



# STURM, RUGER & CO., INC.

200 RUGER ROAD, PRESCOTT, ARIZONA 86301 U.S.A.

## Owner Notification Form

Sturm, Ruger does not sell or market its products to minors. Please do not submit information to Sturm, Ruger if you are under the age of 18. BY SUBMITTING THE FOLLOWING INFORMATION TO STURM, RUGER, YOU CERTIFY THAT YOU ARE 18 YEARS OF AGE OR OLDER.

### Owner Information

First Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Zip +4:

#### International Information – for non -U.S. Customers

Province/Territory:

Country:

Postal Code:

E-mail:

Your Age: 18 - 24  25 - 34  35 - 44  45 - 54  55 - 64  65+

Is this the first firearm you have purchased? (circle one)

Yes

No

### Firearm Information (see label sample below)

Catalog Number:

Product Family:

Model Number:

Gauge/Caliber:

Date Purchased:

Serial Number:

(Required for 20% Sportswear & Accessories discount offer)

### Sample Packaging Label

To fill out the form above, first locate the original packaging label.

- Long Guns - The original packaging label can be found on the end of the shipping box.
- Hand Guns - The original packaging label can be found on the hard shell case.





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## Owner Notification Form (continued)

### Licensed Dealer where Firearm was Purchased

Dealer Name:

Last Name:

Address 1:

Address 2:

City:

State:

Zip:

Zip +4:

#### International Information – for non -U.S. Customers

Province/Territory:

Country:

Postal Code:

### Reasons for Purchasing This Firearm (check all that apply)

- |                                      |  |                                     |
|--------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Hunting     | <input type="checkbox"/> Gun Collecting          | <input type="checkbox"/> Gift/Prize |
| <input type="checkbox"/> Target      | <input type="checkbox"/> Security Services       | <input type="checkbox"/> Other      |
| <input type="checkbox"/> Competition | <input type="checkbox"/> Self or Home Protection |                                     |
| <input type="checkbox"/> Plinking    | <input type="checkbox"/> Law Enforcement         |                                     |

### Reasons for Selecting Ruger (check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Ruger's Features, Appearance, Quality | <input type="checkbox"/> Price               | <input type="checkbox"/> Ruger Website           |
| <input type="checkbox"/> Ruger's Reputation                    | <input type="checkbox"/> Advertisement       | <input type="checkbox"/> 100% Made in the U.S.A. |
| <input type="checkbox"/> Previous Ruger Owner                  | <input type="checkbox"/> Ruger Product Flyer | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Dealer Recommendation                 | <input type="checkbox"/> Magazine Article    |  |
| <input type="checkbox"/> Friend's Recommendation               | <input type="checkbox"/> Ruger Catalog       |  |

### Magazines Read Regularly (check all that apply)

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> Alaska                  | <input type="checkbox"/> Field & Stream         | <input type="checkbox"/> Hunting                  | <input type="checkbox"/> Rifle             |
| <input type="checkbox"/> America's First Freedom | <input type="checkbox"/> Fishing & Hunting News | <input type="checkbox"/> North American Hunter    | <input type="checkbox"/> Shooter's Bible   |
| <input type="checkbox"/> American Handgunner     | <input type="checkbox"/> Game & Fish            | <input type="checkbox"/> North American Whitetail | <input type="checkbox"/> Shooting Times    |
| <input type="checkbox"/> American Hunter         | <input type="checkbox"/> Gun Tests              | <input type="checkbox"/> Outdoor Life             | <input type="checkbox"/> Successful Hunter |
| <input type="checkbox"/> American Rifleman       | <input type="checkbox"/> Gun World              | <input type="checkbox"/> Outdoor World            | <input type="checkbox"/> Turkey Call       |
| <input type="checkbox"/> American Whitetail      | <input type="checkbox"/> Guns & Ammo            | <input type="checkbox"/> Outfitter Journal        | <input type="checkbox"/> Woman's Outlook   |
| <input type="checkbox"/> Buckmaster's Whitetail  | <input type="checkbox"/> Handloader             | <input type="checkbox"/> Popular Mechanics        | <input type="checkbox"/> Other             |
| <input type="checkbox"/> Bugle                   | <input type="checkbox"/> Heartland              | <input type="checkbox"/> Popular Science          |  |
| <input type="checkbox"/> Ducks Unlimited         | <input type="checkbox"/> Hunter's Handbook      | <input type="checkbox"/> Progressive Farmer       |  |

Please send me:

☐

Firearms Catalog

☐

Sportswear Catalog

☐

Please do not include me in any special offers or promotions

This discount does not apply to information submitted without a valid serial number. To be sure all of the information we receive is accurate, a Sturm, Ruger representative may request clarification of your submitted information.