

**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 6, 2014**

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 2014 Annual Meeting on Tuesday, May 6, 2014 (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 this Current Report on Form 8-K 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 6, 2014.

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 6, 2014



RUGER®

2014 Annual Meeting



STURM, RUGER & Co., INC. | 1 LACEY PLACE | SOUTHPORT, CONNECTICUT 06890 USA

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, 2013 and Form 10-Q for the fiscal quarter ended March 30, 2014. 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. We reference non-GAAP EBITDA. Please note that the reconciliation of GAAP net income to non-GAAP EBITDA can be found in our Form 10-K for the year ended December 31, 2013 and our Form 10-Q for the quarter ended March 29, 2014, which are also posted to our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



Overview



Investment Highlights

- 65 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- Strong market position in pistols, revolvers and rifles:
 - #1 in Pistols Produced
 - #1 in Revolvers Produced
 - #2 in Rifles Produced
 - **#1 in Total Firearms Produced**
- We continue to outpace growth in the industry (NICs).
- Strong balance sheet and operational results.

NYSE: RGR
Shares Outstanding: 19.4 Million
Price: \$66.72 (5/1/14)
Market Capitalization: \$1.3 Billion



Company Profile

- Trailing 12-months ending March 31, 2014:
 - Sales: \$702 Million, Operating Profit: 25%, EPS: \$5.62
 - EBITDA: \$201 Million / 29%
- Manufacturing facilities in Newport, NH, Prescott, AZ & Mayodan, NC.
- 1,900 non-union employees, 500 temporary employees.
- Investment castings division.
- 2-step distribution, selling to 15 wholesale distributors.
- Firearms Products: (288 Catalog SKUs):

Rifles	Pistols	Revolvers	Shotguns
Single-Shot	Rimfire	Single-Action	Over-and-Under
Autoloading	Centerfire	Double-Action	
Bolt-Action			
Modern Sporting			



Financial & Operational Highlights



5-Year Consolidated Operating Results

	2009	2010	2011	2012	2013
Sales Growth	49%	-6%	29%	50%	40%
Gross Margin	32%	33%	34%	36%	38%
Operating Margin	16%	17%	19%	23%	25%
EBITDA %	19%	21%	23%	26%	28%
Inventory Turns	3.6	3.5	4.5	5.6	6.7
New Product % of Total Sales	18%	25%	30%	38%	29%
Inc (Dec) in Adjusted NICS Checks	6%	-1%	14%	28%	7%
Sell-Through Growth	41%	2%	20%	63%	18%



Consolidated Operating Results (in Millions, Except EPS)

	2013				2014
	Q1	Q2	Q3	Q4	Q1
Revenues	\$155.9	\$179.5	\$170.9	\$181.9	\$169.9
Gross Margin	\$61.3	\$70.7	\$62.9	\$63.6	\$61.1
Operating Profit	\$37.1 24%	\$50.8 28%	\$44.8 26%	\$42.3 23%	\$38.0 22%
EPS	\$1.20	\$1.63	\$1.44	\$1.33	\$1.22
EBITDA	\$41.9	\$55.9	\$49.9	\$48.1	\$47.3



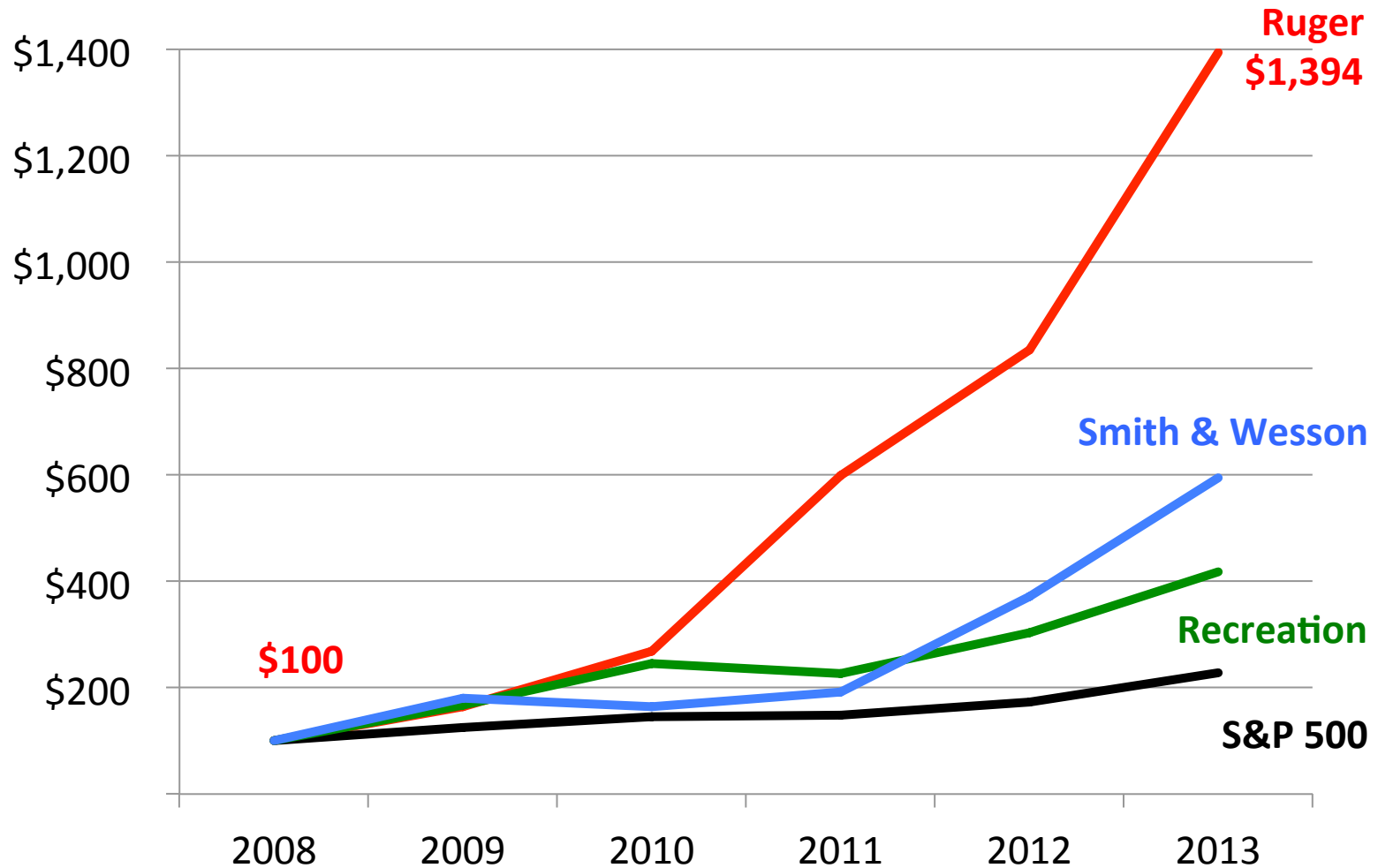
Comparison of Underlying Performance (in Thousands)

	2013				2014
	Q1	Q2	Q3	Q4	Q1
Reported Operating Profit	\$37,102	\$50,751	\$44,755	\$42,233	\$37,969
Adjustments					
LIFO	132	410	514	(628)	387
O/H Rate	387	500	(59)	(645)	(144)
D/L Rate	34	2	11	23	(7)
E&O reserve	235	(496)	498	456	157
Frozen DB Pension Plan	-	(122)	(61)	(61)	-
Depreciation Acceleration	-	-	-	740	2,104
Dorr Environmental Clean Up	-	-	400	-	-
Retrofit Expenses	-	4	6	215	16
Total Adjustments	788	298	1,309	100	2,513
Adjusted Operating Profit	\$37,890	\$51,049	\$46,064	\$42,333	\$40,482
	24%	28%	27%	23%	24%

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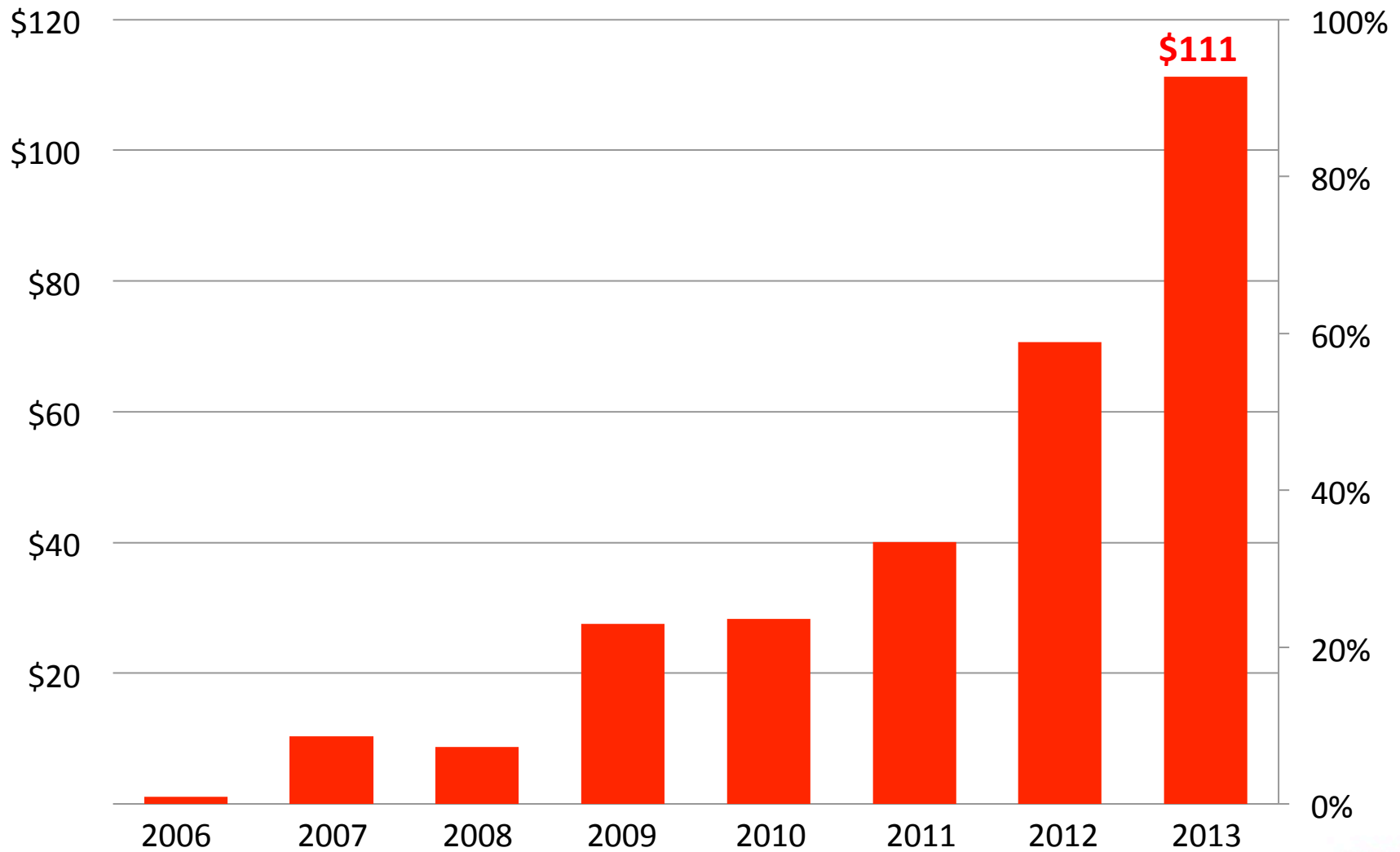
5-Year Return



