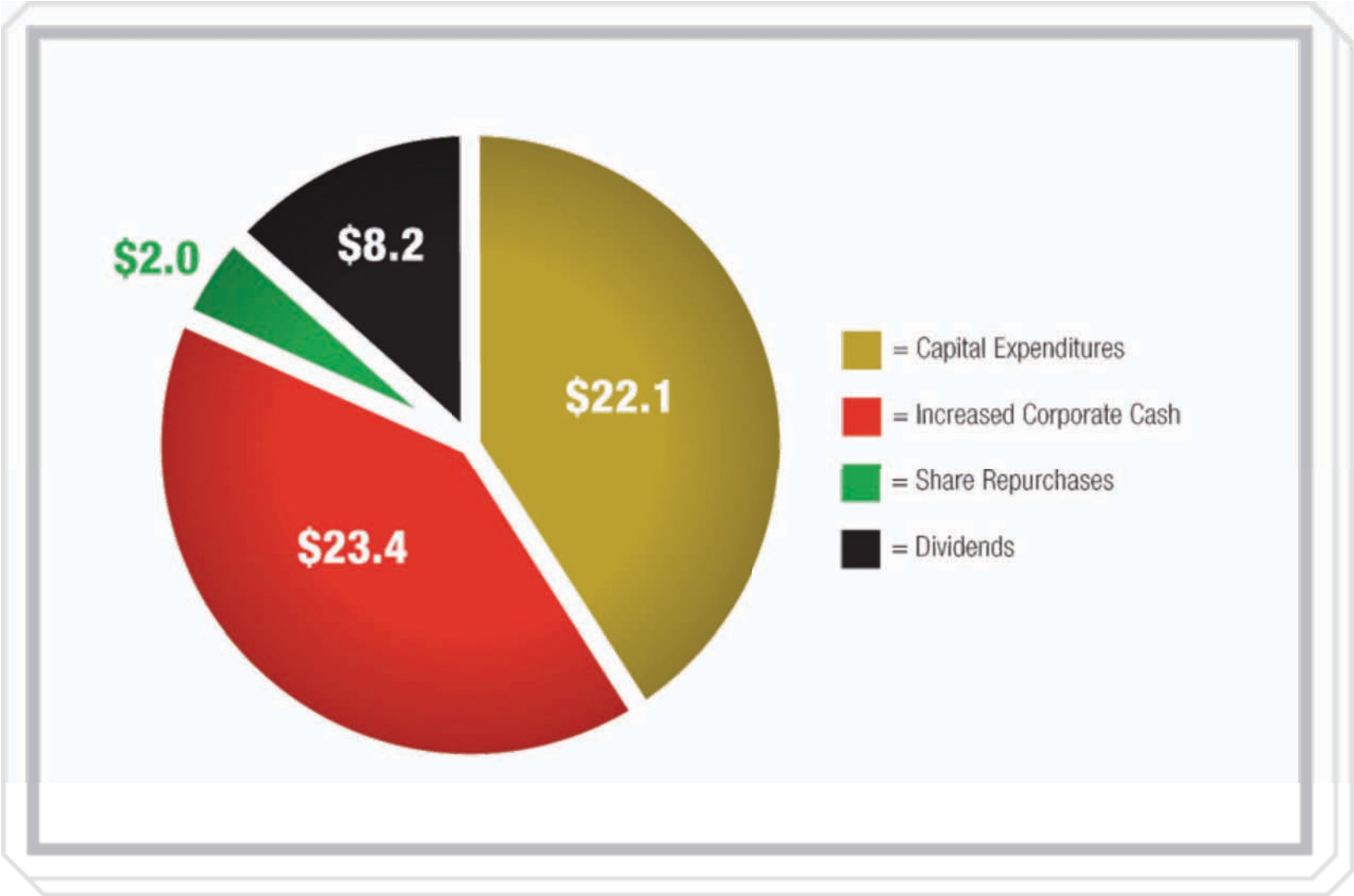
Finished Goods Inventory (in Units)



