

**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 5, 2015**

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 2015 Annual Meeting on Tuesday, May 5, 2015 (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 5, 2015.

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 5, 2015



RUGER[®]

2015 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, 2014 and Form 10-Q for the fiscal quarter ended March 28, 2015. 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, 2014 and our Form 10-Q for the quarter ended March 28, 2015, which are also posted to our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.



Overview



Investment Highlights

- 66 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- #1 or #2 market position in our major categories: pistols, revolvers and rifles.
- Strong balance sheet and operating results.

NYSE: RGR
Shares Outstanding: 18.9 Million
Price: \$54.86 (5/1/15)
Market Capitalization: \$1 Billion

Company Profile

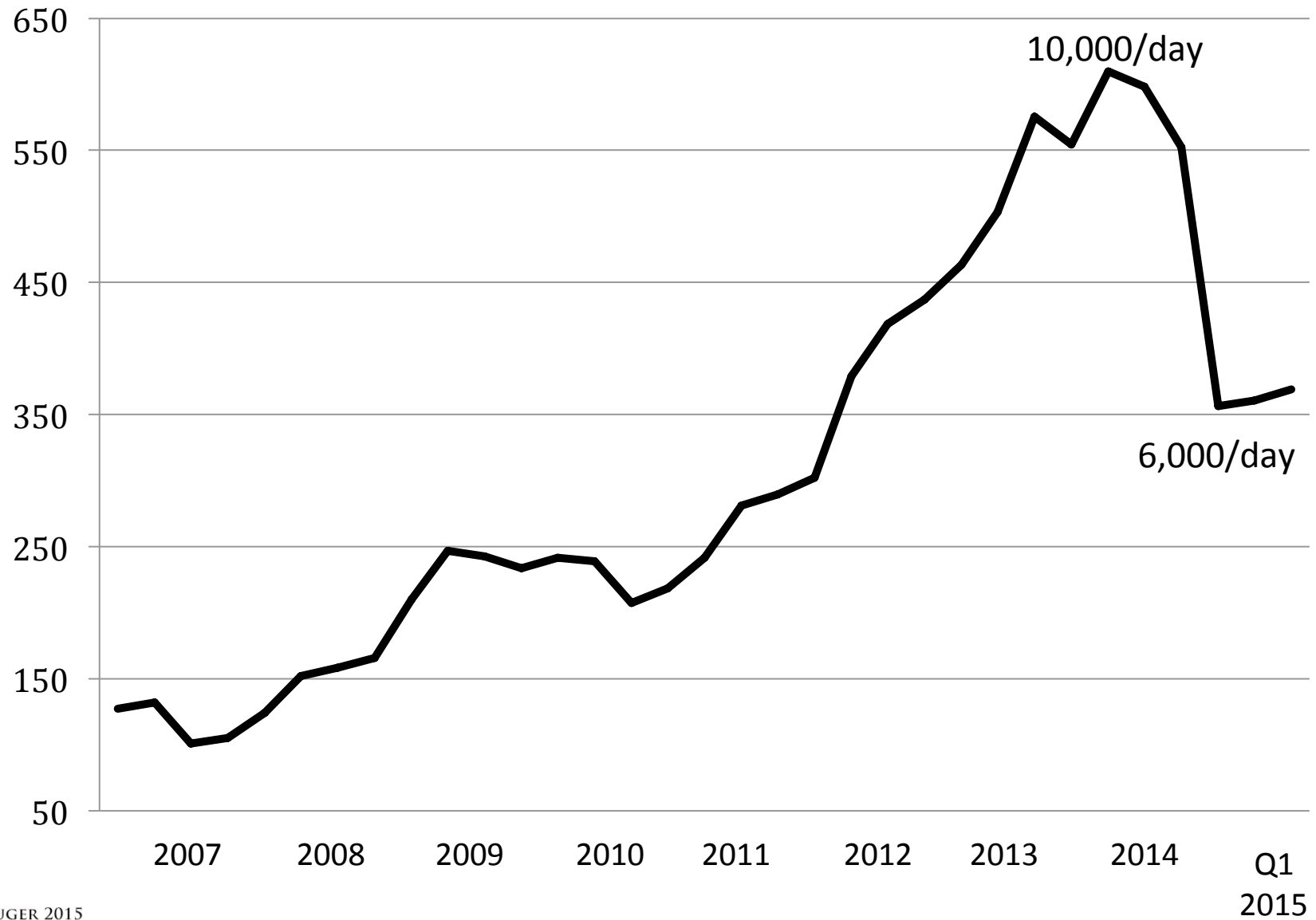
- Trailing 12-months ending March 28, 2015:
 - Sales: \$512 Million
 - Operating Profit: 16%
 - EPS: \$2.81
 - EBITDA: 24%
 - EBITDA per Share: \$6.29
- 1,850 non-union employees, 250 temporary employees.
- Investment casting and metal injection molding divisions.
- Manufacturing facilities in four states:
 - Newport, NH
 - Prescott, AZ
 - Mayodan, NC
 - St. Louis, MO
- 2-step distribution, selling to 16 wholesale distributors.
- Over 450 firearm SKUs.