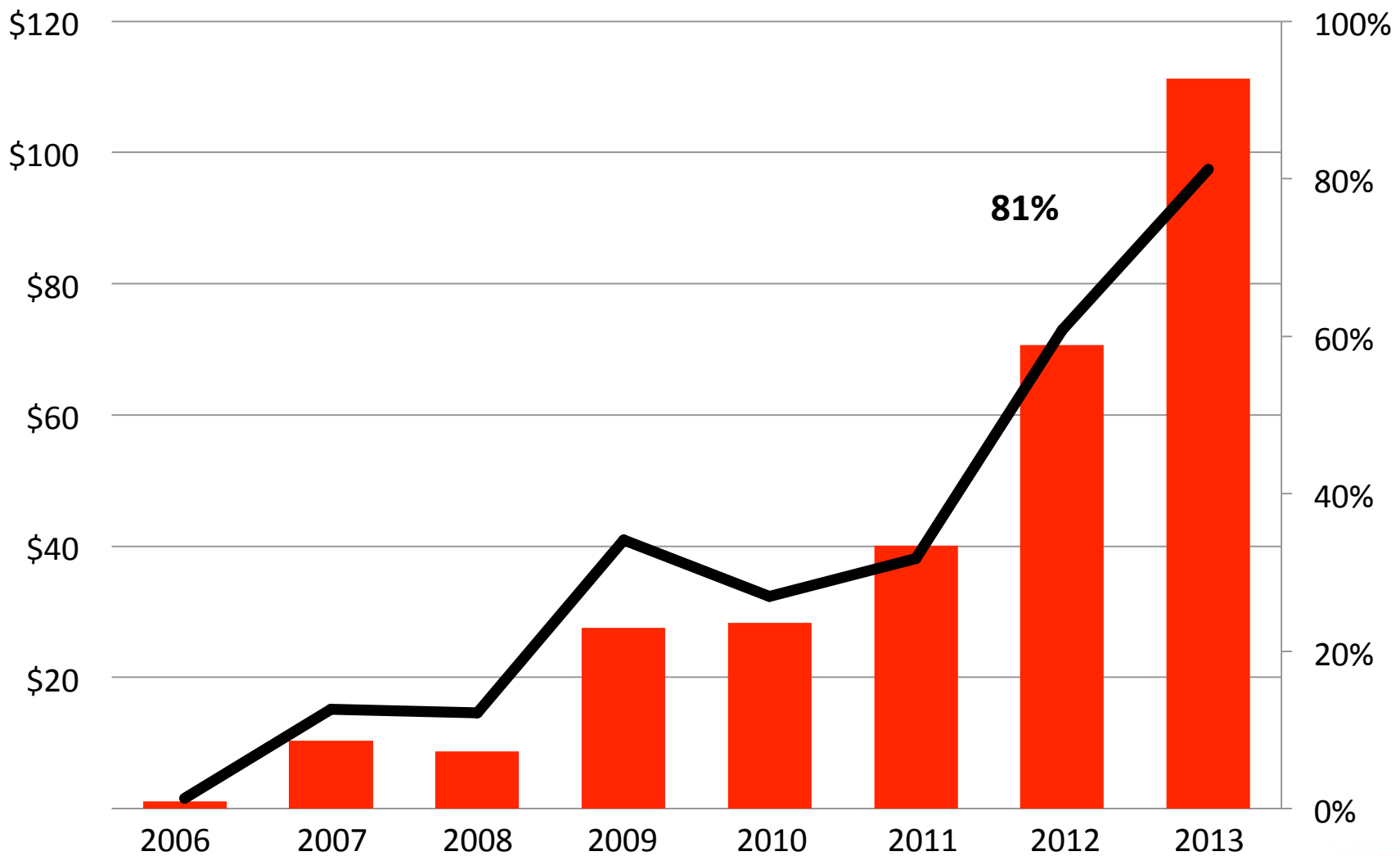
Source: Value Line Publishing LLC: Factual material is obtained from sources believed to be reliable, but the publisher is not responsible for any errors or omissions contained herein. Assumes \$100 invested at the close of trading 12/08 in Sturm, Ruger & Co., Inc. common stock, Standard & Poor's 500, Value Line Recreation Index, and Smith & Wesson Holding Corporation. *Cumulative total return assumes reinvestment of dividends.



Return on Equity (in Millions)



Return on Equity (in Millions)



2013 Performance Indicators

		ROE	Sales Growth	EPS Growth
Sturm, Ruger		81.2%	39.9%	55.0%
Russell 2000	Index Median:	7.5%	6.7%	8.7%
	Ruger Percentile:	99th	89th	79th
S&P 500	Index Median:	14.5%	3.7%	9.7%
	Ruger Percentile:	98th	97th	88th

Source: Russell 2000 and S&P 500 results are calculated with data available on March 10, 2014, as published by Bloomberg L.P.

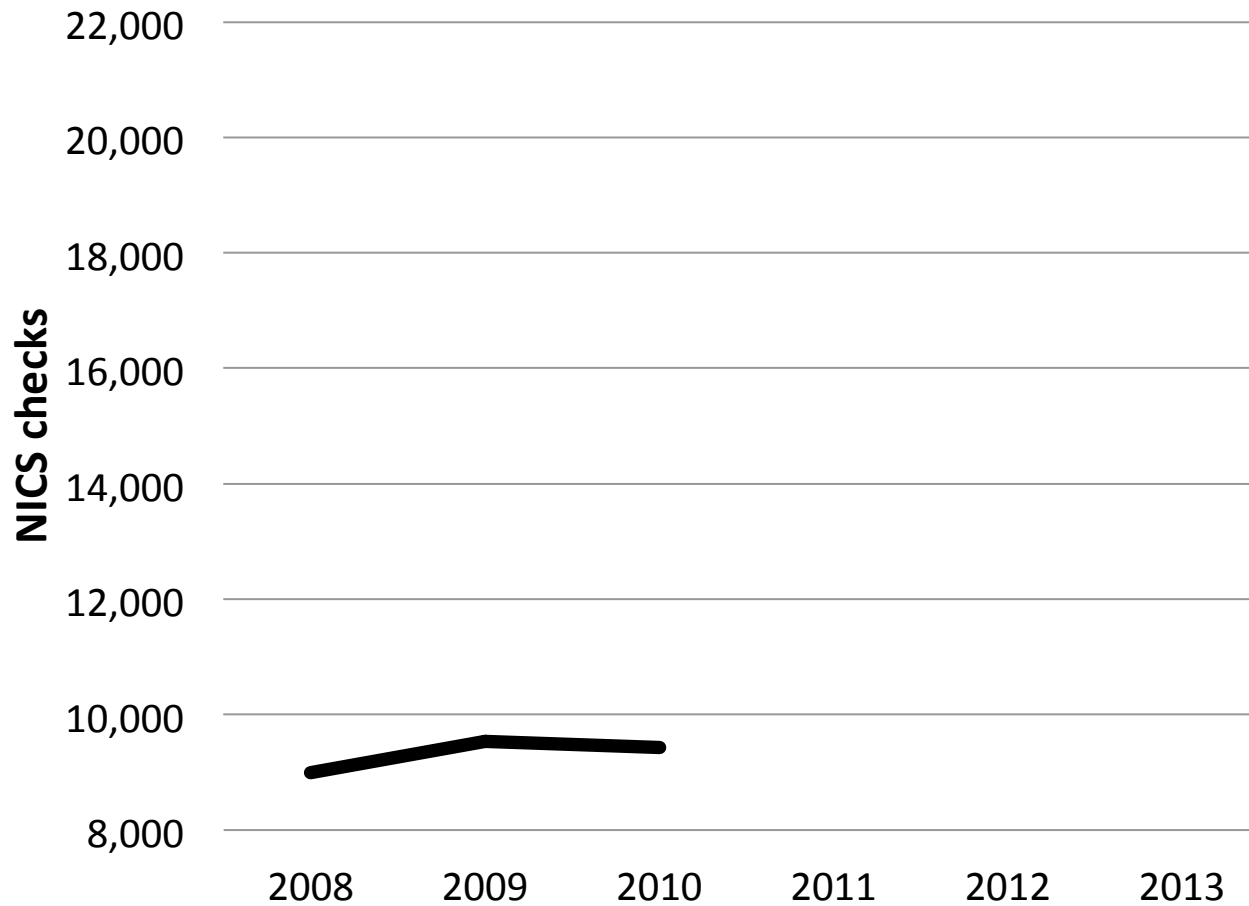


Market Conditions





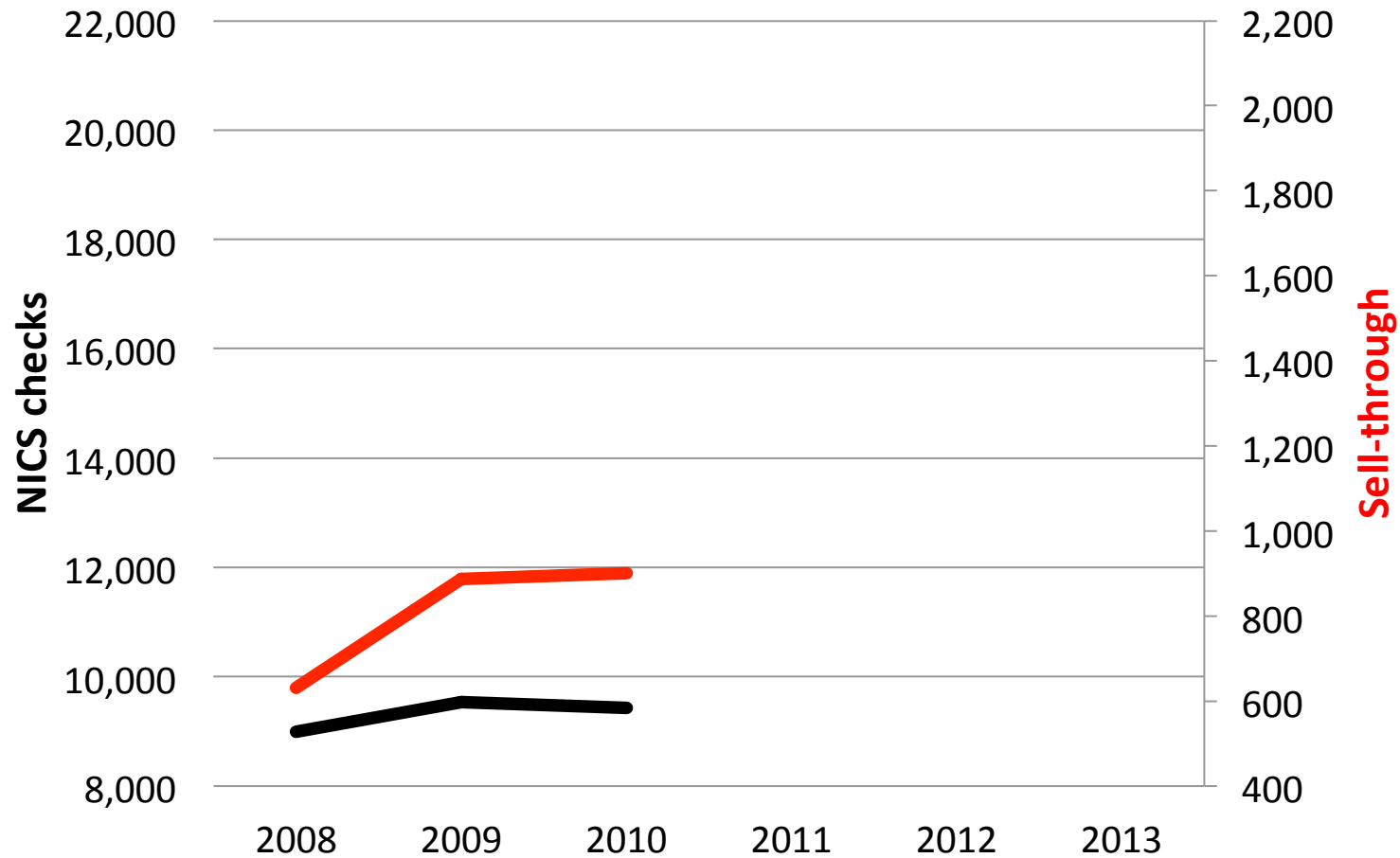
Trends in Retail Demand (in Thousands)



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.