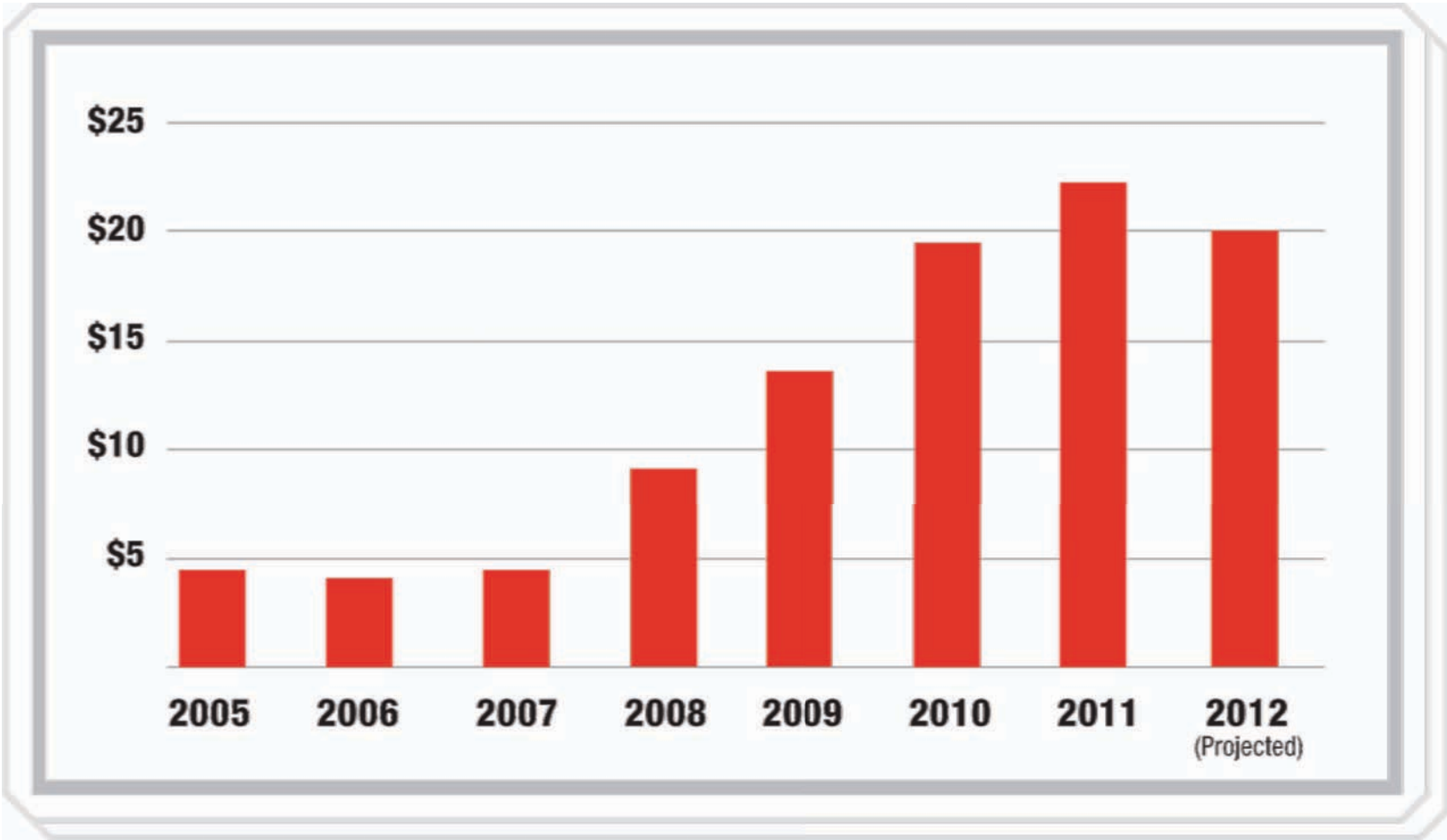
R U G G E D , R E L I A B L E F I R E A R M S