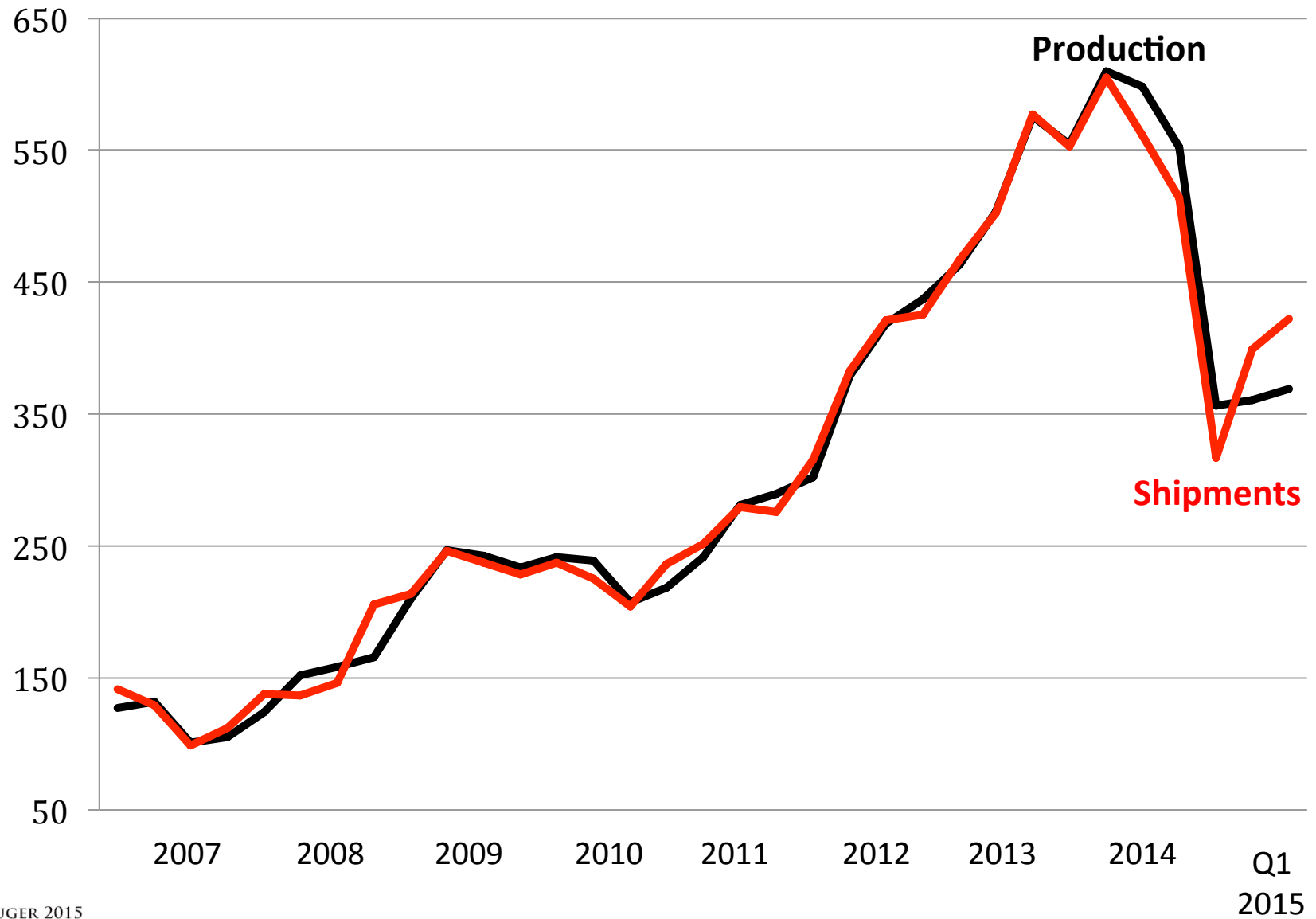
Financial & Operating Highlights



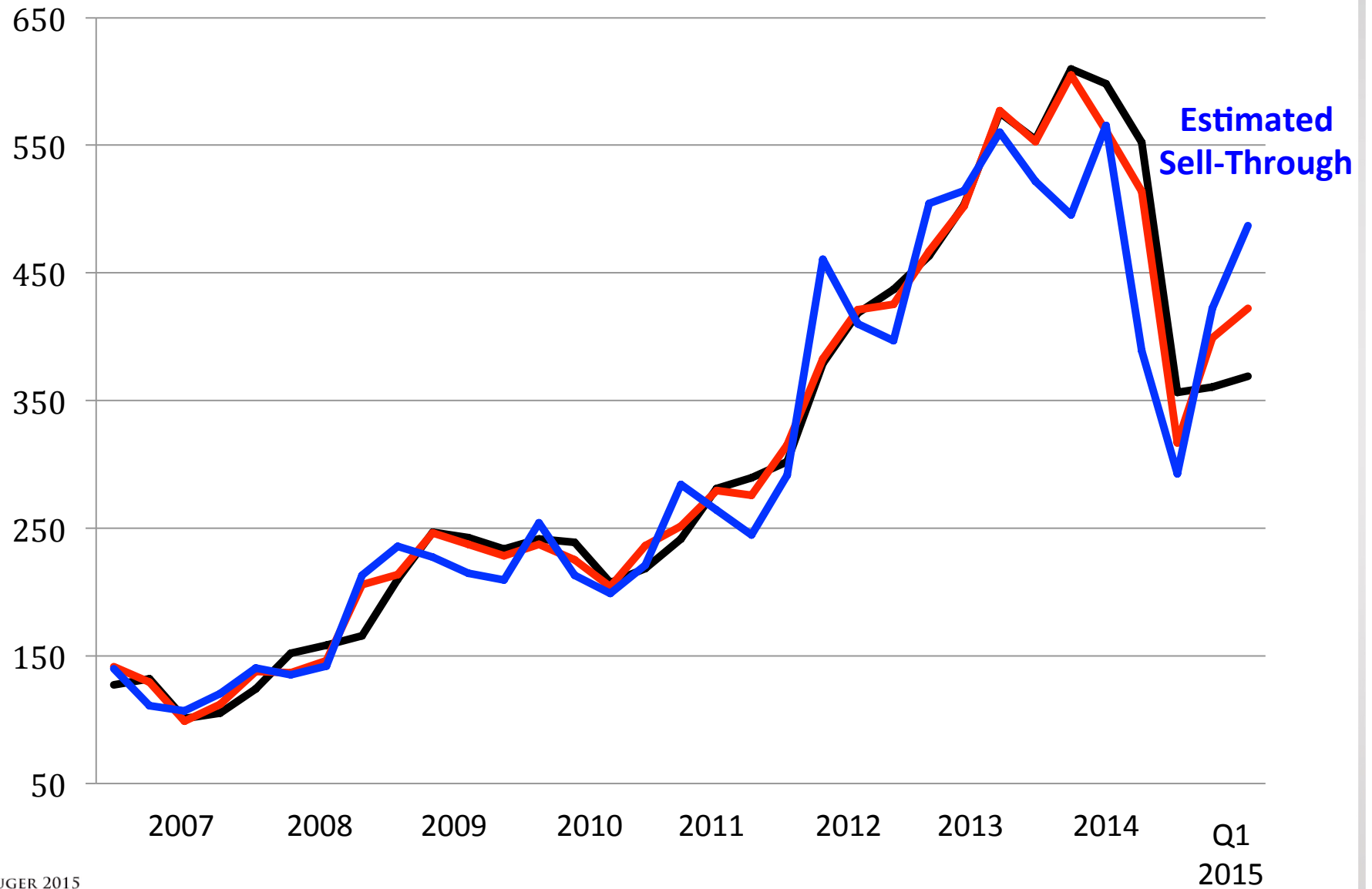
Quarterly Production (in Thousands of Units)



Quarterly Production vs. Shipments (in Thousands of Units)



Quarterly Sell-Through (in Thousands of Units)



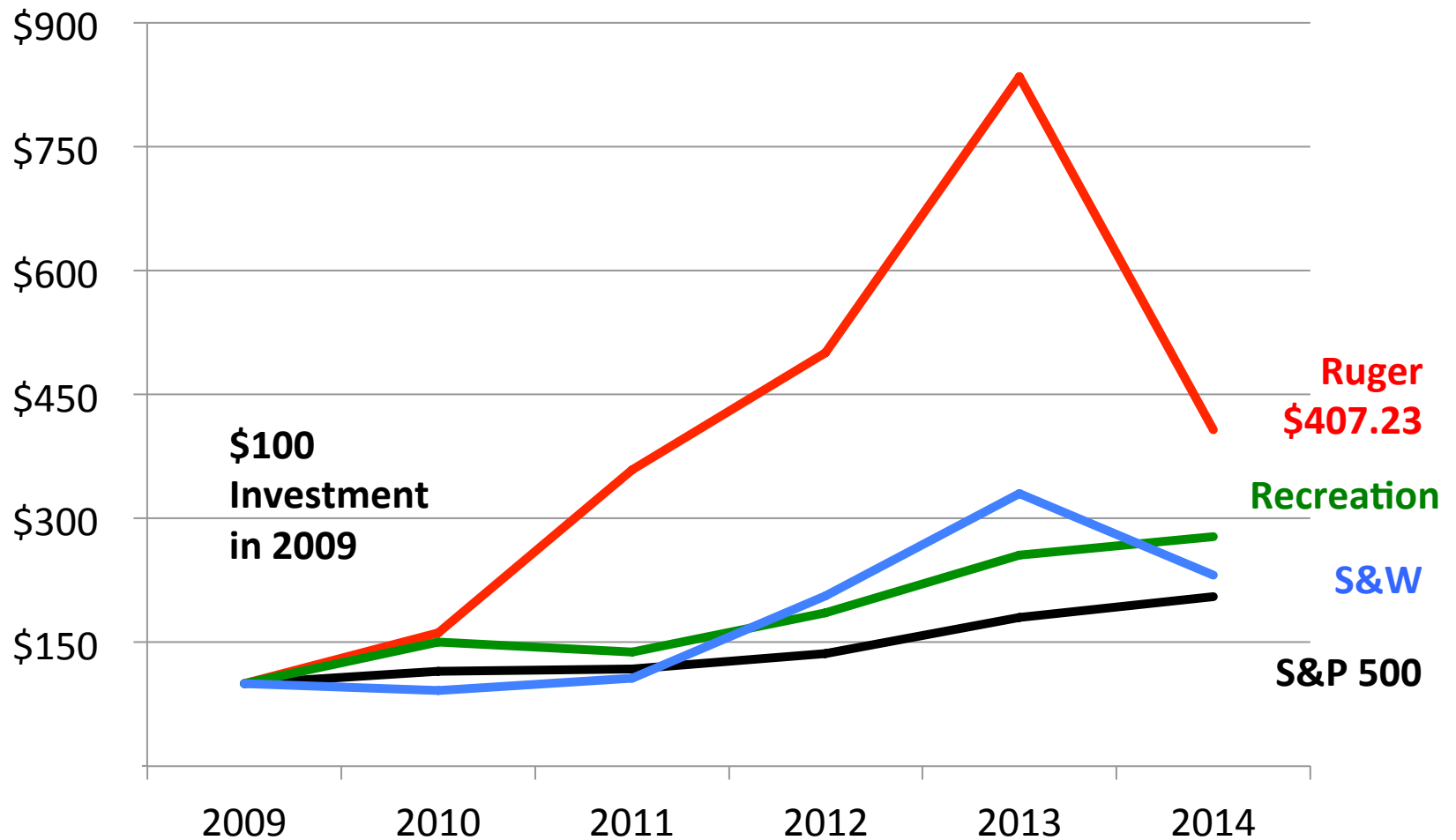
5-Year Consolidated Operating Results

	2014	2013	2012	2011	2010
Sales Growth	-21%	40%	50%	29%	-6%
Gross Margin	31%	38%	36%	34%	33%
Operating Margin	18%	25%	23%	19%	17%
EBITDA %	25%	28%	26%	23%	21%
Inventory Turns	4.2	6.7	5.6	4.5	3.5
New Product % of Total Sales	16%	29%	38%	30%	25%
Adjusted NICS Checks Growth	-12%	7%	28%	14%	-1%
Sell-Through Growth	-20%	18%	63%	20%	2%