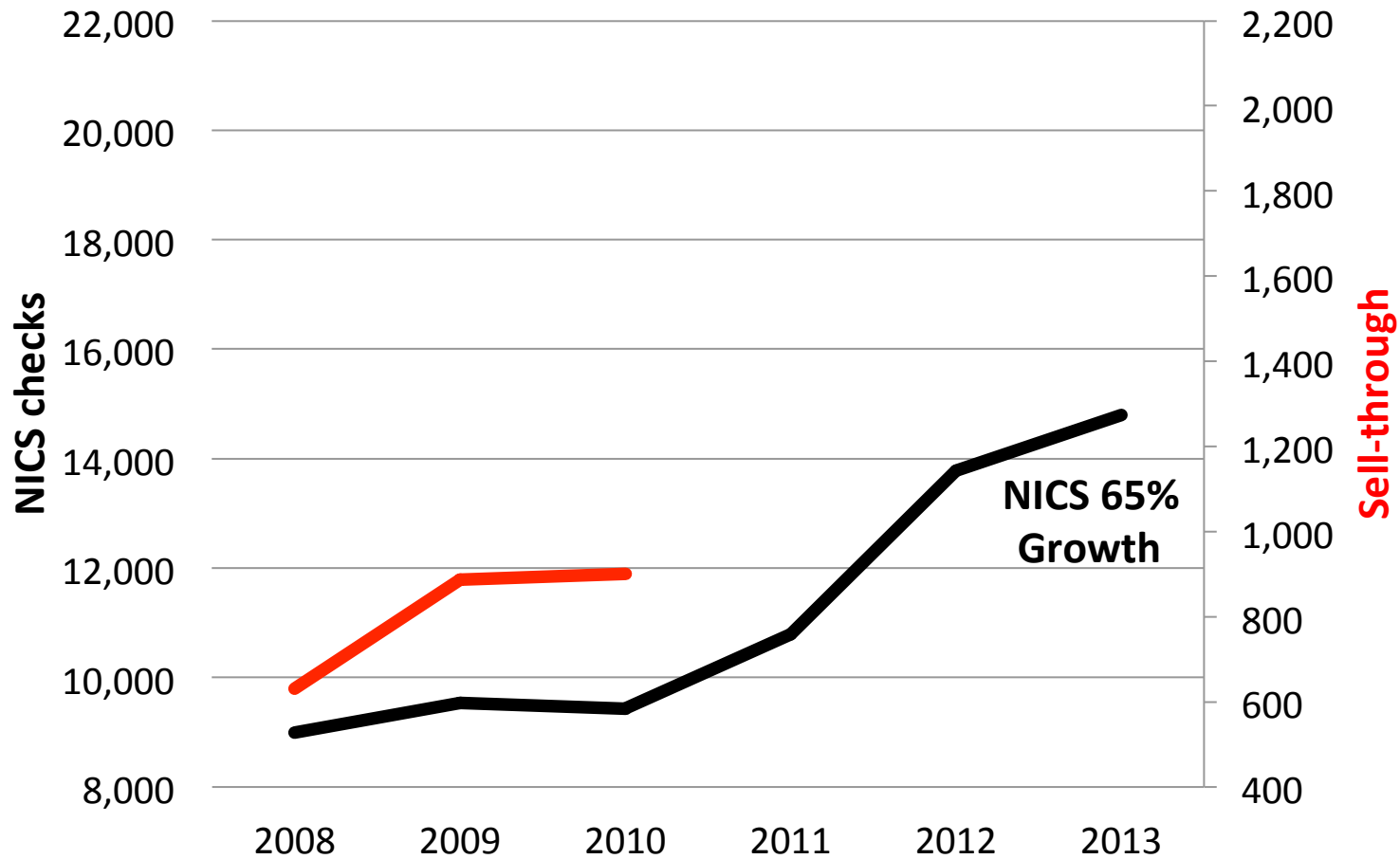
Trends in Retail Demand (in Thousands)



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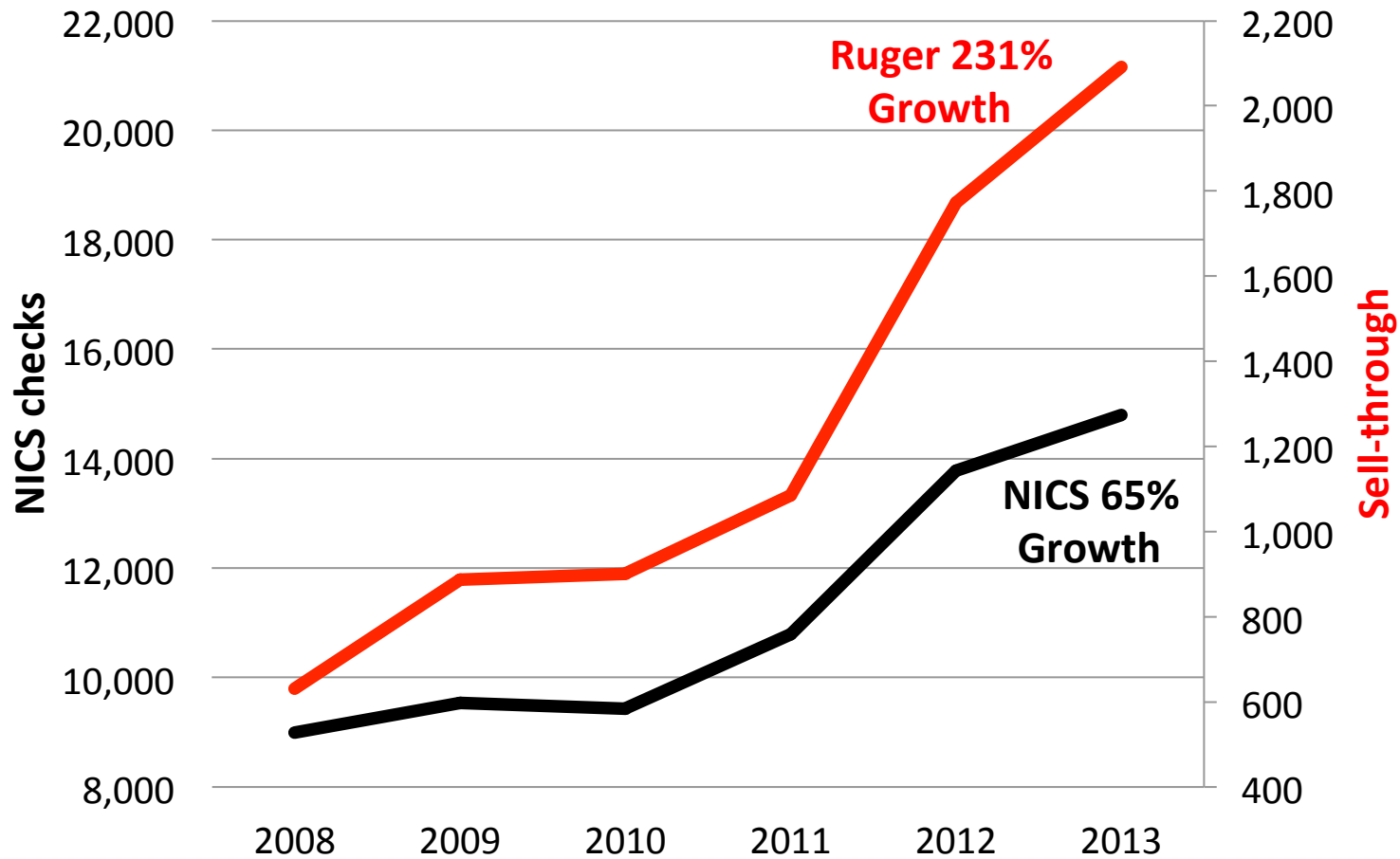
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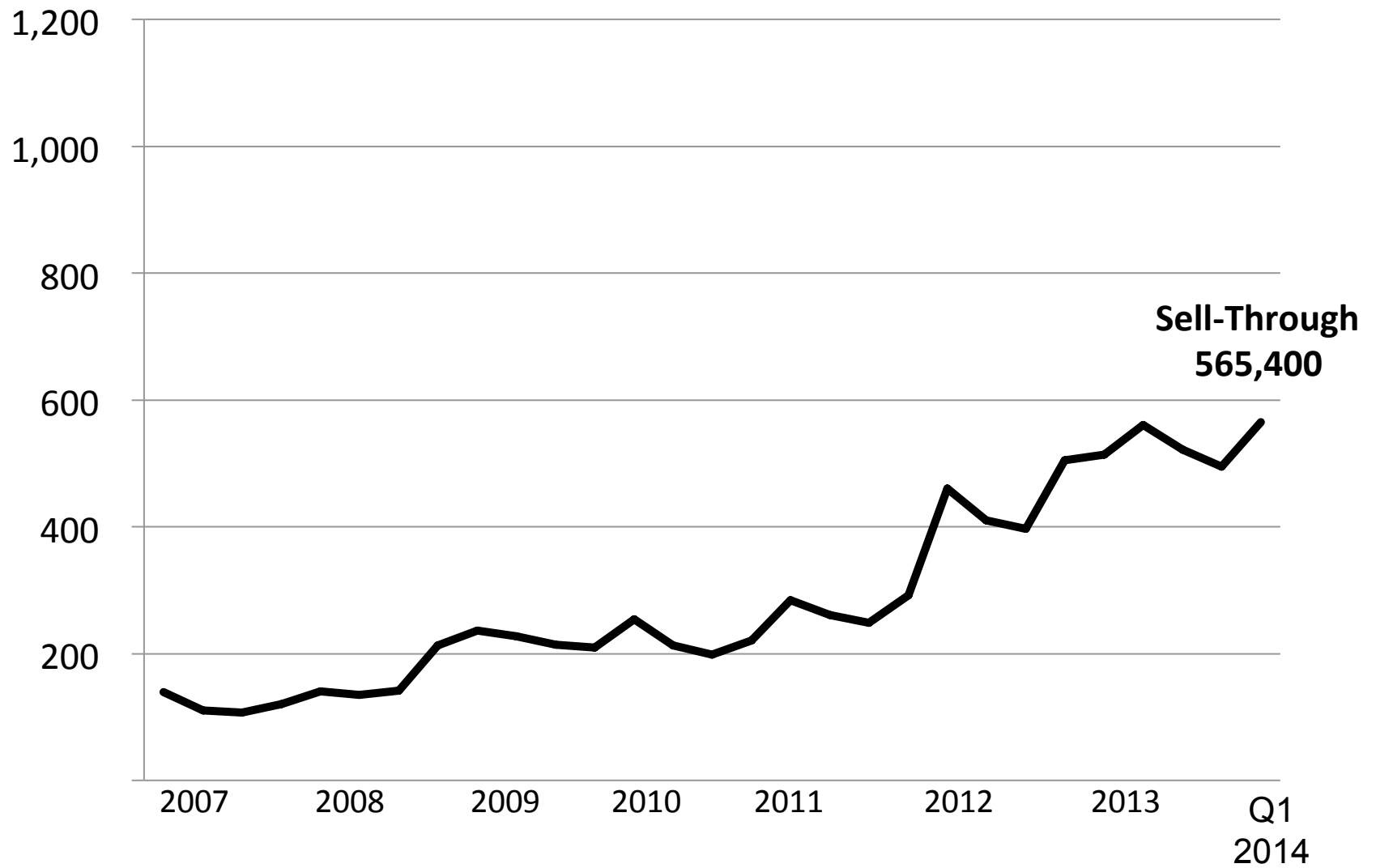
Trends in Retail Demand (in Thousands)