2011 Capital Allocation (in Millions)



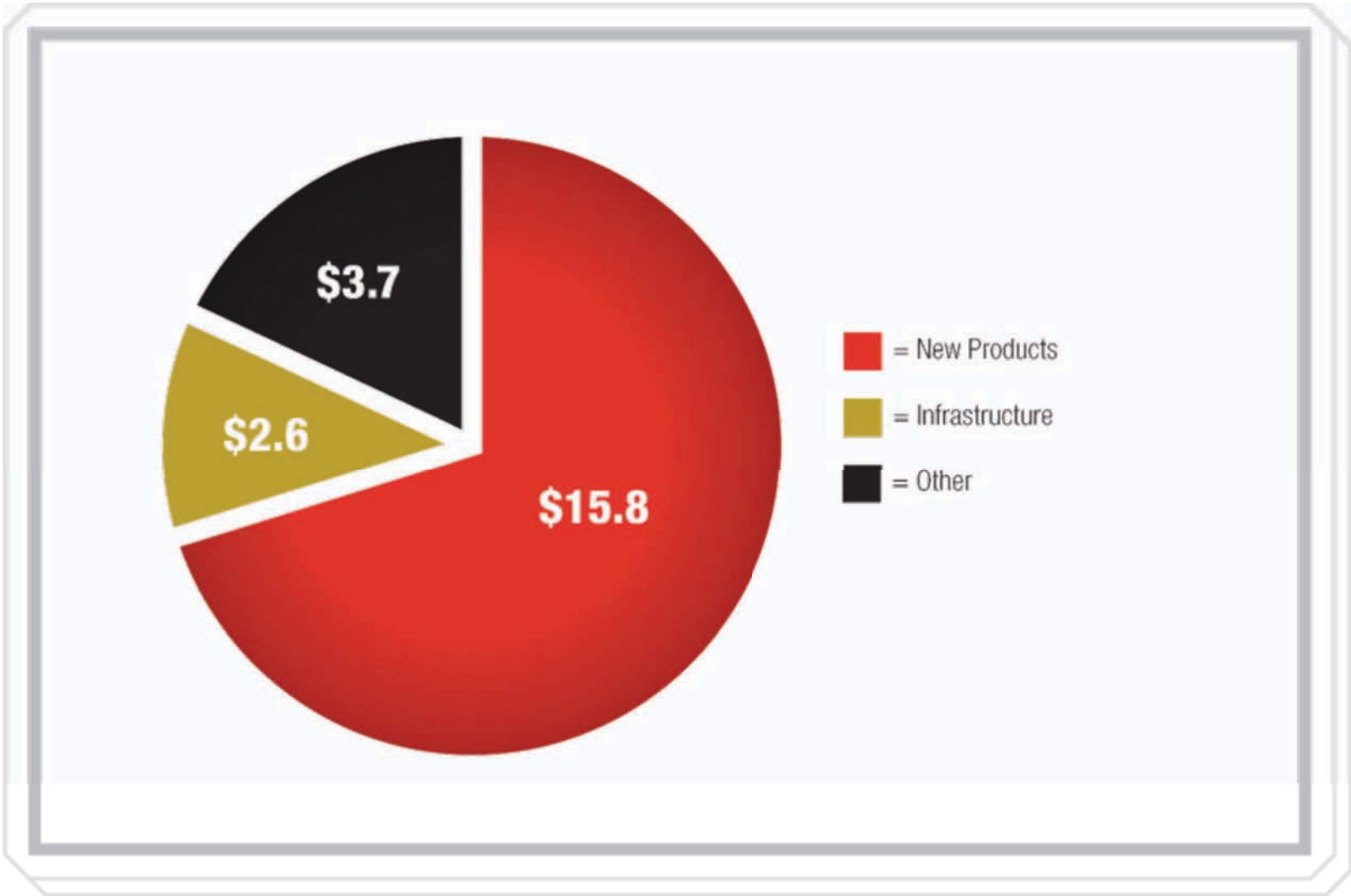
Capital Expenditures (in Millions)