Quarterly Financial Results (in Millions, Except EPS)

	2015	2014			
	Q1	Q4	Q3	Q2	Q1
Revenues	\$137.0	\$122.6	\$98.3	\$153.7	\$169.9
Gross Margin	\$41.4	\$34.0	\$23.7	\$50.4	\$61.1
Operating Profit	\$23.8	\$16.3	\$10.0	\$33.0	\$38.0
	17%	13%	10%	22%	22%
EPS	\$0.81	\$0.53	\$0.34	\$1.12	\$1.22
EBITDA	\$33.2	\$26.1	\$19.6	\$42.1	\$47.3
	24%	21%	20%	27%	28%

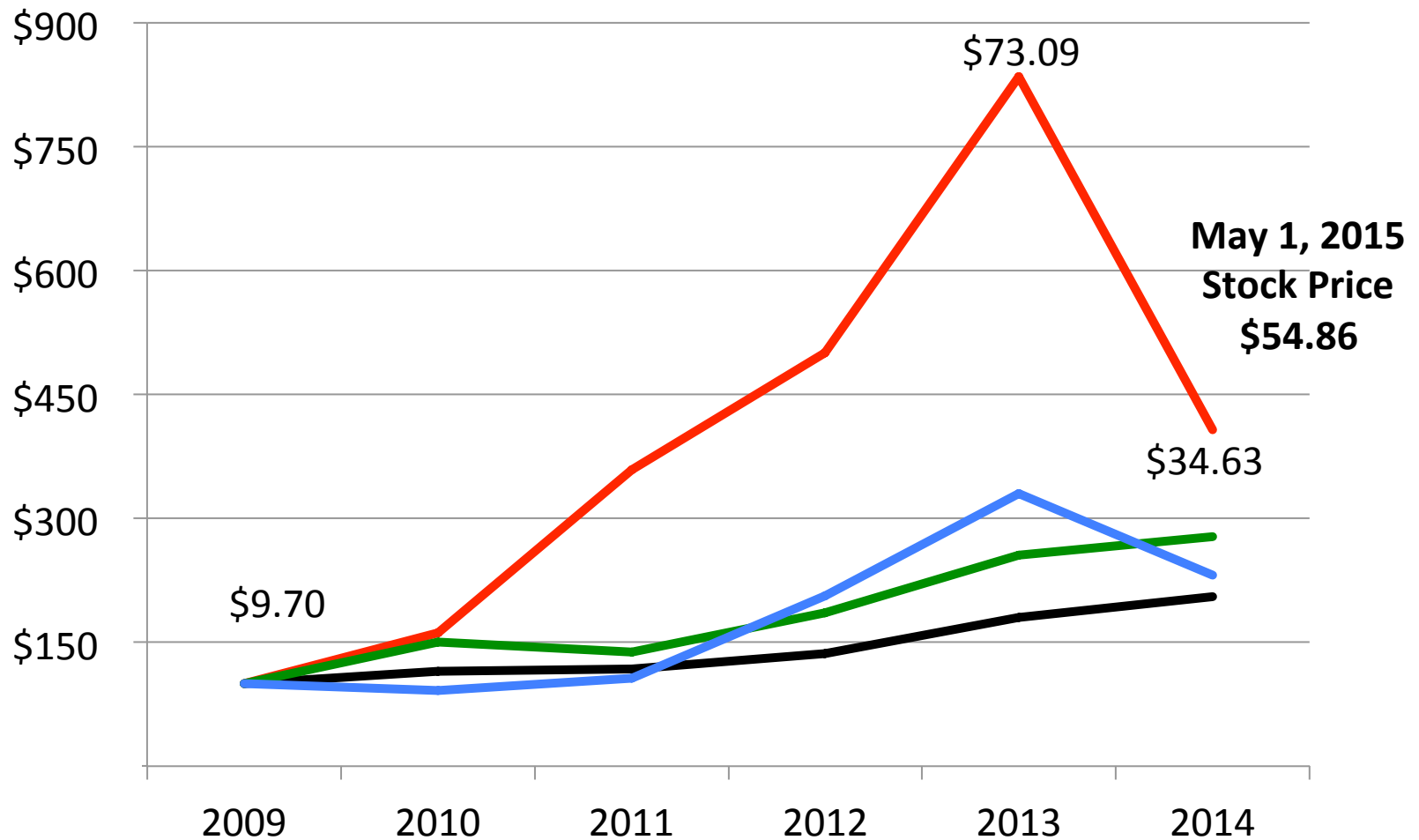
5-Year Return



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 12/09 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.