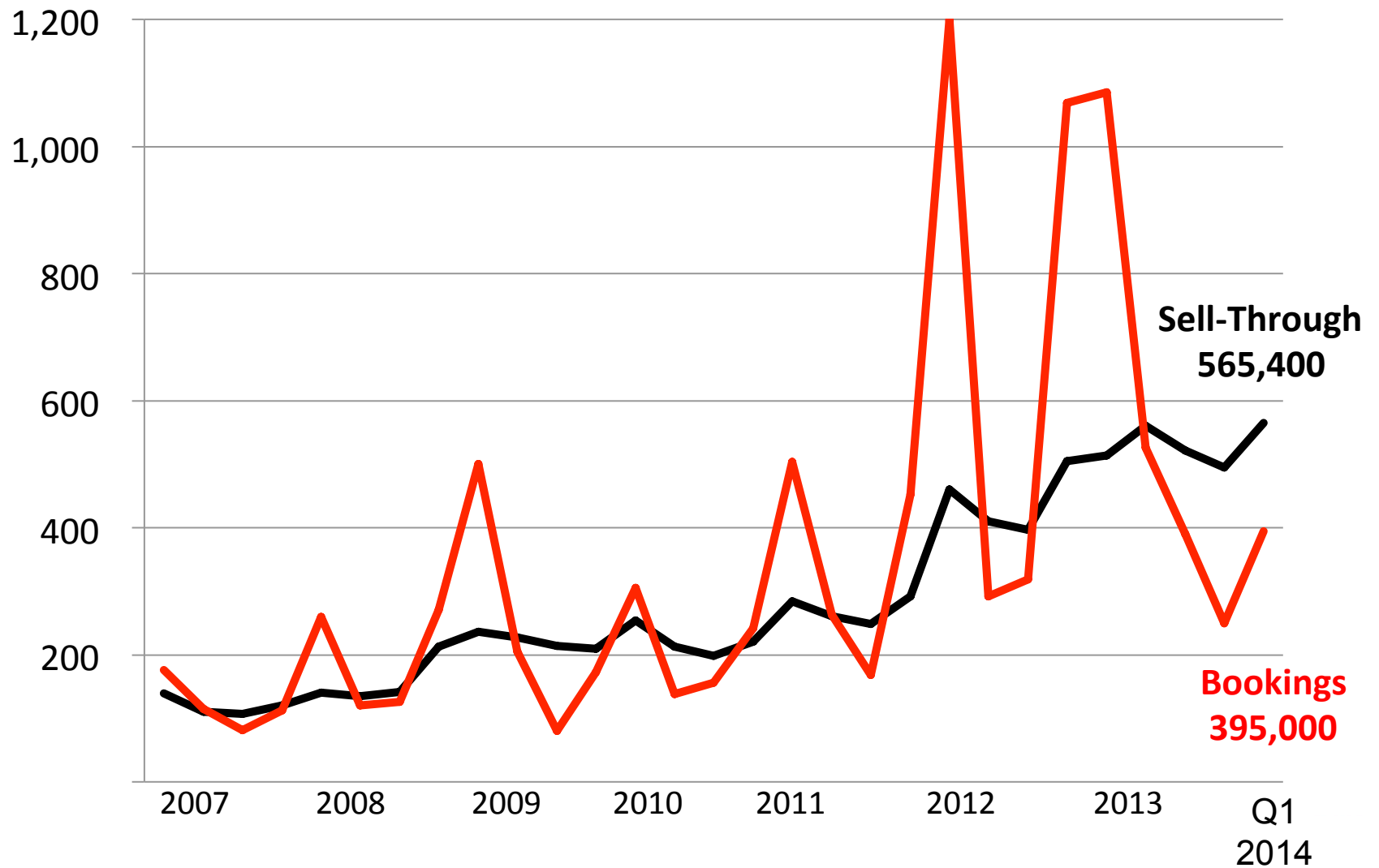
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Quarterly Estimated Distributor Unit Sell-Through (in Thousands)



Quarterly Estimated Distributor Sell-Through & Bookings (in Thousands)



Market Share Movement

Product Category	2011	2012
Revolvers:		
• Single-Action	Maintained	Maintained
• Double-Action	Gained	Gained
Pistols:		
• Rimfire	Maintained	Gained
• Centerfire Full-Size	Gained	Maintained
• Centerfire Compact	Gained	Maintained
• 1911	Gained	Gained
Rifles:		
• Mini-14 Rifles	Maintained	Maintained
• Bolt-Action Rifles	Gained	Gained
• Rimfire Rifles	Gained	Gained
• Modern Sporting Rifles	De Minimis	De Minimis
Shotguns:		
• Over & Under	None	None

Based on Management Estimates and Distributor Commentary.



Market Share Movement

Product Category	2011	2012	2013
Revolvers:			
• Single-Action	Maintained	Maintained	Maintained
• Double-Action	Gained	Gained	Gained
Pistols:			
• Rimfire	Maintained	Gained	Gained
• Centerfire Full-Size	Gained	Maintained	Maintained
• Centerfire Compact	Gained	Maintained	Maintained
• 1911	Gained	Gained	Gained
Rifles:			
• Mini-14 Rifles	Maintained	Maintained	Maintained
• Bolt-Action Rifles	Gained	Gained	Gained
• Rimfire Rifles	Gained	Gained	Gained
• Modern Sporting Rifles	De Minimis	De Minimis	De Minimis
Shotguns:			
• Over & Under	None	None	Reintroduced

Based on Management Estimates and Distributor Commentary.



2011:

1.1 ~~1~~ **MILLION**
THE RUGER®
GUN CHALLENGE

2012:

1.7 ~~1~~ **MILLION**
THE RUGER®
GUN CHALLENGE

2013:

2.2 ~~1~~ **MILLION**
THE RUGER®
GUN CHALLENGE

A Record Setting 2.2 Million Guns Produced and Sold in 2013!

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Political Environment



PROTECT YOUR RIGHTS!

Make Your Voice Heard.

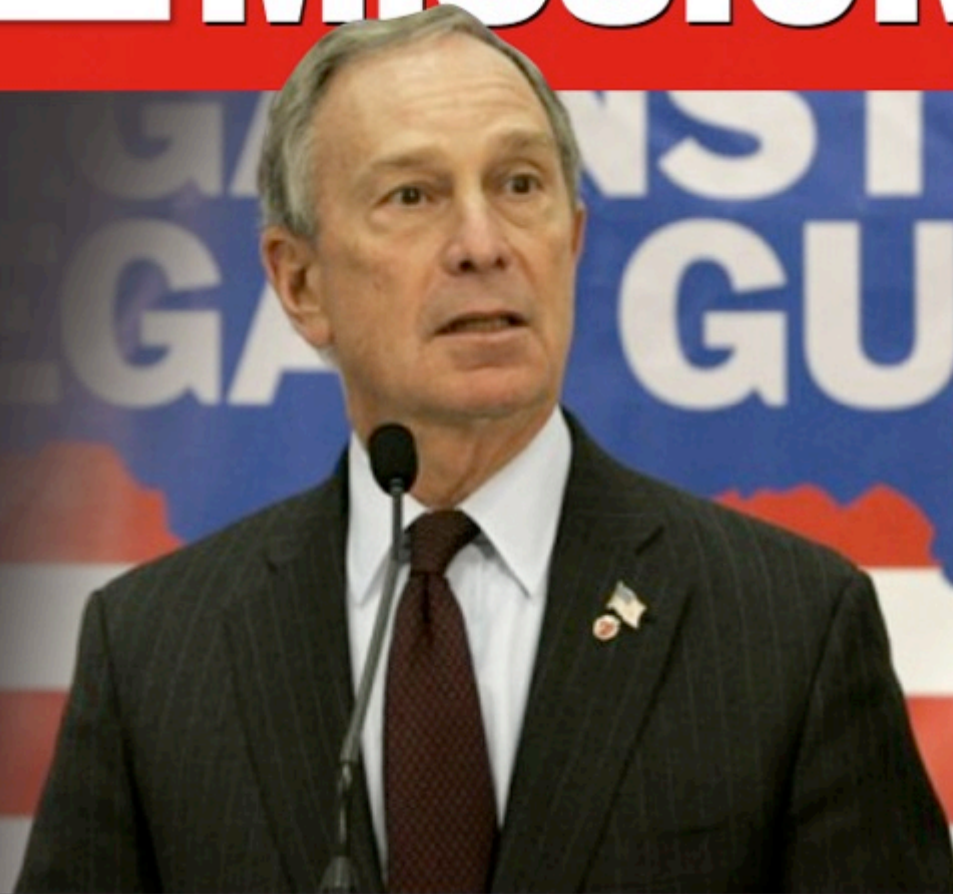
OVER 6 MILLION LETTERS

Sent to Representatives!





BLOOMBERG'S MISSION 50



NRA-ILA

INSTITUTE for LEGISLATIVE ACTION



NRA-ILA Recommends

Signs of Anti-Gunner Weakness as NRA Meeting Shines

While the NRA displays its strength at its Annual Meeting in Indianapolis, Michael Bloomberg is proving the old adage "there are just some things that money cannot buy." The self-anointed gun control Super...

Gun control lobby continues to ignore the facts about background checks

The Brady Campaign is being intentionally deceitful by claiming "40 percent" of gun purchases are conducted without a background check. You won't read this in their misleading report, but even the notoriously anti-gun...

Bloomberg Rebrands Gun Control Apparatus Pledges 50 Million to Fight NRA Second Amendment

The New York Times published an article outlining Michael Bloomberg's latest attempt to buy your rights. This time, Bloomberg is dumping \$50 million into the...

Feinstein Wants Obama to Pull a Clinton on Firearm Importation

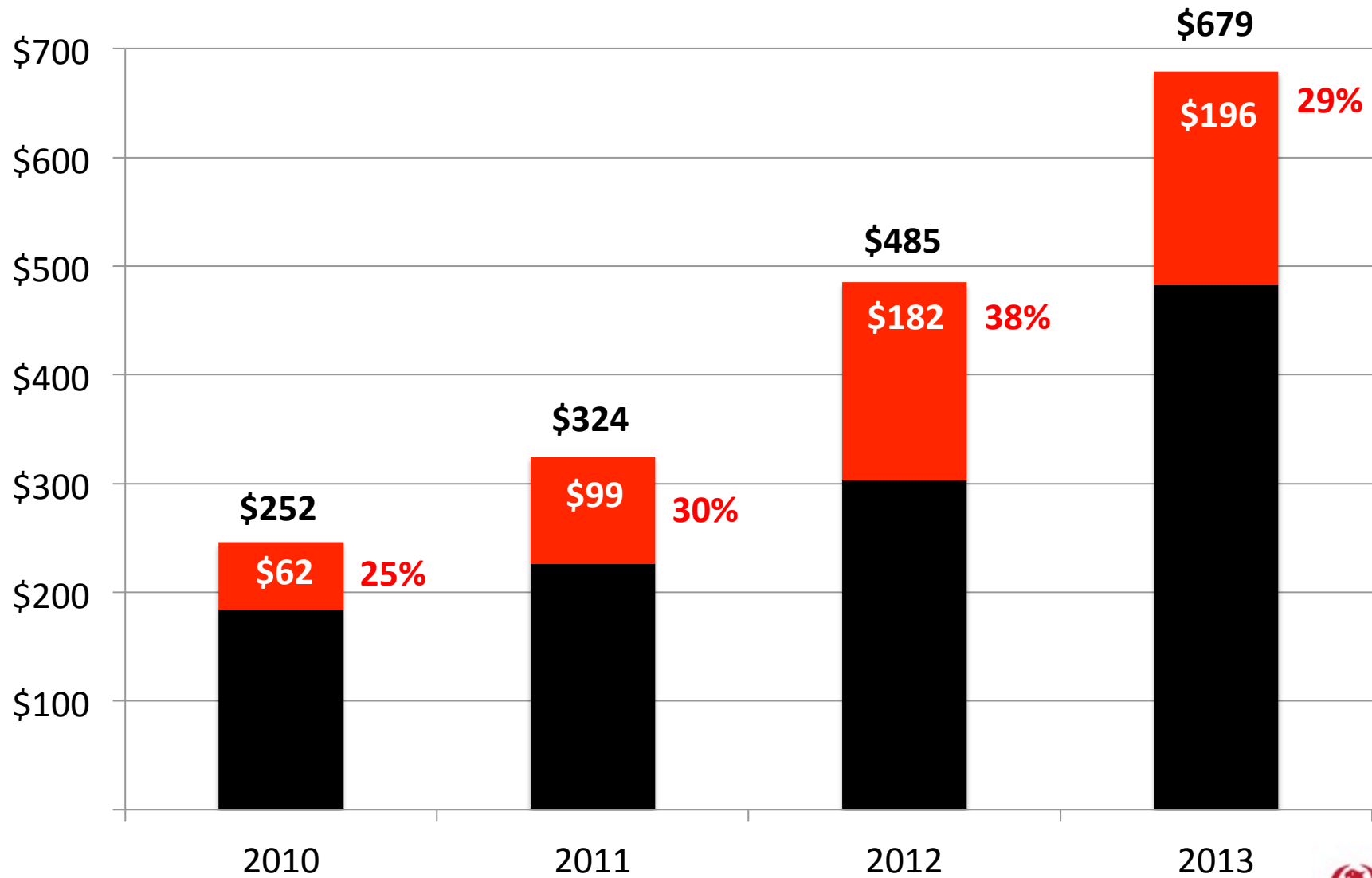
U.S. Sen. Dianne Feinstein (D-Calif.), sponsor of the federal "assault weapon" and "large" magazine "ban" of 1994-2004, is asking President Barack Obama to direct the BATFE to reinterpret a provision of the Gun Control Act of 1968 to prohibit the importation of various semi-...



New Product Development



New Product Impact (in Millions)



Highlighted New Products 2013 & YTD 2014

4 New Platform Products

Ruger American Rimfire Rifle / SR45 /
Red Label Shotgun / SR-762

23 New Product Derivatives

Including the Enhanced LCP / LC380 / 22/45 Light /
GP100 Match Champion / LCRx /
Ruger American Rifle with Redfield Revolution Riflescope /
10/22 50th Anniversary Contest Winning Rifle

35 New Distributor Specials

Including the NRA 10/22 Takedown /
LCP & LC9 with Viridian Green Laser



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 & Stainless LCP®.



