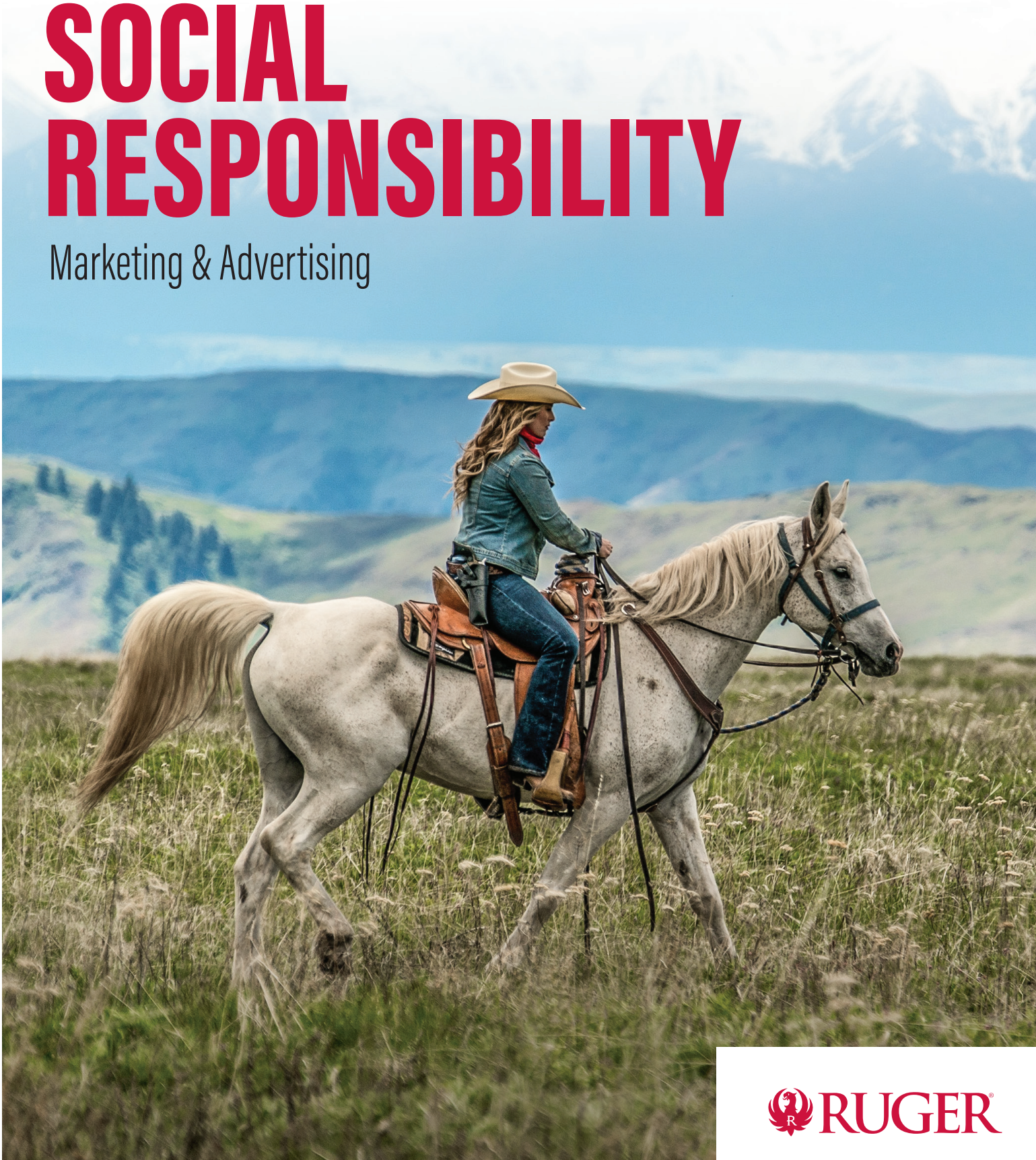


CORPORATE SOCIAL RESPONSIBILITY

Marketing & Advertising




MARKETING & ADVERTISING

Since our founding in 1949, Ruger has become an iconic symbol of American success as a manufacturer of rugged, reliable firearms for the commercial sporting market. Over that time, Ruger has set the gold standard of corporate and community responsibility.