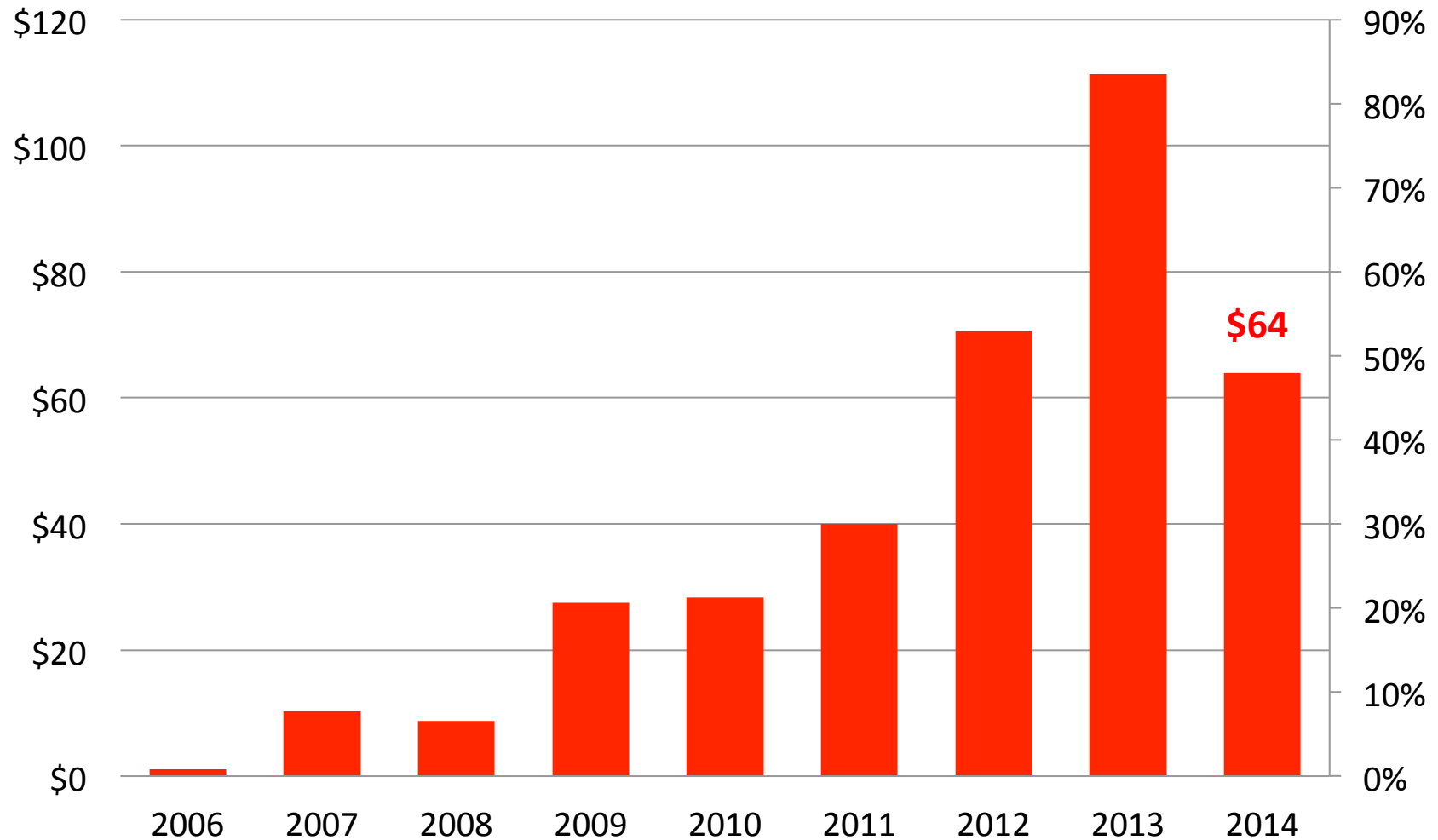
5-Year Return



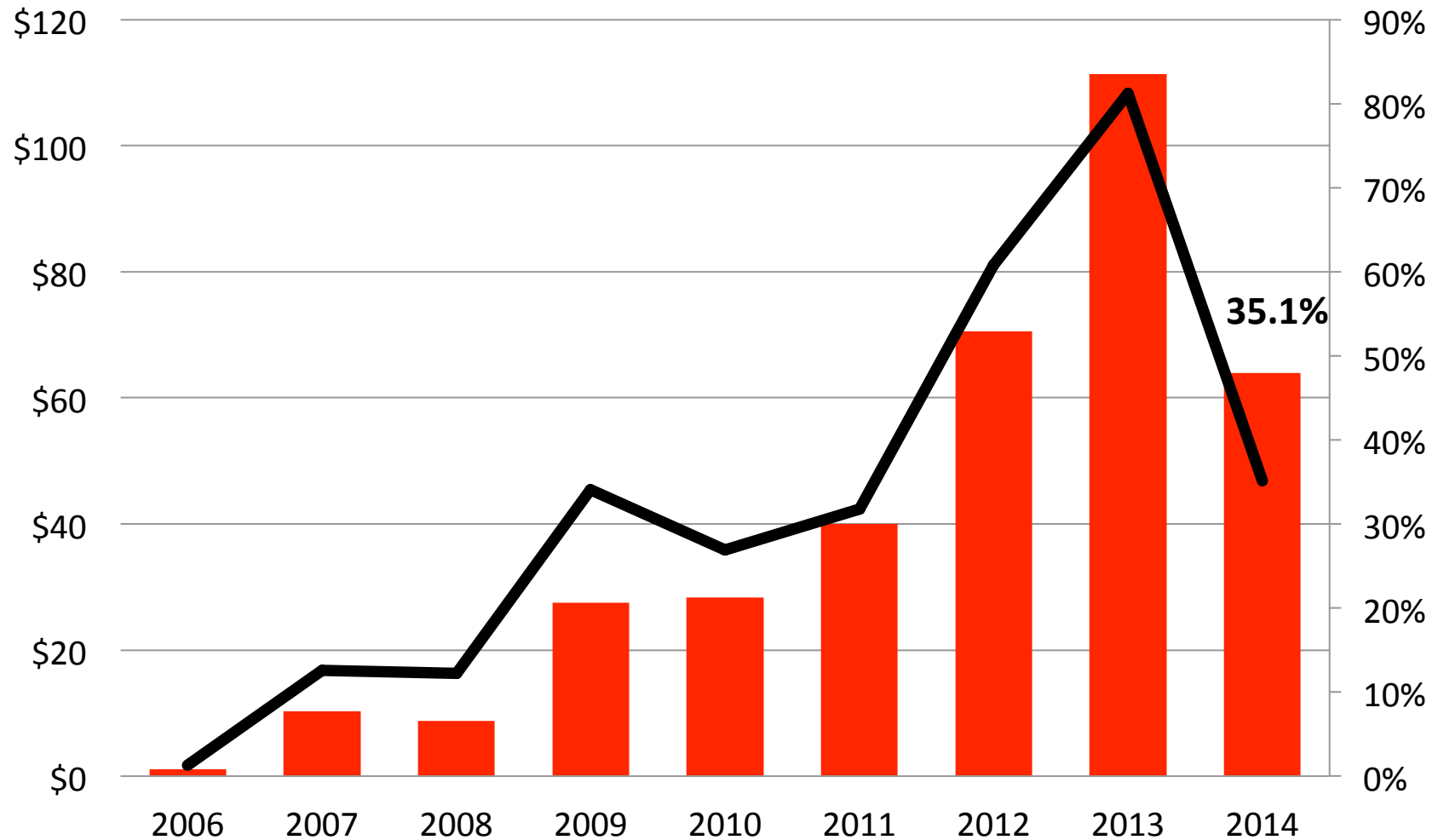
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*Cumulative total return assumes reinvestment of dividends.

Return on Equity: Net Income (in Millions)



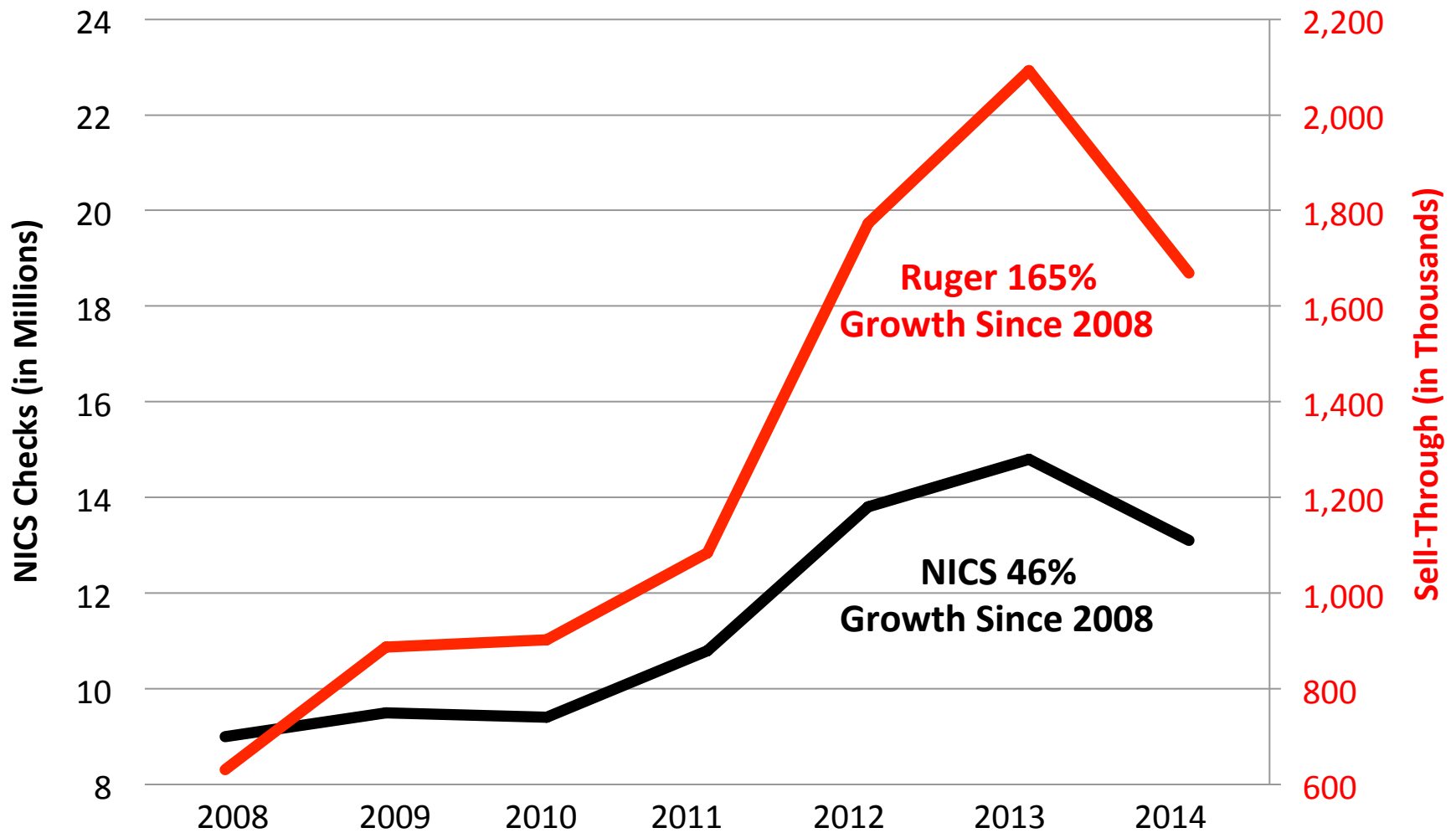
Return on Equity: Net Income (in Millions) vs. ROE