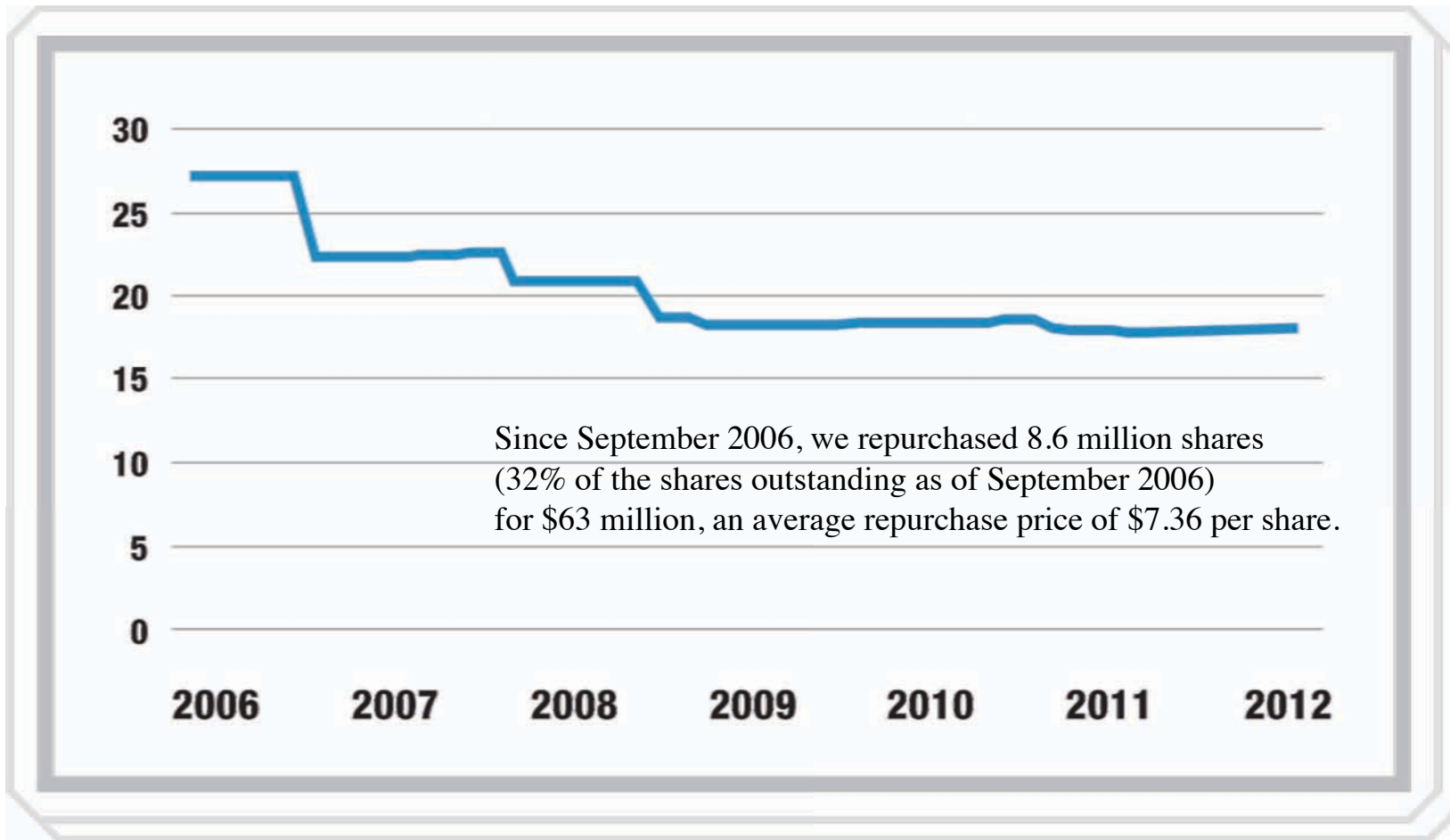
R U G G E D , R E L I A B L E F I R E A R M S



2011 Capital Expenditures (in Millions)



Shares Outstanding (in Millions)