Our Motto, **Arms Makers For Responsible Citizens**, echoes our commitment to these principles as we continue to design, manufacture and market quality and innovative products.

ARMS MAKERS FOR RESPONSIBLE CITIZENS



RUGER

STANDARD MODEL
\$37.50

Uses any .22 long rifle ammunition.

22 caliber
\$14.50

Mark I
Target Model
22 cal. automatic
\$37.50

A SYMBOL OF RESPONSIBILITY

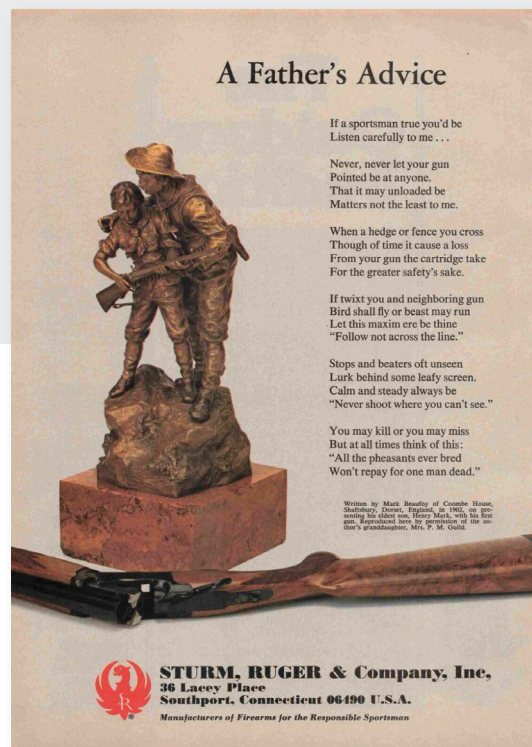
With the right and enjoyment of owning a firearm goes the constant responsibility of handling it safely and using it wisely.

Manufactured entirely in the United States of America by
STURM, RUGER & COMPANY, INC.
SOUTHPORT, CONNECTICUT.

Write Dept. R-A-2 for descriptive literature.

Responsible firearms ownership has always been a primary focus of our advertising, because we want our customers to learn about the features of our products along with how to properly own and safely use them. In 1955, we pioneered the practice of running full-page safety messages in the most popular firearms magazines.

Our first such message reminded consumers that, "With the right and enjoyment of owning a firearm goes the constant responsibility of handling it safely and using it wisely."



A Father's Advice

If a sportsman true you'd be
Listen carefully to me . . .

Never, never let your gun
Pointed be at anyone.
That it may unloaded be
Matters not the least to me.

When a hedge or fence you cross
Though of time it cause a loss
From your gun the cartridge take
For the greater safety's sake.

If twixt you and neighboring gun
Bird shall fly or beast may run
Let this maxim ere be thine
"Follow not across the line."

Stops and beaters oft unseen
Lurk behind some leafy screen.
Calm and steady always be
"Never shoot where you can't see."

You may kill or you may miss
But at all times think of this:
"All the pheasants ever bred
Won't repay for one man dead."

Written by Mark Beaulieu of Coombe House, Haverhill, Mass., England, in 1912, on presenting his oldest son, Harry Mark, with his first gun, supervised here by grandson of the author's grandfather, Mrs. F. Mc Guire.

STURM, RUGER & Company, Inc.
38 Lacey Place
Southport, Connecticut 06490 U.S.A.
Manufacturers of Firearms for the Responsible Sportsman

In the decades that followed, Ruger continued to illustrate its long-standing commitment to American values with "A Father's Advice," which ran in 1994, building upon our original 1955 safety ad. Today, Ruger has continued to include this safety message in publications and in other communications with organizations who work with junior shooters.