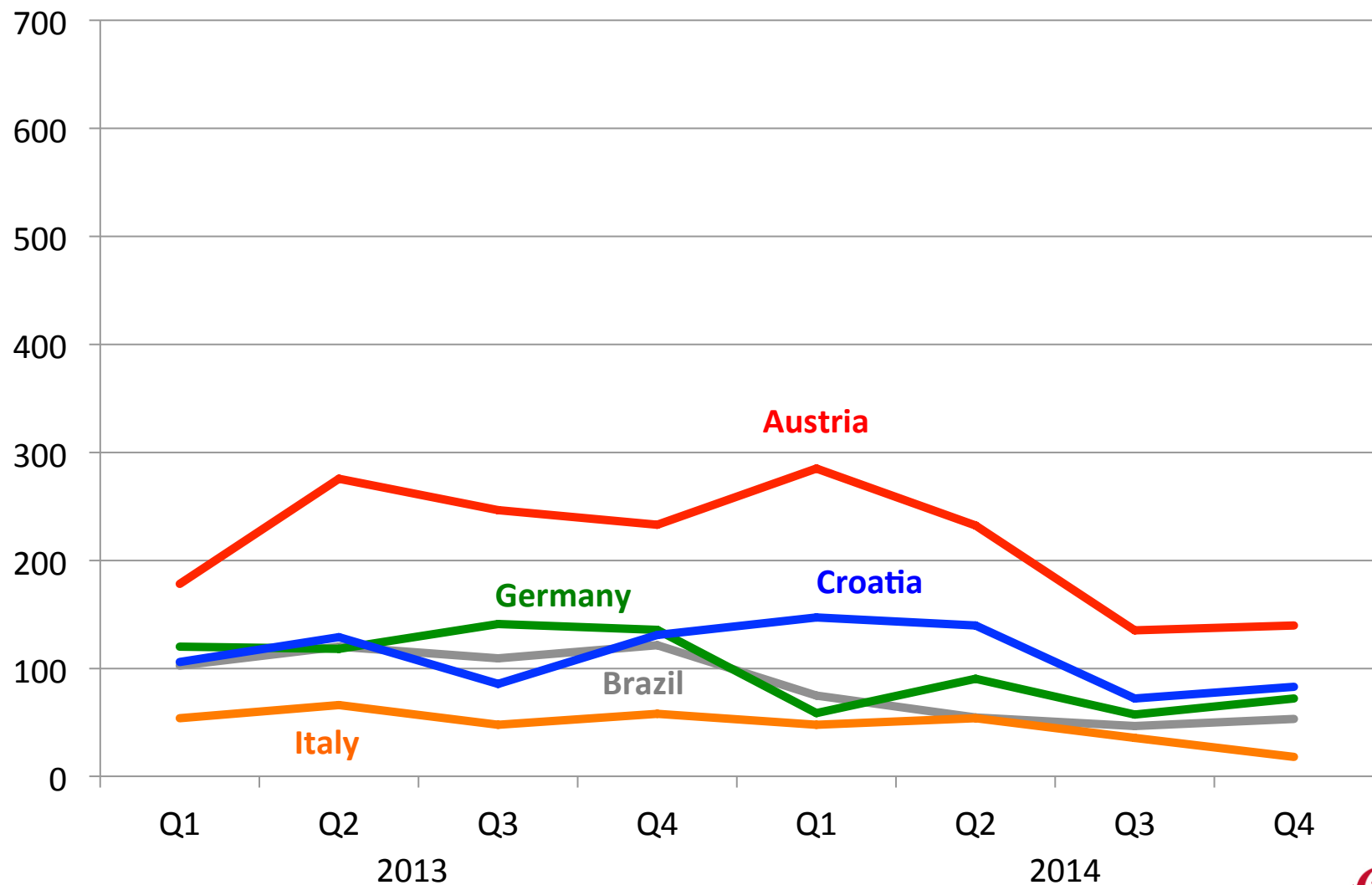
Market Conditions



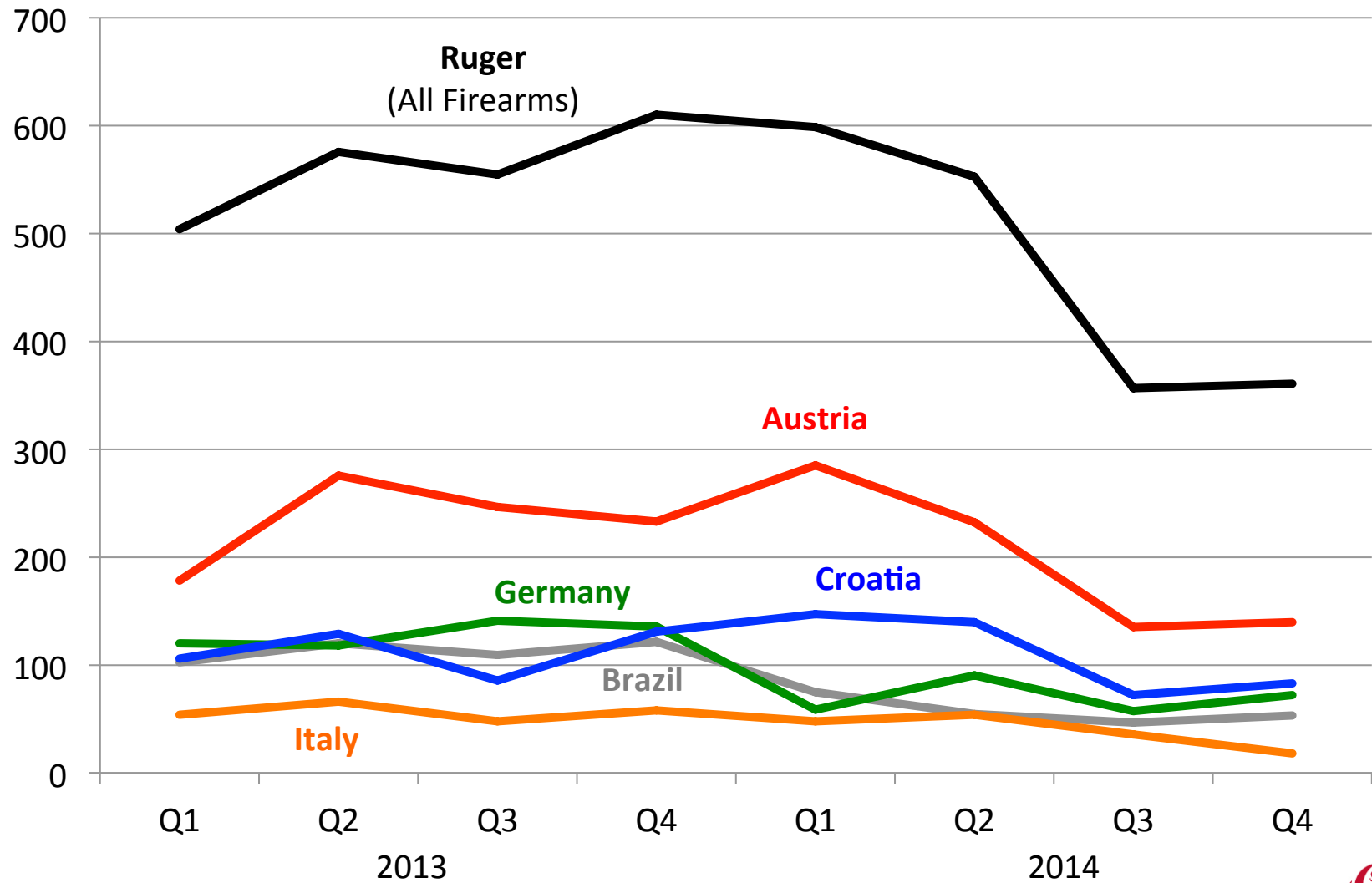
Trends in Retail Demand



Import Data (in Thousands of Units of Handguns)



Import Data (in Thousands of Units of Handguns)