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



TTM EPS vs. Stock Price



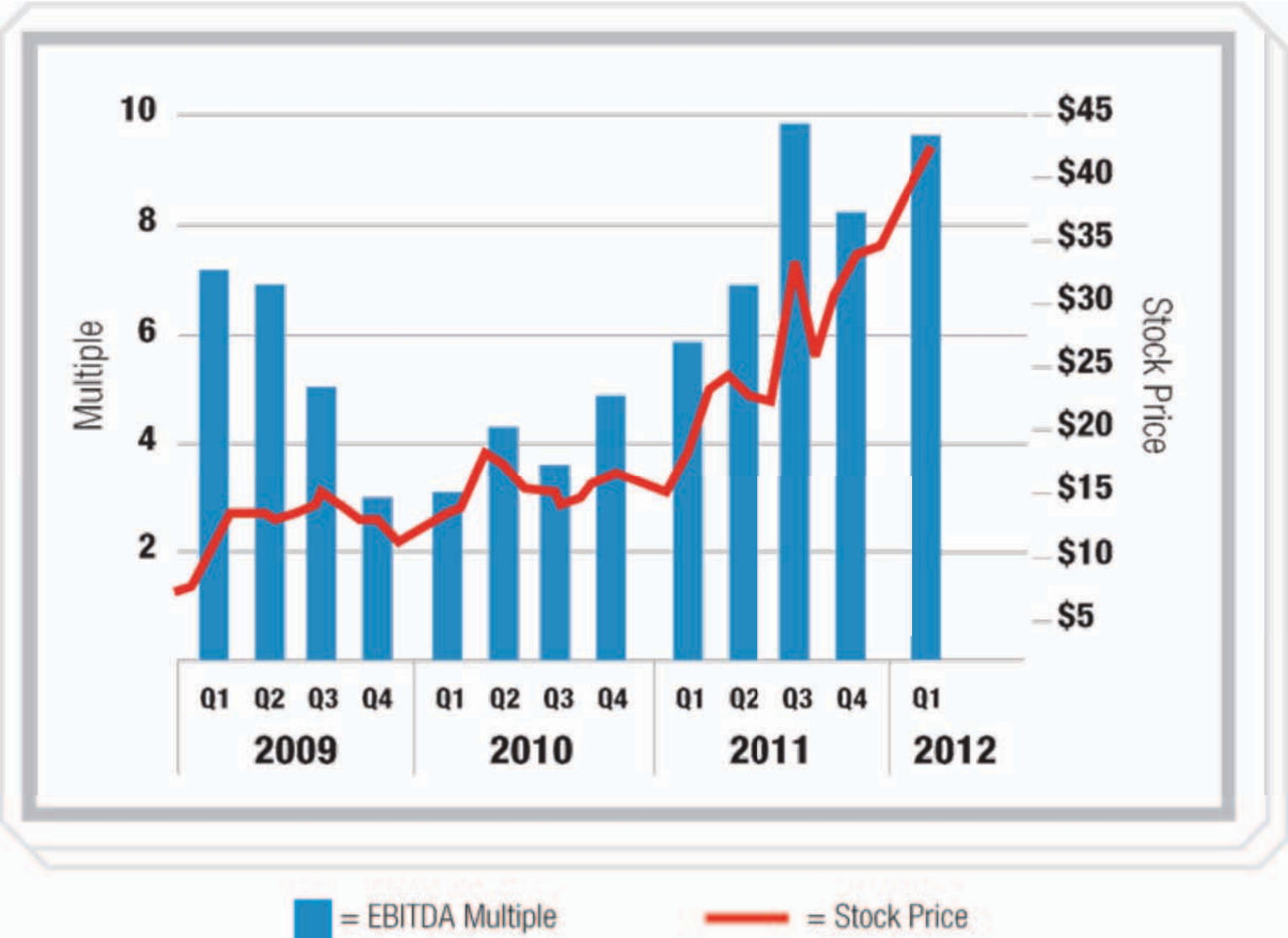
■ = TTM EPS

— = Stock Price

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



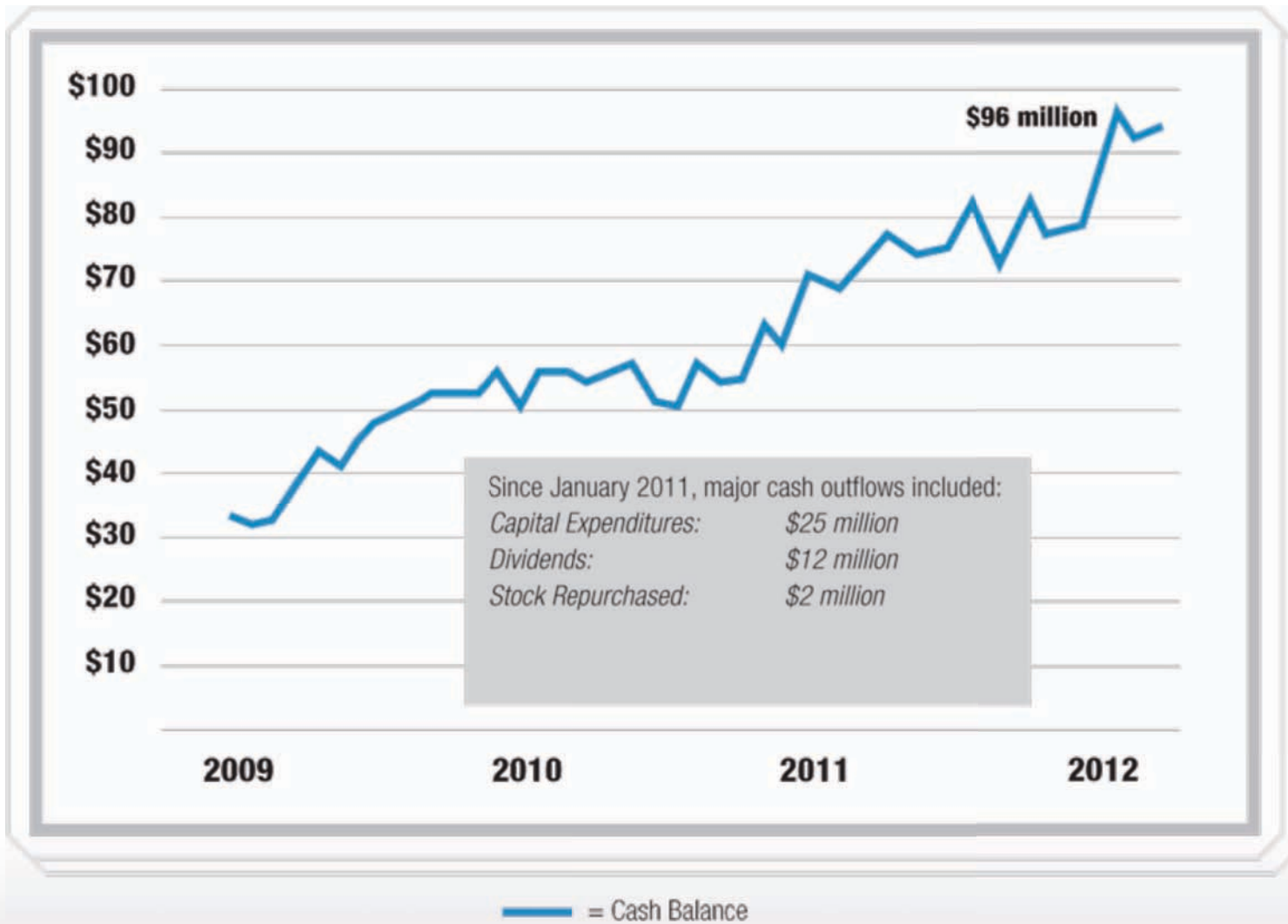
EBITDA Multiple vs. Stock Price



Stock Repurchase Guideline

- If the earnings multiple remains flat, then the improvement in EPS from a stock repurchase is essentially offset by the decline in cash or increase in debt. The stock price should not change. The loyal shareholders who remain invested do not see their share price improve, but they do have a weaker balance sheet.
- Therefore, the Company should only repurchase shares if it believes that the earnings multiple is unfairly low and will materially improve in the future.
- Note: The analytic model for evaluating new investments in the Company stock by outside investors is very different than the analytic model for evaluating stock repurchases by the Company, where the focus is on improving value for the loyal shareholders who remain invested.