**THE RUGER®
LC380™**



**THE RUGER®
LCP®
WITH STAINLESS STEEL SLIDE**



The Ruger SR22[®] Pistol now offered in a silver anodized slide model & a threaded barrel model.



THE RUGER[®]
SR22[®]

© RUGER 2014



The Ruger 22/45 LITE[®], now with a black anodized or cobalt blue finish.



**THE RUGER
22/45
LITE[®]**



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



RUGER®
LCR®
IN 22 MAGNUM



The Ruger® LCRx™ features an external hammer that allows it to be fired in single-action mode.



**THE RUGER®
LCRx™**



The Ruger® GP100® Match Champion is designed with the competitor in mind.



**THE RUGER®
GP100
MATCH CHAMPION™**



**Completely re-engineered
Red Label Shotgun**



**THE RUGER® RED LABEL
SHOTGUN**



The Ruger® SR-762™ brings the downrange authority of the .308 cartridge to the popular SR-556® family of rifles.



**The Ruger® SR-556VT™ is the
Varmint/Target model of the two-stage
piston-driven SR-556®.**



**THE RUGER®
SR-556VT™**



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





RUGER
AMERICAN
RIFLE[®]



WITH REDFIELD[®] REVOLUTION[™] RIFLESCOPE





RUGER
AMERICAN
RIFLE®



ALL-WEATHER® MODELS IN STAINLESS STEEL



RUGER
 AMERICAN
RIMFIRE™



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



RUGER
10/22
TAKE DOWN

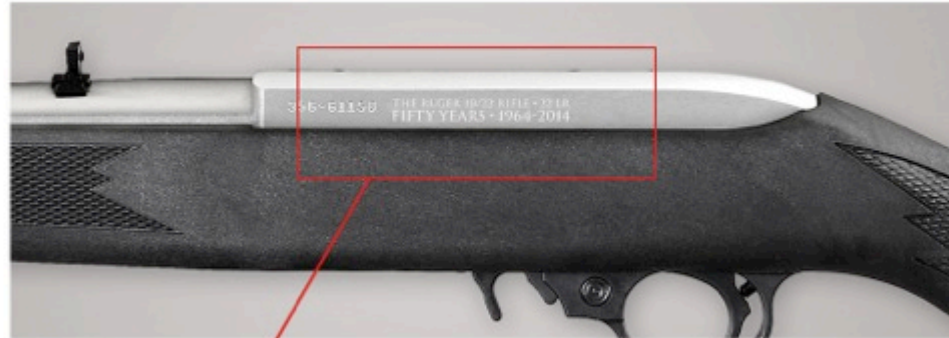




RUGER® 10/22®

50 YEARS OF THE RUGER® 10/22®





THE RUGER 10/22 RIFLE • 22 LR
FIFTY YEARS • 1964-2014



**RUGER® 10/22® 50th ANNIVERSARY
DESIGN CONTEST**



Recognition & Media Coverage



Awards & Recognition



**FIELD & STREAM
BEST OF THE BEST AWARD**
RUGER® GUIDE GUN, 2013



NRA GOLDEN BULLSEYE AWARD
SHOOTING ILLUSTRATED
"HANDGUN OF THE YEAR", 2014



OUTDOOR LIFE GREAT BUY
RUGER® RED LABEL SHOTGUN -
2014 GUN & OPTICS TEST, SHOTGUNS



NASGW MANUFACTURER OF THE YEAR
RUGER, 2013



SHOOTING, HUNTING & OUTDOOR TRADE
SHOOTING, HUNTING & OUTDOOR TRADE

SHOT BUSINESS REPRESENTATIVE OF THE YEAR
RANDELL PENCE, 2014



Editorial Coverage



Editorial Coverage



Editorial Coverage



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Ruger SR-762 .308 Win/7.62mm NATO Rifle: Hog Hunting | Preview

Ruger's new piston-driven SR-762 AR in .308 Winchester packs the terminal punch to take down a 427-pound hog!

By TacticalLife | April 2nd 2014, 9:00 AM

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Ruger SR-762 .308 Win/7.62mm NATO Rifle: Hog Hunting

In the upcoming July 2014 issue of *RIFLE FIREPOWER*, author Martin D. Topper reviews Ruger's new

Real Guns "Firearms, handloading & projects for the average guy." [Login](#)

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HANDLOADS

- Rifle
- 17 Hornet
- 204 Ruger
- 22 Hornet
- 22-250 Remington
- 220 Swift
- 223 Remington
- 243 Winchester
- 6mm Remington
- 240 Weatherby
- 28-30 WCF
- 287 Roberts
- 30-06 Remington

Ruger's LC380
Don't leave home without it...
©2014 Meta, Inc. - Published with permission



The question most often posed when folks familiar with the LCP and LC9 encounter the Ruger LC380, "Why?"... often followed by one of these statements: "The LCP has the same power and it is more compact and concealable", "The LC9 is the same size as the LC380 and offers more power" and "The 380 Auto is not powerful enough for self defense". Which would of course begs the question, if a firearm has no unique purpose, why would a large, industry experienced company invest the millions of dollars required to design and produce one? Because, of course, there are actually sound reasons and there is a demand.

Why a compact firearm?

Advertise With Us

Real Guns
Online Gun Sales
Call 207-655-2183
www.realgunsstore.com

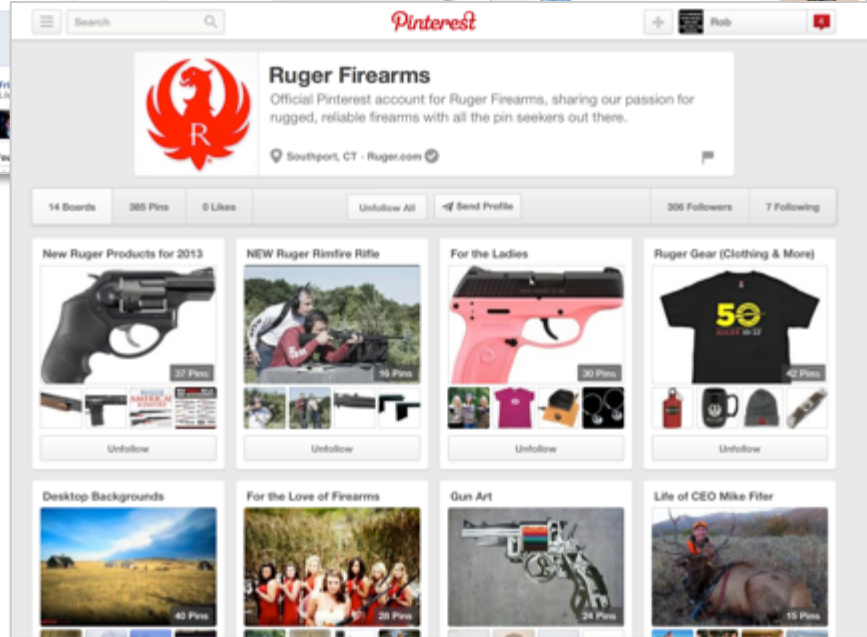
THE RUGER LCP
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BURRIS New For 2014
Custom Whiskers
Any Rifle Car Mount