Market Share Movement

	2013	2012
Revolvers		
Single-Action	Maintained	Maintained
Double-Action	Gained	Gained
Pistols		
Rimfire	Gained	Gained
Centerfire: Full-Size	Maintained	Maintained
Centerfire: Compact	Maintained	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

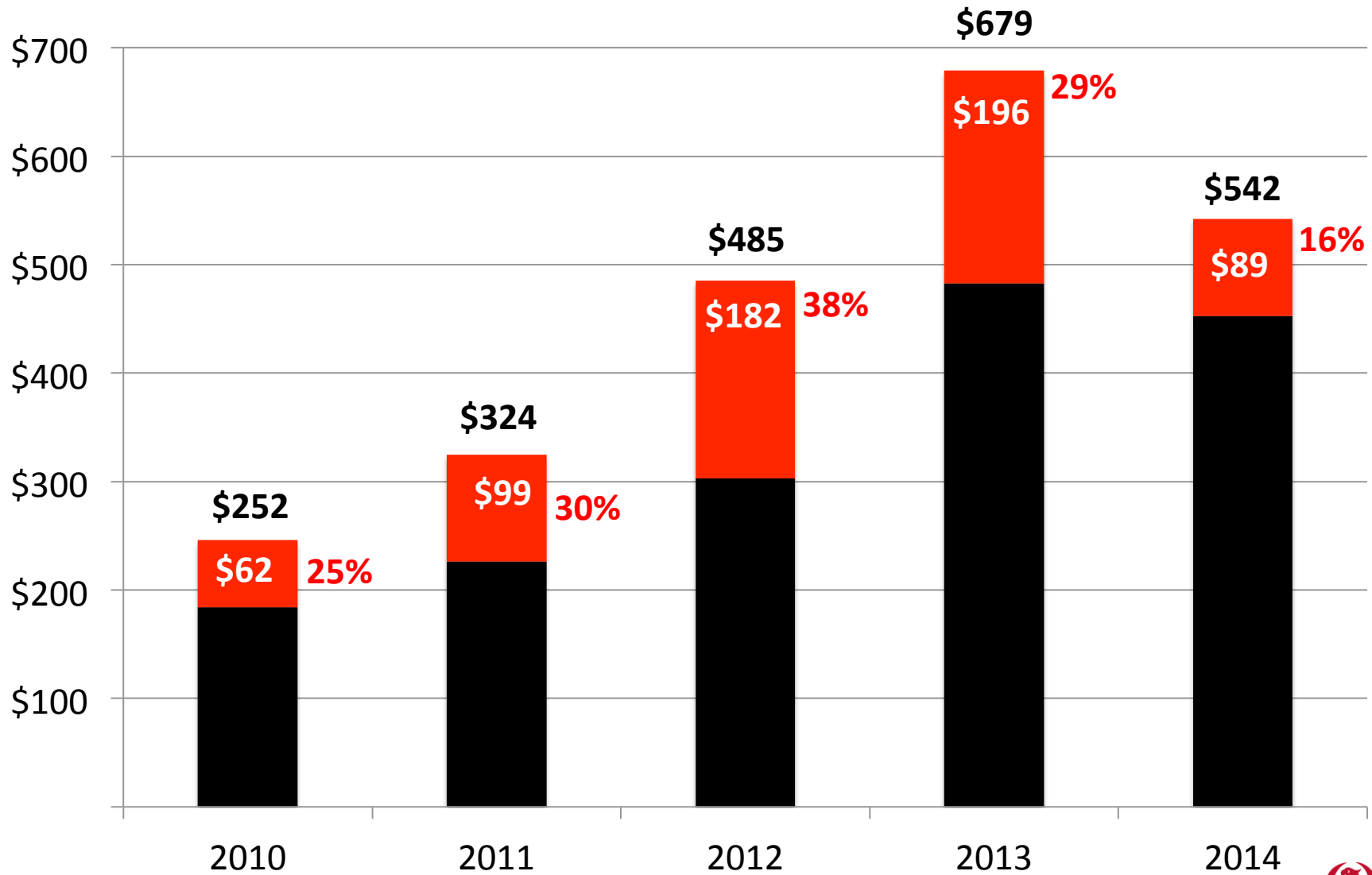
Market Share Movement

	2014	2013	2012
Revolvers			
Single-Action	Maintained	Maintained	Maintained
Double-Action	Maintained	Gained	Gained
Pistols			
Rimfire	Maintained	Gained	Gained
Centerfire: Full-Size	Maintained	Maintained	Maintained
Centerfire: Compact	Lost	Maintained	Maintained
1911	Maintained	Gained	Gained
Rifles			
Mini-14 Rifles	Maintained	Maintained	Maintained
Bolt-Action Rifles	Maintained	Gained	Gained
Rimfire Rifles	Maintained	Gained	Gained
Modern Sporting Rifles	Gained	De Minimis	De Minimis

New Product Development



New Product Impact (in Millions)



Highlighted New Products 2014 & YTD 2015

4 New Platform Products

Firearms: AR-556 / LC9s

Accessories: BX-Trigger / AR-Trigger

25 New Product Derivatives

Including the LCP Custom / 9E / Lightweight SR1911

22 Charger Pistol / Mini-14 in 300 BLK / 10/22 50th Anniversary Rifle

Ruger Collector's Series 10/22 / LCRx 3"

51 New Distributor Specials

Including the Single-Seven /

SR1911 Nightwatchman / Muddy Girl LCP & LC9s



**The Ruger® AR-556® is a
Semi-Automatic, M4-style,
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The Ruger® LC9s® and LC9s® Pro are Striker-Fired and feature a Short, Light, Crisp Trigger Pull.



**The Ruger® LCP® Custom features
a Wide Aluminum Trigger,
Photoluminescent Sight
and Stainless Steel Guide Rod.**



**The Ruger® 9E® features everything
you need, and nothing you don't.**



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The Ruger® SR1911® is now available in a Lightweight Commander-Style model.



**The Ruger 22/45 LITE[®]
is now available in a Blue
Ventilated Barrel model.**



The Ruger® 22 Charger™ Pistol is reintroduced in a Brown Laminate and Takedown model.



The Mini-14[®] Tactical is now available in 300 AAC Blackout.



**The Ruger® Gunsite Scout Rifle
is now available
with a Composite Stock.**



The Ruger® Gunsite Scout Rifle is now available in 5.56 NATO.



50 YEARS
1964-2014
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**The Ruger® 10/22® 50th Anniversary
Design Contest Winning Rifle is a fun,
versatile rifle that firearms enthusiasts
of all ages are sure to enjoy.**





The Ruger® Collector's Series 10/22® Carbine comes with a host of Commemorative 50th Anniversary Materials



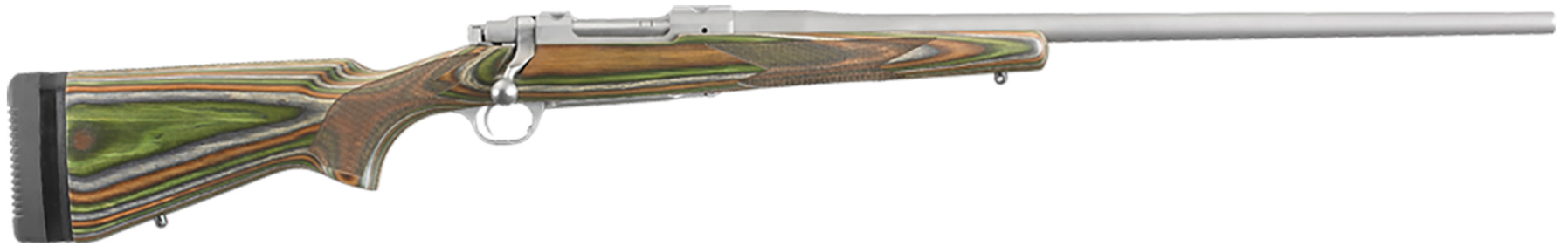
**The Ruger American Rifle[®]
is now available in Predator,
Ranch and Left-Handed models.**



The Ruger American Rimfire® rifle is now available with a Threaded Barrel.



**The Ruger® Hawkeye® FTW Predator rifle
is the perfect match of features
from the popular Gunsite Scout Rifle
and the Hawkeye® Predator rifle.**



**The Ruger 77/17[®] is
now available in .17 WSM.**



**The Ruger® LCRx™ is now
available with a 3-inch Barrel
and Adjustable Sights.**



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**The Ruger® LCR® is now
available in 9mm Luger.**



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The Ruger SP101[®] is now available in .327 Federal Magnum.