MARKETING & ADVERTISING

Today, our ads focus on our newest products and communicate their features, benefits and availability to the consumer market. Promoting our innovative designs and product specifications, these advertisements do not sensationalize the product or its use, nor do they encourage misuse or improper handling of our products.

We do not engage in fear-based advertising. Instead, our ads show images of the actual product or, in some cases, lifestyle imagery demonstrating safe and responsible use. We continue to follow the practice that we started in 1955, reminding consumers of the importance of safety and responsibility when it comes to firearms ownership.

All current Ruger print advertisements remind consumers of the importance of safely and responsibly acquiring, owning, storing, possessing and using any firearm.

RUGER[®] SECURITY-380[®]

WITH RUGER[®]
LITE RACK[™]



380 AUTO	10+1 15+1	3.42"	1.02"	19.7 OZ.
Caliber	Capacity	Barrel Length	Width	Weight

Chambered in .380 Auto, the Security-380[®] is full-featured, ideally sized, modestly priced, and designed for hours of range training with minimal fatigue. The Lite Rack[™] system includes refined slide serrations, pronounced cocking ears and a lighter recoil spring, allowing for easy slide manipulation. The combination of easy-to-use features and reduced felt recoil will help recoil-sensitive shooters build skill and confidence at the range, and its lightweight and compact size makes it comfortable for all day carry.



LEARN
MORE



The acquisition, ownership, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whatever your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.



WE EMPHASIZE:

- ✓ FEATURES
- ✓ SPECIFICATIONS
- ✓ AVAILABILITY
- ✓ SAFE USE
- ✓ RESPONSIBLE OWNERSHIP

WE NEVER:

- ✗ SENSATIONALIZE OUR PRODUCT OR ITS USE
- ✗ ENGAGE IN FEAR-BASED MARKETING
- ✗ ENCOURAGE MISUSE
- ✗ ILLUSTRATE IMPROPER HANDLING

The acquisition, ownership, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whatever your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.



MARKETING & ADVERTISING



RUGER AMERICAN RIFLE
AN AMERICAN LEGEND

The Ruger American® Rifle is a 100% American-Made firearm that offers outstanding performance at an affordable price. It combines Ruger's famous rugged reliability with all of the award-winning ingenuity featured in so many Ruger products. With seven different model variations and 13 calibers, you're sure to find the perfect Ruger American® Rifle for your next hunt.

LEARN MORE 

The applicable warranty, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whether your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.

RUGER

WANTED

THE PERFECT REVOLVER



Wrangler with Black Cerakote Finish
ALSO SEEN WITH BRASS AND SILVER CERAKOTE FINISHES

AFFORDABLE TO OWN	LAST SEEN WITH BLADE FRONT AND INTEGRAL NOTCH REAR SIGHTS, OLD HAMMER-FORGED BARREL, CERAKOTE® FINISH AND WEARING CHECKERED SYNTHETIC GRIPS ON A SINGLE-SIX PATTERN GRIP FRAME.
INEXPENSIVE TO SHOOT	
RUGGED & RELIABLE	
U.S. MADE	
TONS OF FUN	

The Ruger® Wrangler® is the perfect revolver, whether it is your first or just your next. Reward yourself by visiting your local firearms retailer.

LEARN MORE 

The applicable warranty, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whether your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.

RUGER



"Jen of All Trades" Jen O'Hara, Girls With Guns

Be Original

Mom, business owner, television host and instructor - "The Jen" of All Trades. When you wear as many hats as Jen O'Hara of Girls With Guns does, you need the firearm that fits you. With over 400 unique configurations, the Ruger® 10/22® rifle line offers a unique model to match your style. Because when you're as original as Jen, your rifle should be too.



THERE IS ONLY ONE 10/22® **RUGER**

ONLY 10/22

LEARN MORE 

The applicable warranty, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whether your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.



BE ORIGINAL

Built in our American factories by American workers, every 10/22® rifle that comes off the line is a quality firearm. With over 20 variations and millions sold over a span of more than half a century, America's favorite rimfire rifle offers a unique model to match your style. When it comes to choosing your next 22 rifle, don't settle for an imitation, make it original.