BROWNELLS
SELECTION SERVICE SATISFACTION



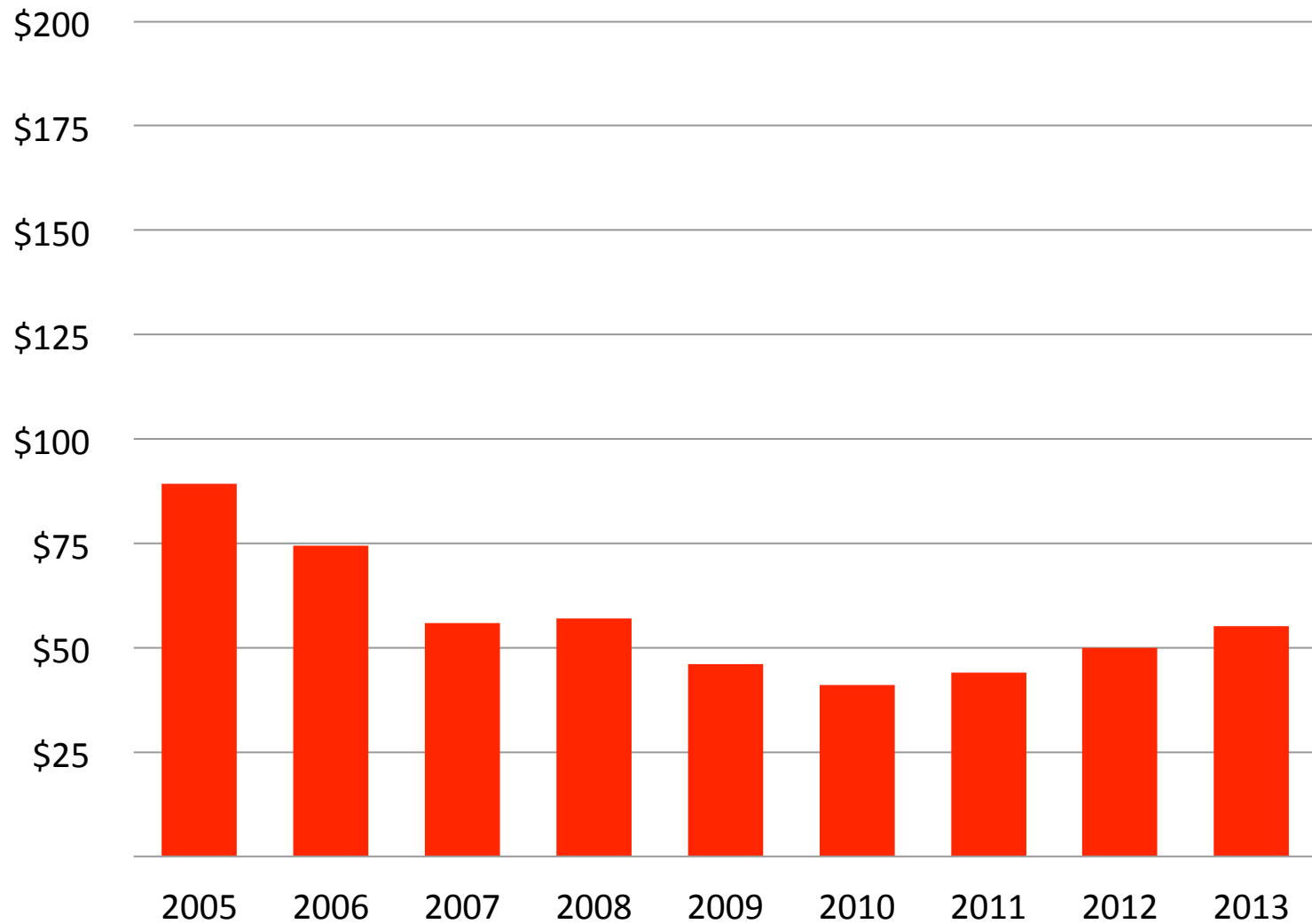
Social Media Presence



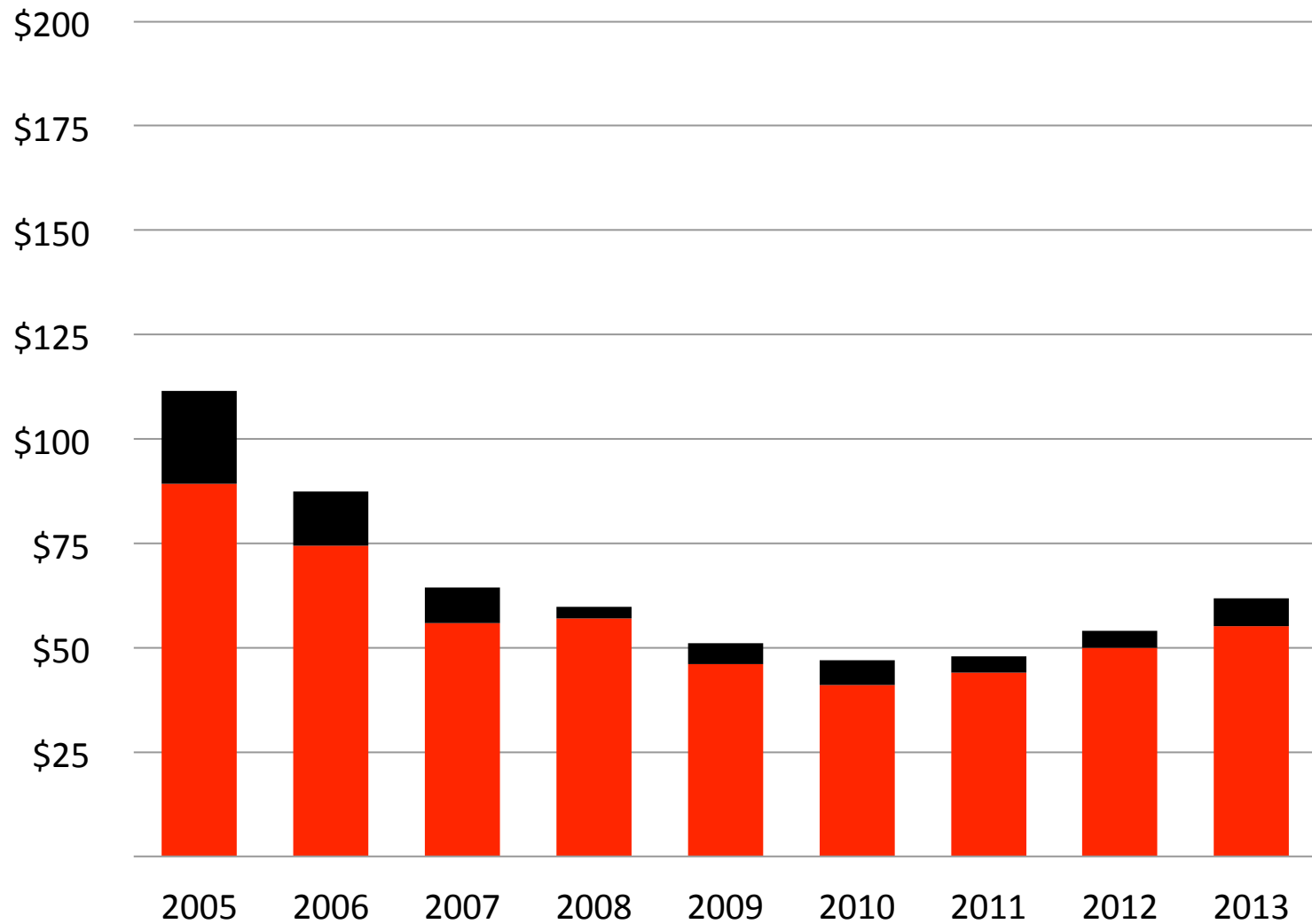
Liquidity



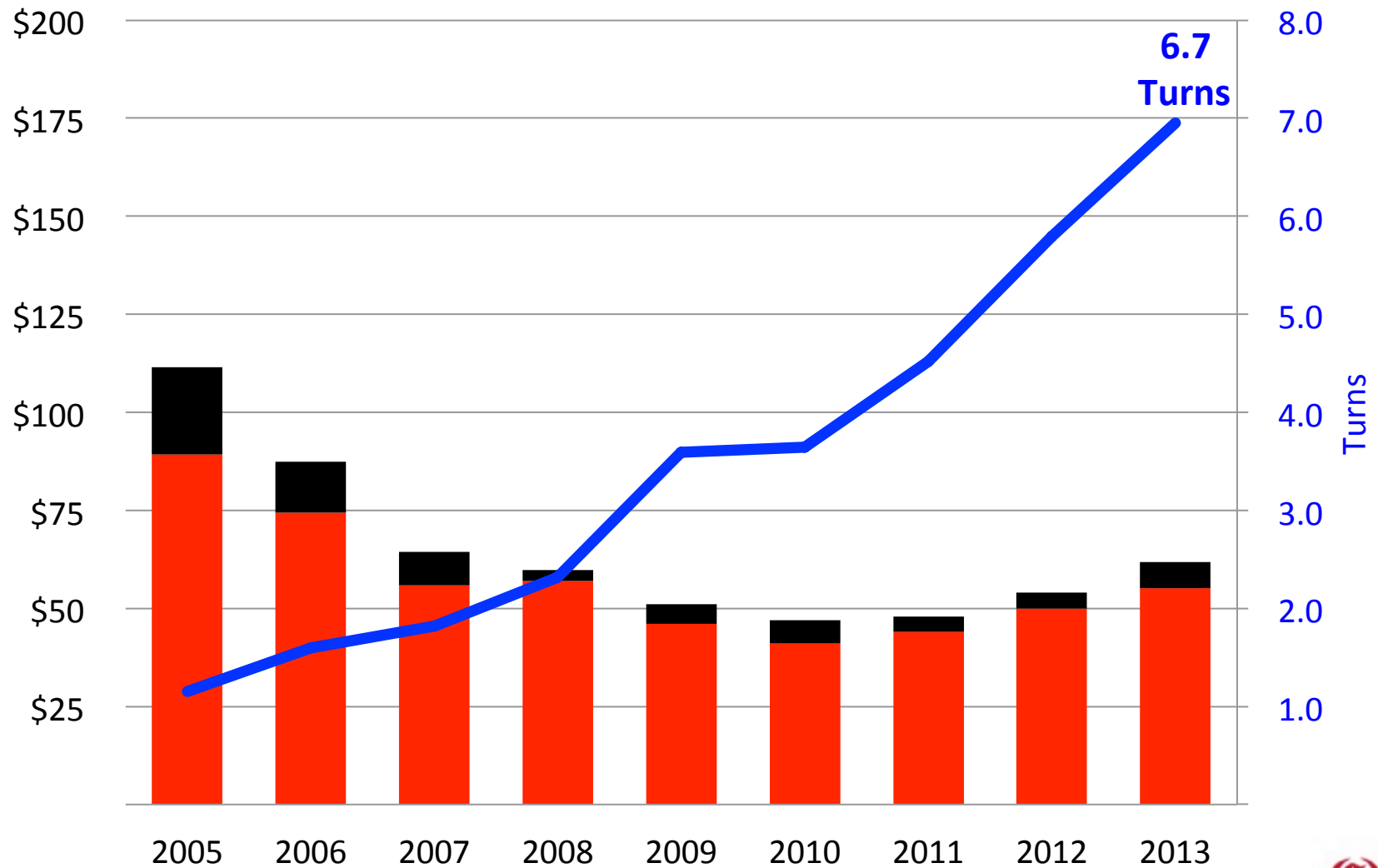
Inventory Reduction (in Millions)



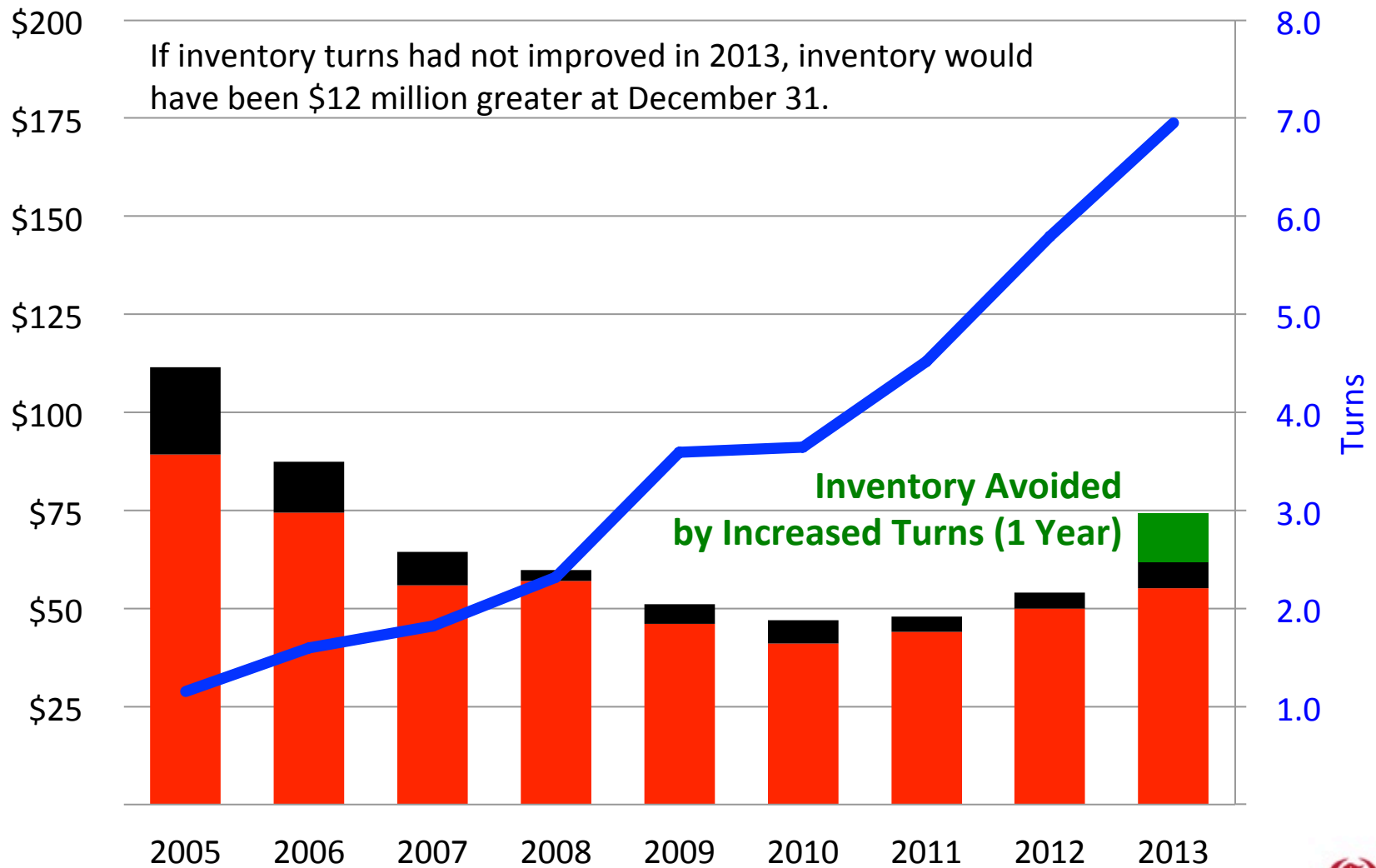
Inventory Reduction (in Millions)



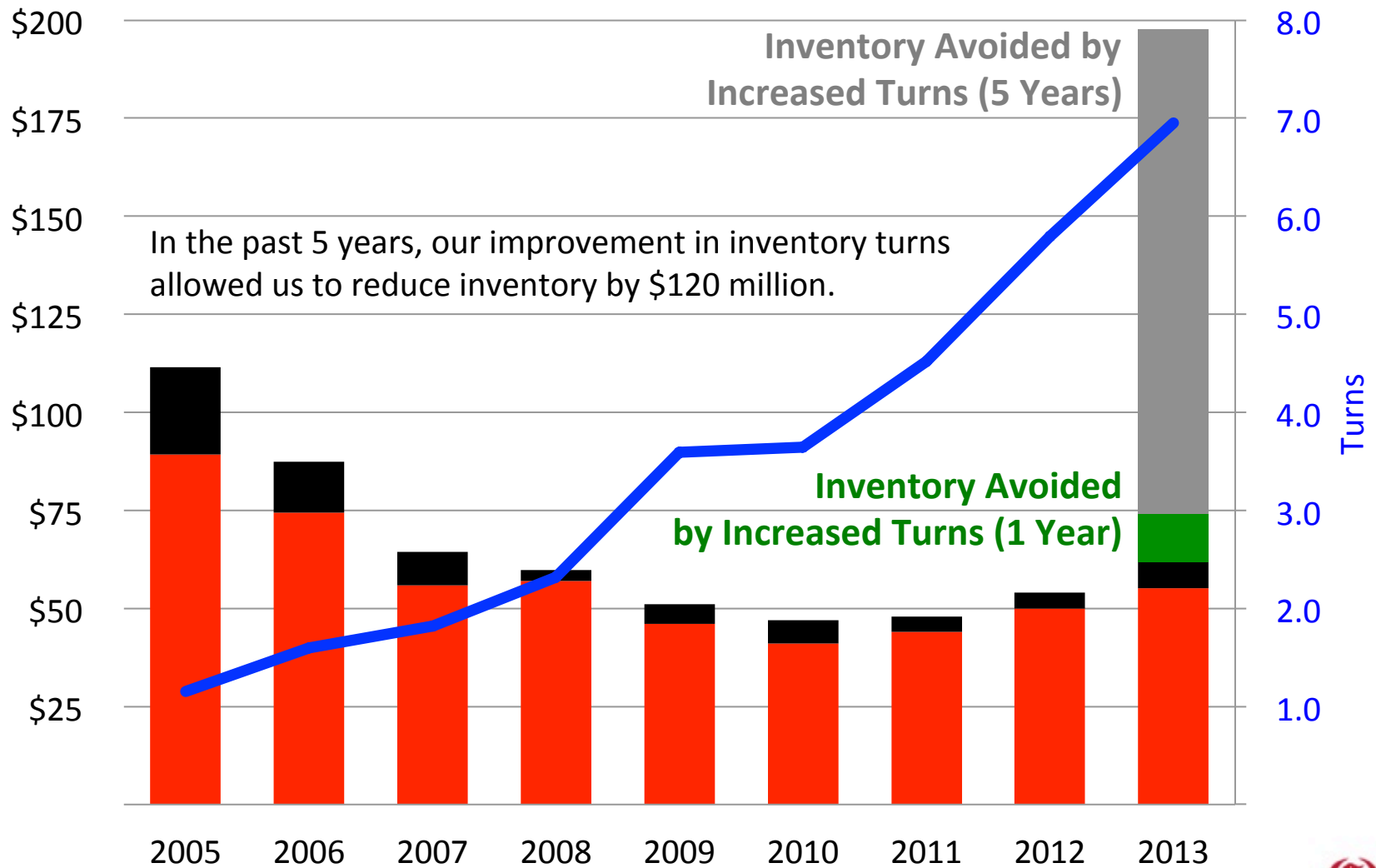
Inventory Reduction (in Millions)