Accessory Products



BX-Trigger™



**Elite 452™
AR-Trigger**



BX-15® Magazine



Recognition & Media Coverage



Consumer Awards & Recognition



GUNS & AMMO RIFLE OF THE YEAR

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WITH REDFIELD® REVOLUTION™
RIFLESCOPE, 2014



NRA GOLDEN BULLSEYE AWARD

SHOOTING ILLUSTRATED
"HANDGUN OF THE YEAR", 2014



NRA GOLDEN BULLSEYE AWARD

AMERICAN RIFLEMAN
"RIFLE OF THE YEAR"
RUGER AMERICAN RIMFIRE®, 2015



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SHOTGUNS



Industry Awards & Recognition



**NASGW MANUFACTURER OF THE YEAR,
EIGHT CONSECUTIVE YEARS**

RUGER, 2014



SHOT BUSINESS REPRESENTATIVE OF THE YEAR

RANDELL PENCE, 2014



Editorial Coverage



Editorial Coverage

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10 REAL-LIFE CASES

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AHEAD

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BRONZE DESERT EAGLE

SKILLSET
SPLIT-SECOND
RELOAD
TACTICS
PG. 70

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IT JUST GOT REAL: GUNS OF THE BAD BOYS MOVIES

GUNUP
THE MAGAZINE

RANGE LIFE ISSUE

→ LEARN TO:
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PACK YOUR RANGE GEAR
DO SOME
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/// SPOTLIGHT
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THE UNITED STATES
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ASSOCIATION
NATIONALS
IN BEAUTIFUL
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Editorial Coverage

BUILD YOUR OWN 6.8 SPC HUNTER BATTLESIGHT ZERO GUNSITE STYLE AR FIX: REPLACE THOSE GAS RINGS! JULY 2014

RIFLE FIREPOWER

BIG GAME .308 RUGER SR-762
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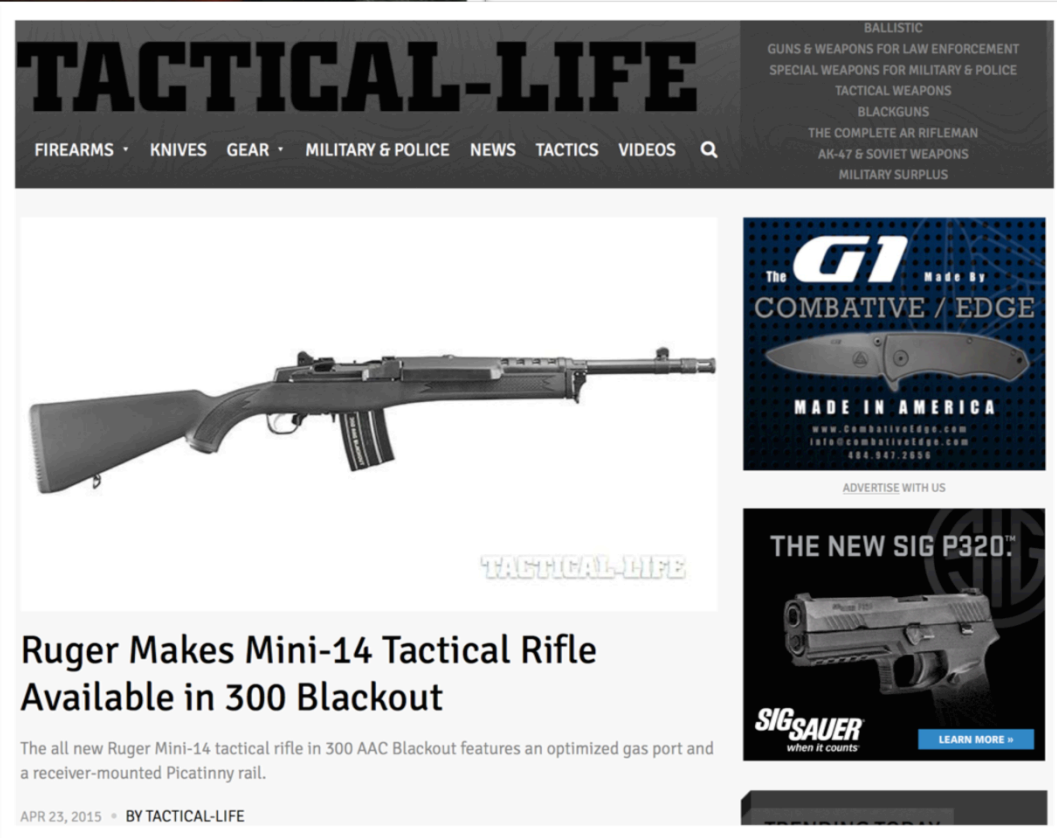
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Ruger Makes Mini-14 Tactical Rifle Available in 300 Blackout

The all new Ruger Mini-14 tactical rifle in 300 AAC Blackout features an optimized gas port and a receiver-mounted Picatinny rail.

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1.2 ~~1~~ **MILLION**
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THE 2015 RUGER®