RUGER 10/22

LEARN MORE 

The applicable warranty, possession and use of firearms is heavily regulated. Some models may not be legally available in your state or locale. Whether your purpose for lawfully acquiring a firearm - know the law, get trained, and shoot safely.

MARKETING & ADVERTISING

RUGER PISTOLS REVOLVERS RIFLES CUSTOM SHOP ACCESSORIES FIREARM SEARCH Q

RUGER SAFETY INFORMATION

BASIC SAFETY RULES

Safety and responsibility have always been a cornerstone of Ruger's philosophy. We base this philosophy on the "Basic Rules of Firearms Safety":

1. Learn the mechanical and handling characteristics of the firearm you are using.
2. Always keep the muzzle pointed in a safe direction, and keep your finger off the trigger, until you are ready to shoot.
3. Firearms should be unloaded and securely stored when not in use.
4. Be sure the barrel is clear of obstructions before using.
5. Be sure of your target before you shoot.
6. Wear shooting glasses and ear protection when you shoot.
7. Never climb a tree or fence, or do anything awkward with a loaded firearm.
8. Don't shoot at a hard surface or at water.
9. Never transport a loaded firearm.
10. Avoid alcoholic beverages or drugs when shooting or handling a gun.

All these important safety rules **must** be followed at all times by persons handling any firearm. More detailed firearms safety information and specific warnings appropriate for each Ruger® model firearm can be found in its **instruction manual**.

RUGER SAFETY TELL THE CEO CUSTOMER SERVICE INSTRUCTION MANUALS

All of our supporting marketing materials follow this same approach - emphasizing features, benefits, availability and safe, responsible and lawful firearms use and ownership.

Our website, email blasts and other communications follow these same advertising practices and feature important safety information.

rugersofficial • Follow

rugersofficial @ Ruger® Firearms was proud to join the NSSF® and the U.S. Fish and Wildlife Service this week to celebrate \$1.6 billion being allocated to state conservation and wildlife access programs. We spent some time learning how these funds, sourced mostly from firearm and ammunition manufacturers, are used!

outdoorstowards Sounds like a terrific program! Good idea to have industry and wildlife agencies working together for conservation. 🐾 🌲 🦋 🐝 🐜

James.gates It's always intrigued me how a great portion of our population do not know where the funding for certain programs comes from. Many presume it comes from their general taxes.

mikeLup5dn Remember. These are trained professional handlers. #givewildlifespace 🐾 🐝 🐜

london_dz Gun rights are bigger than just having guns, \$1.6 billion is needed for wildlife allocation more than ever.

1,699 likes MARCH 10

RUGER

HAVE A BRAVE CONVERSATION

After a Suicide: A Guide to Help Friends, Family, and Neighbors Deal with Grief

FIREARMS AND SUICIDE PREVENTION

SUICIDE PREVENTION

We are dedicated to supporting suicide prevention and sharing resources to spread awareness about the mental health resources available to you.

rugersofficial •

Liked by maggiereeshooting and 3,250 others

rugersofficial The LCP® MAX - now available with a portable, key-operated, steel handgun case.

View all 30 comments

February 14

Ruger

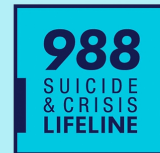
March 14 at 6:00 PM

Available with a wide variety of finishes and features and weighing less than 30 oz., the Mark IV™ 22/45™ Lite is the ideal lightweight rimfire pistol.

1.4K 174 comments 84 shares

MENTAL HEALTH RESOURCES

988 SUICIDE & CRISIS LIFELINE is a national network of local crisis centers that provides free and confidential emotional support 24/7 to people in suicidal crisis or emotional distress in the United States.



[LEARN MORE >](#)

TALK SAVES LIVES

is a program created by The American Foundation for Suicide Prevention, with the goal of providing participants with a clear understanding of suicide and some of the common risk factors and warning signs associated with suicide.



[LEARN MORE >](#)