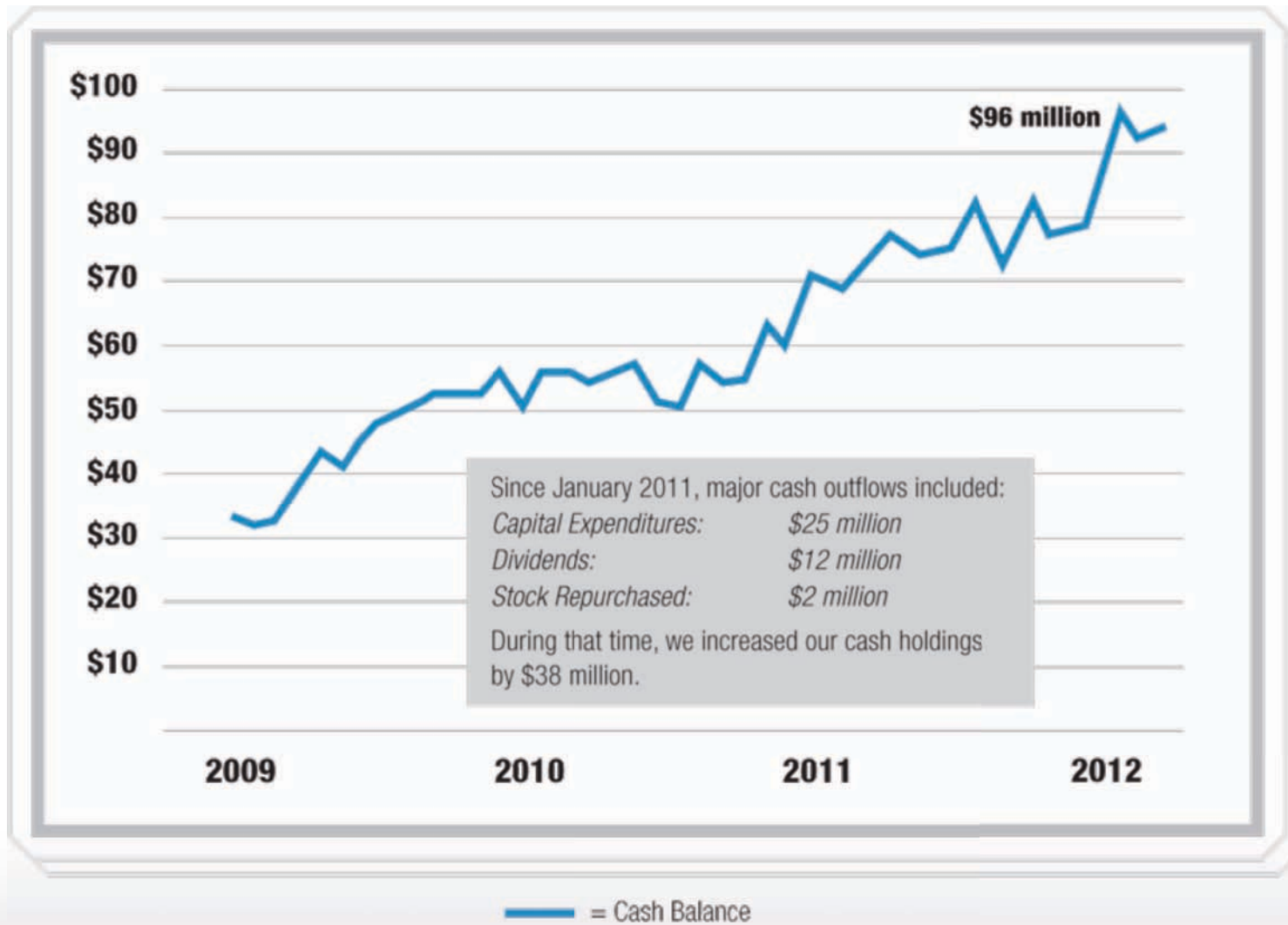
Cash Balance (in Millions)



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



Cash Balance (in Millions)



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



Investor Communications

We anticipate releasing 2012 quarterly earnings and holding investor conference calls on the following dates:

<u>Period</u>	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2012	August 1, 2012	August 2, 2012
Q3 2012	October 31, 2012	November 1, 2012
Q4 2012	February 28, 2013	March 1, 2013

Investment Highlights

- 63 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; well positioned to take advantage of business opportunities as they arise.
- Improving fundamentals.

NYSE: RGR

Shares Outstanding: 19.1 Million

Price: \$55.14 (4/27/12)

Market Capitalization: \$1.1 Billion

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Questions



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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, 2011 and Form 10-Q for the fiscal quarter ended March 31, 2012. Copies of these documents may be obtained by contacting the Company or the SEC or on the Company website at www.ruger.com/corporate/ or the SEC website at www.sec.gov. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



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Thank You!

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