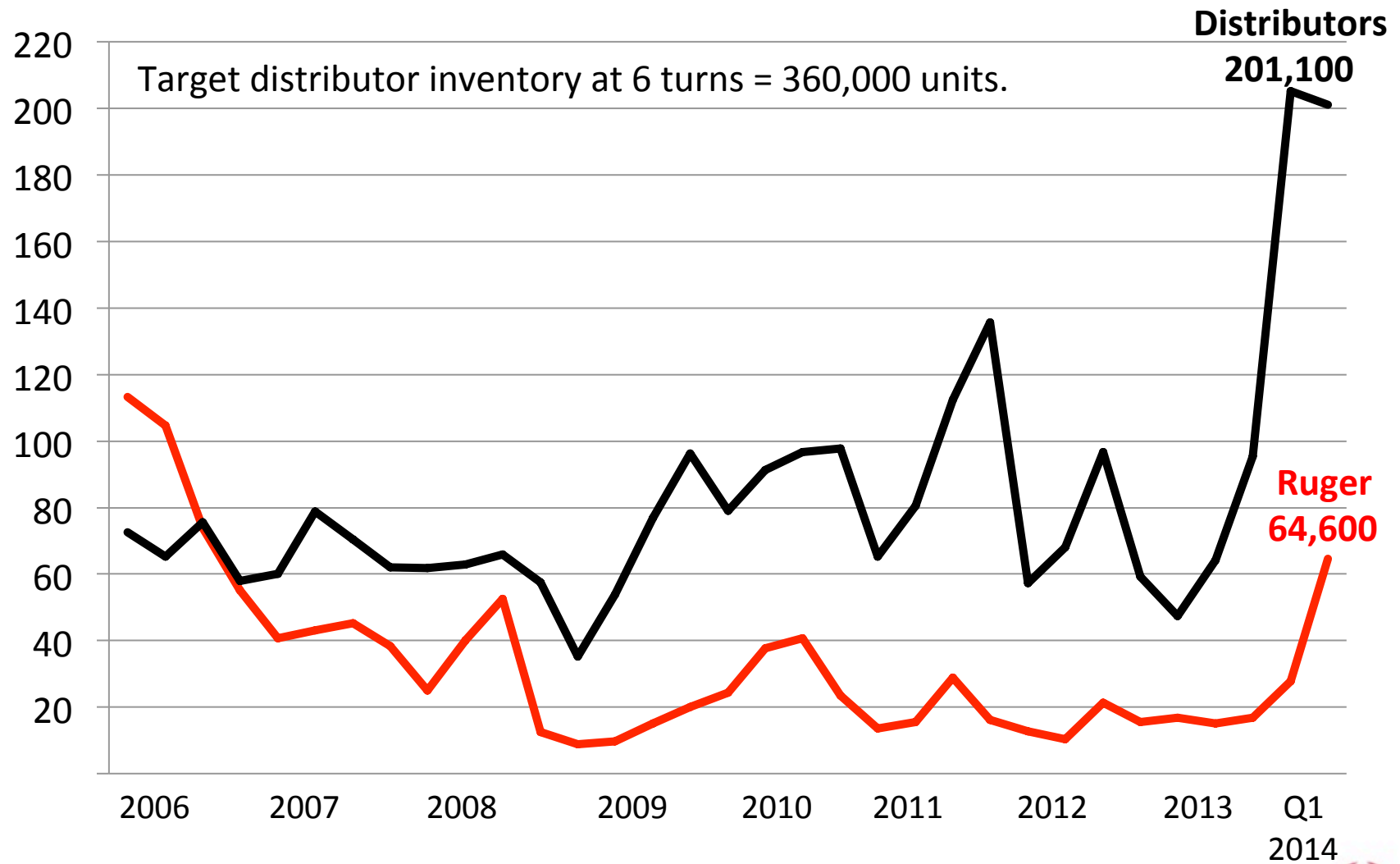
Inventory Reduction (in Millions)



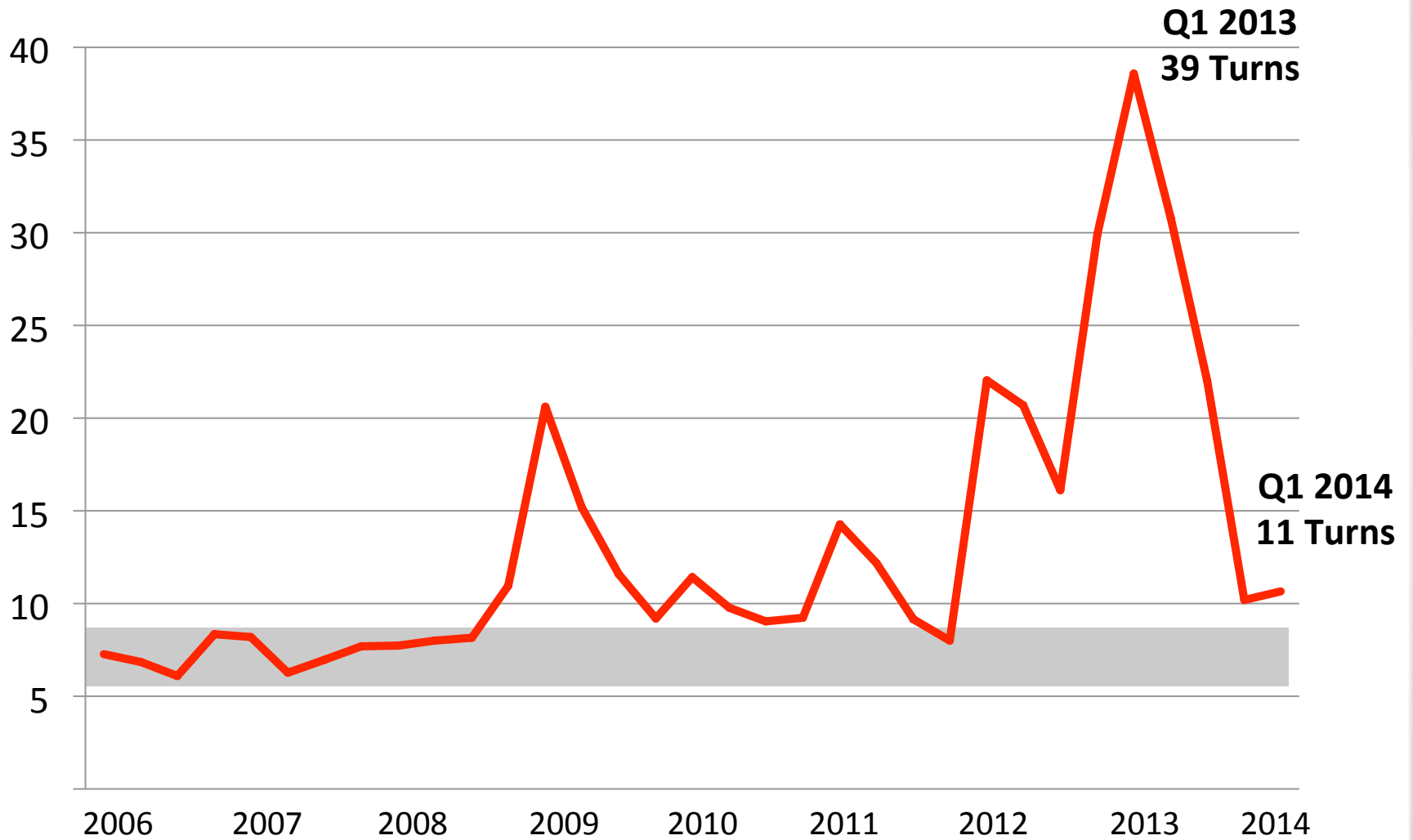
Inventory Reduction (in Millions)



Quarterly Finished Goods Unit Inventory (in Thousands)

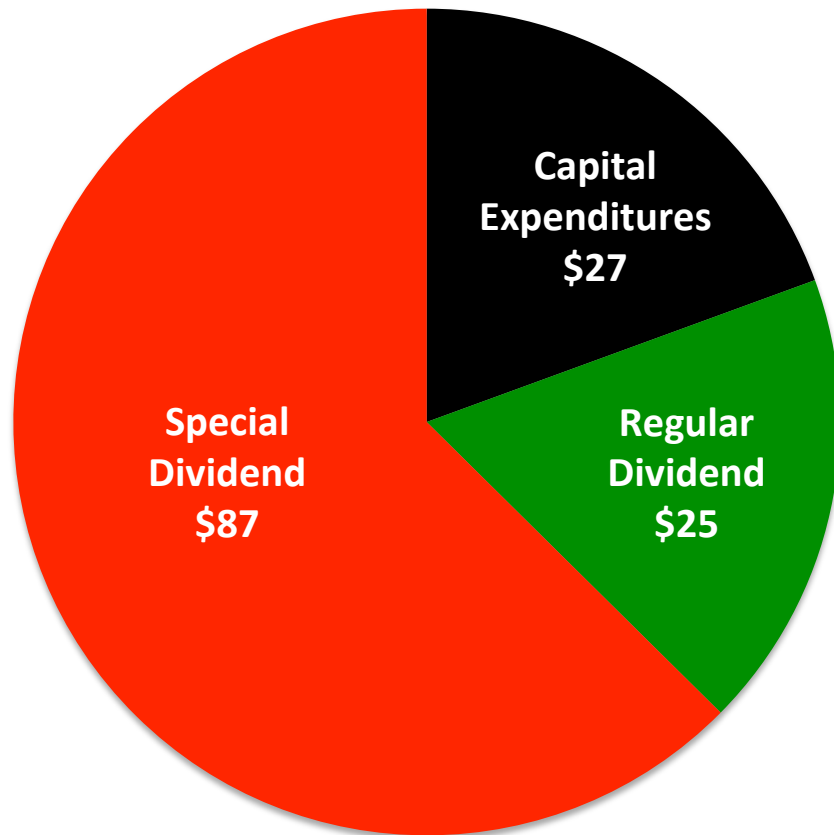


Quarterly Distributor Inventory Turns



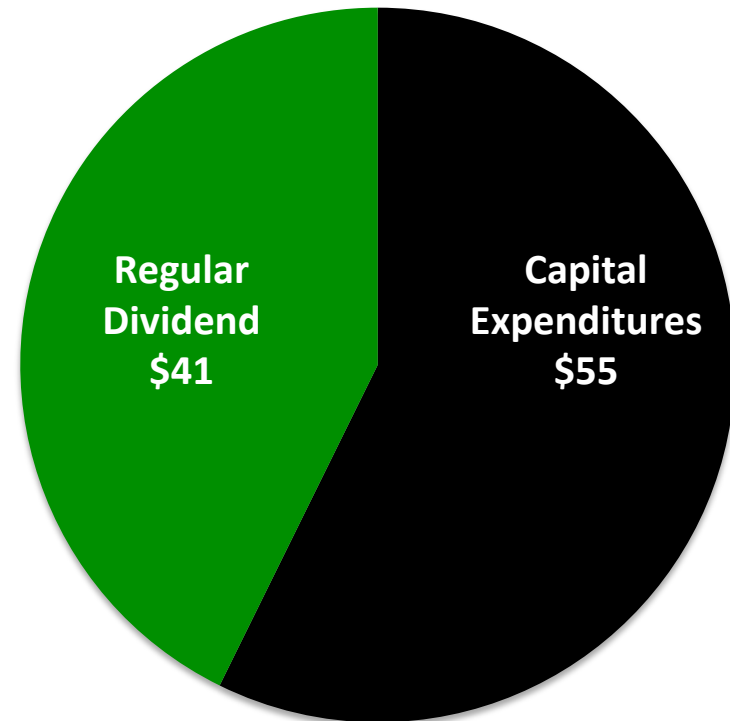
Capital Allocation (in Millions)

2012



\$139

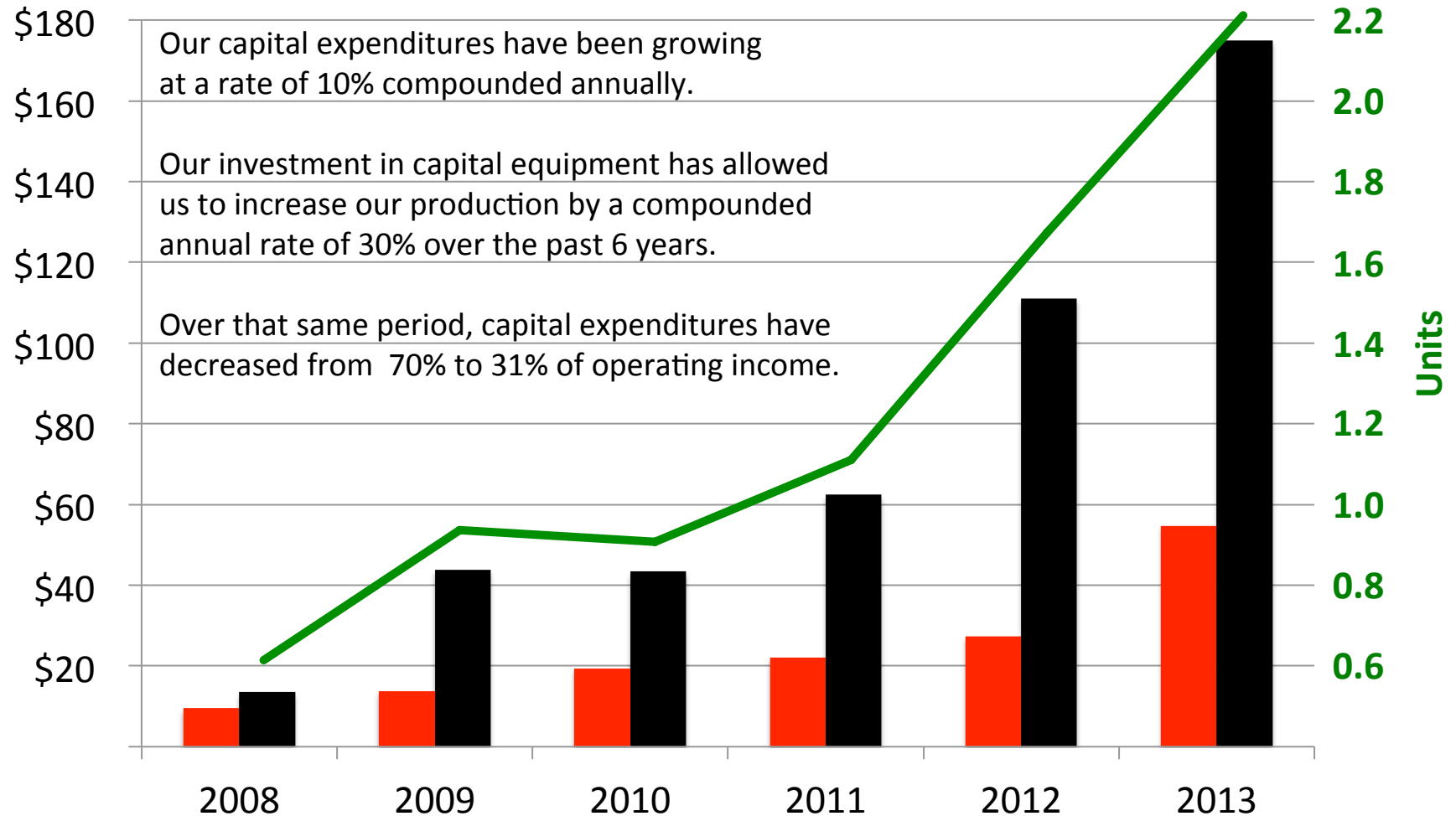
2013



\$96



Capital Expenditures (in Millions)



OPENING OF MAYODAN, NC



FIRST PRODUCTION RIFLE



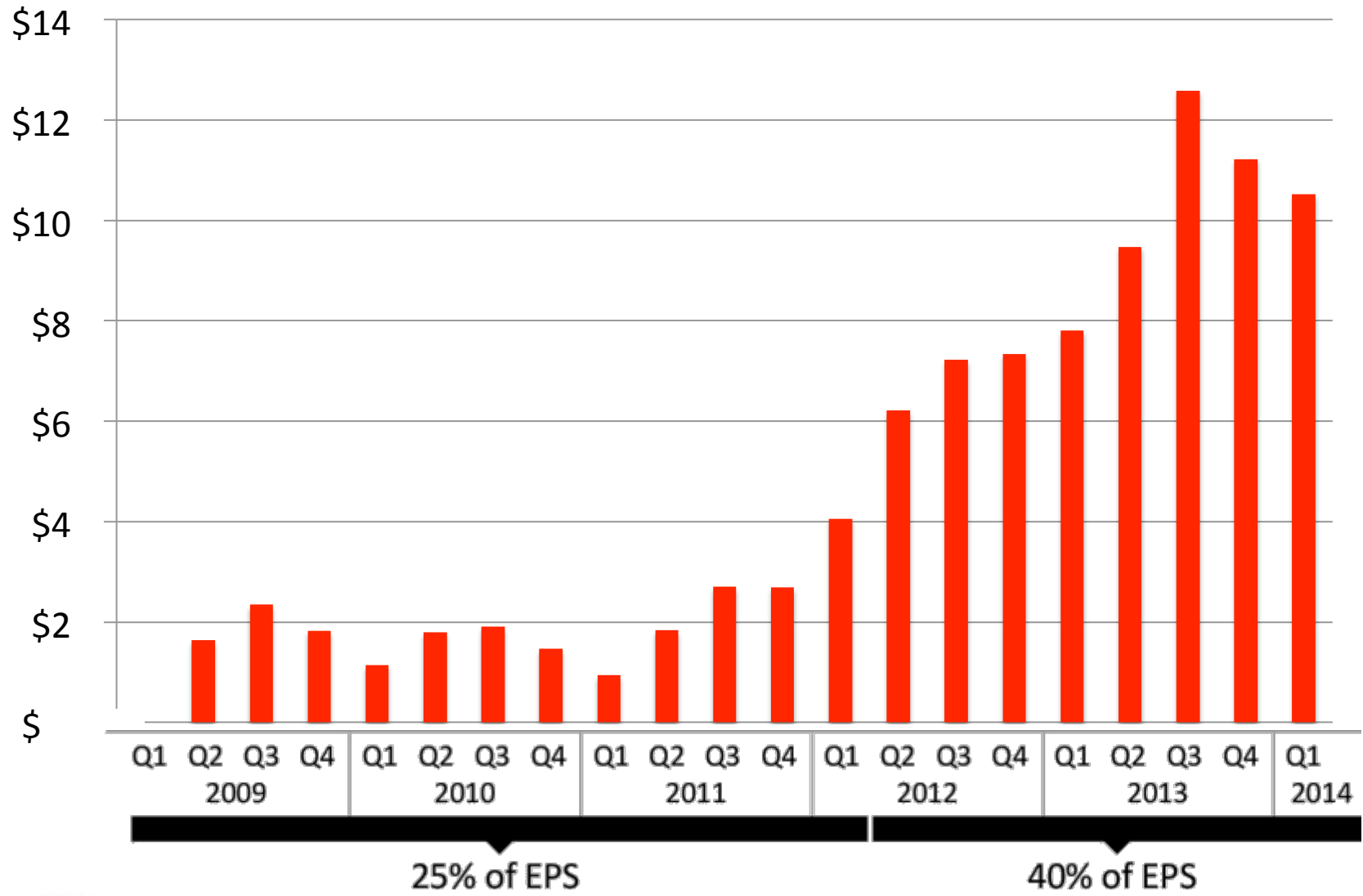
FIRST PRODUCTION RIFLE



FIRST PRODUCTION RIFLE



Variable Quarterly Dividend (in Millions)



Shareholder Return

Since early 2007,

- We have returned \$221 million to our shareholders:
 - Stock Buyback \$38 Million
 - Special Dividend \$87 Million
 - Regular Quarterly Dividend \$96 Million
- We invested \$161 million on capital expenditures to grow the business.
- Our market capitalization increased from \$220 million to \$1.2 billion.
- Our March 30, 2014 cash balance was \$49.8 million.

<u>Cash Position</u>	
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.



Investor Communications

We anticipate releasing 2014 quarterly earnings and holding investor conference calls on the following dates:

	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2014	July 30, 2014	July 31, 2014
Q3 2014	October 29, 2014	October 30, 2014
Q4 2014	February 25, 2015	February 26, 2015



Investment Highlights

- 65 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- Strong market position in pistols, revolvers and rifles:
 - #1 in Pistols Produced
 - #1 in Revolvers Produced
 - #2 in Rifles Produced
 - **#1 in Total Firearms Produced**
- We continue to outpace growth in the industry (NICs).
- Strong balance sheet and operational results.

NYSE: RGR
Shares Outstanding: 19.4 Million
Price: \$66.72 (5/1/14)
Market Capitalization: \$1.3 Billion



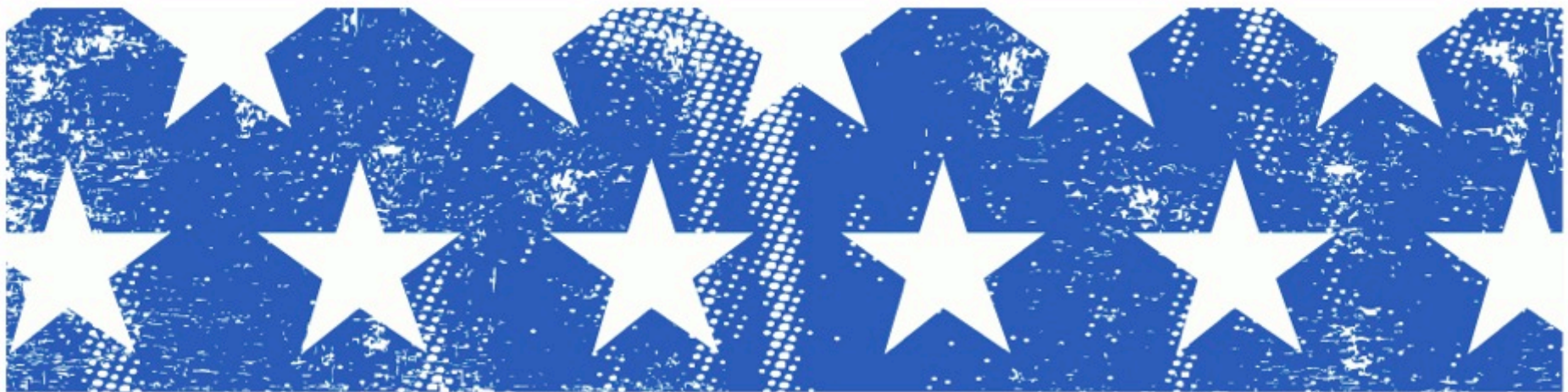
Questions



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, 2013 and Form 10-Q for the fiscal quarter ended March 30, 2014. 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. We reference non-GAAP EBITDA. Please note that the reconciliation of GAAP net income to non-GAAP EBITDA can be found in our Form 10-K for the year ended December 31, 2013 and our Form 10-Q for the quarter ended March 29, 2014, which are also posted to our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.





RUGER IS **AMERICA**

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