**2 MILLION
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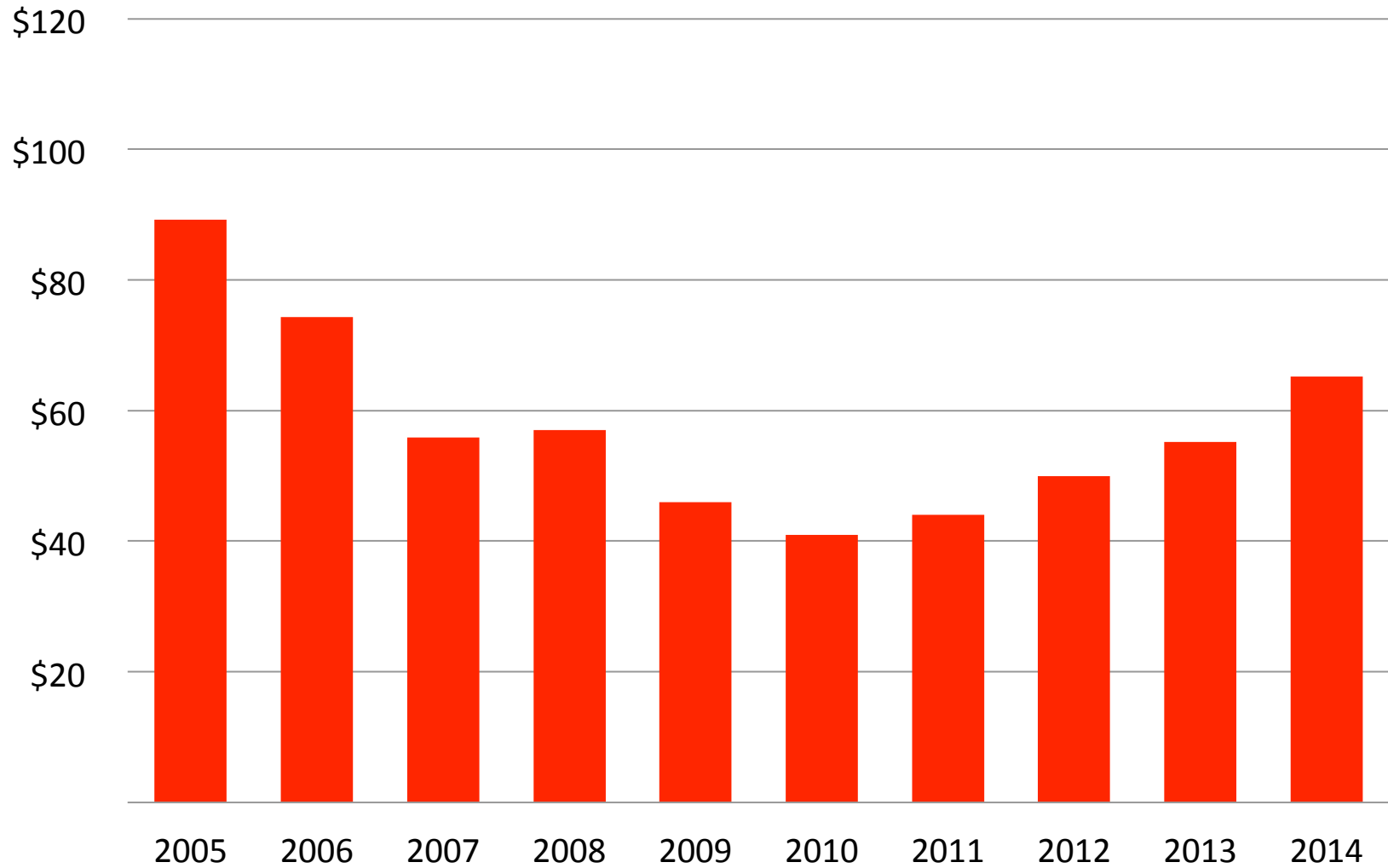
TM



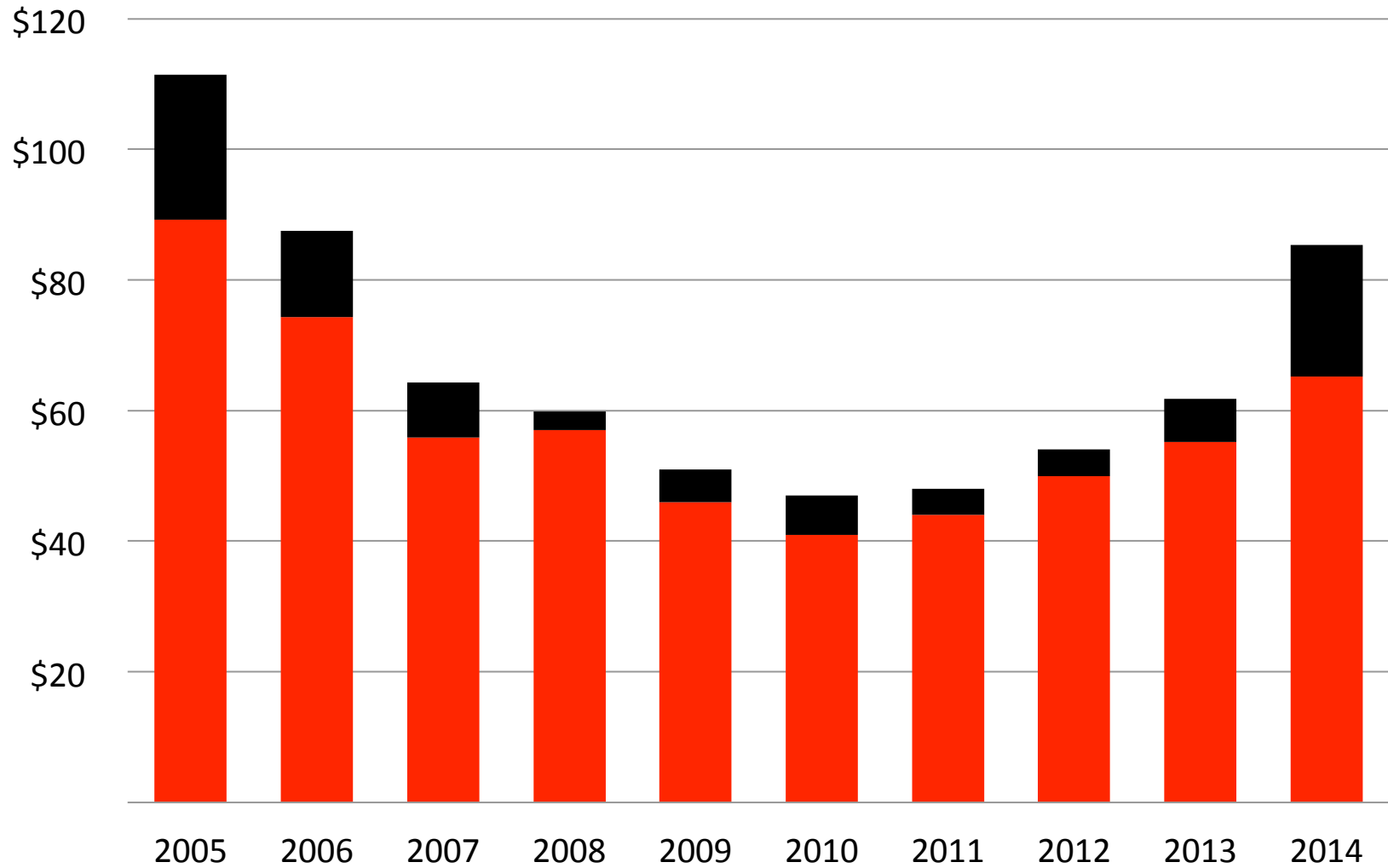
Liquidity



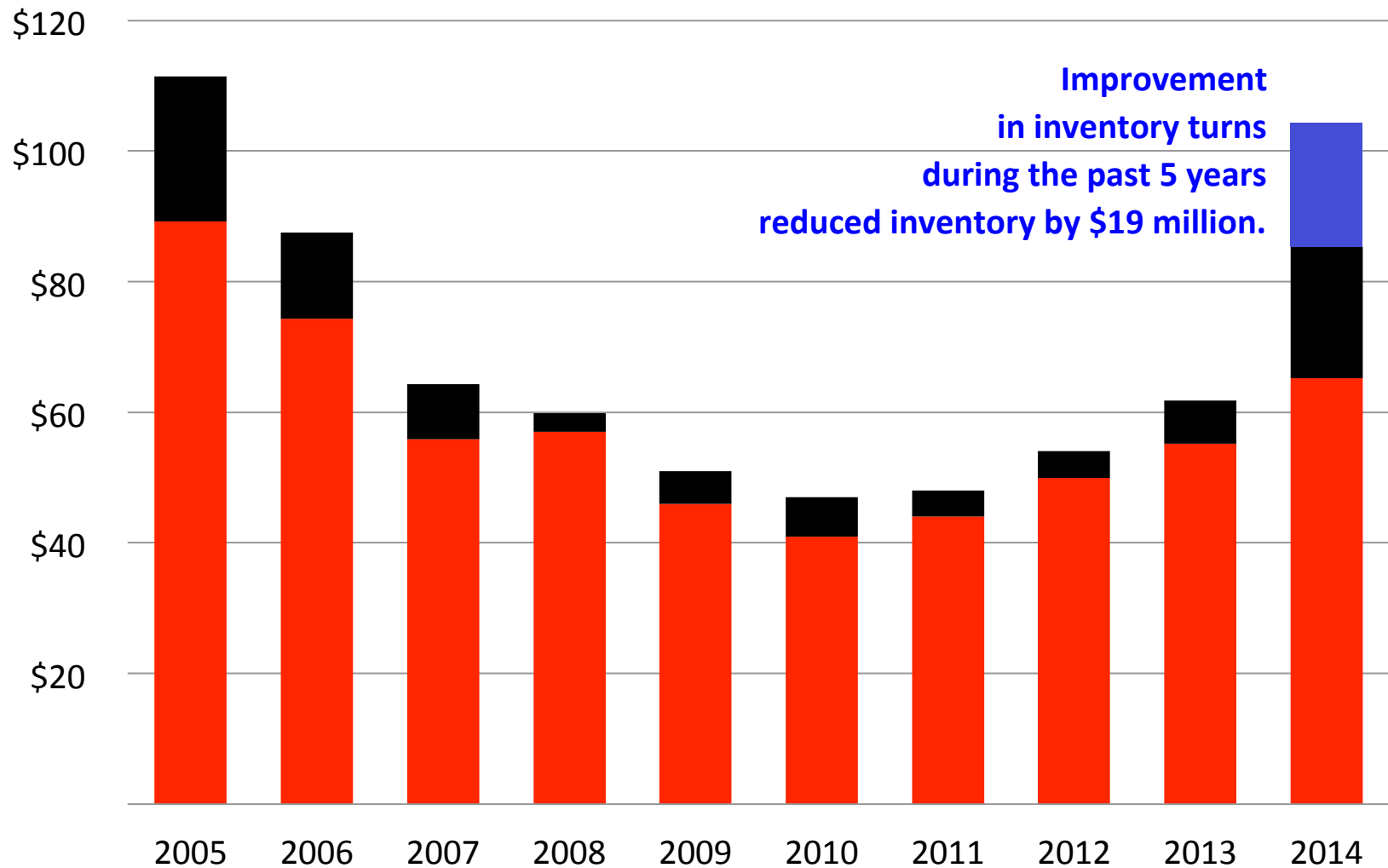
Inventory Reduction (in Millions)



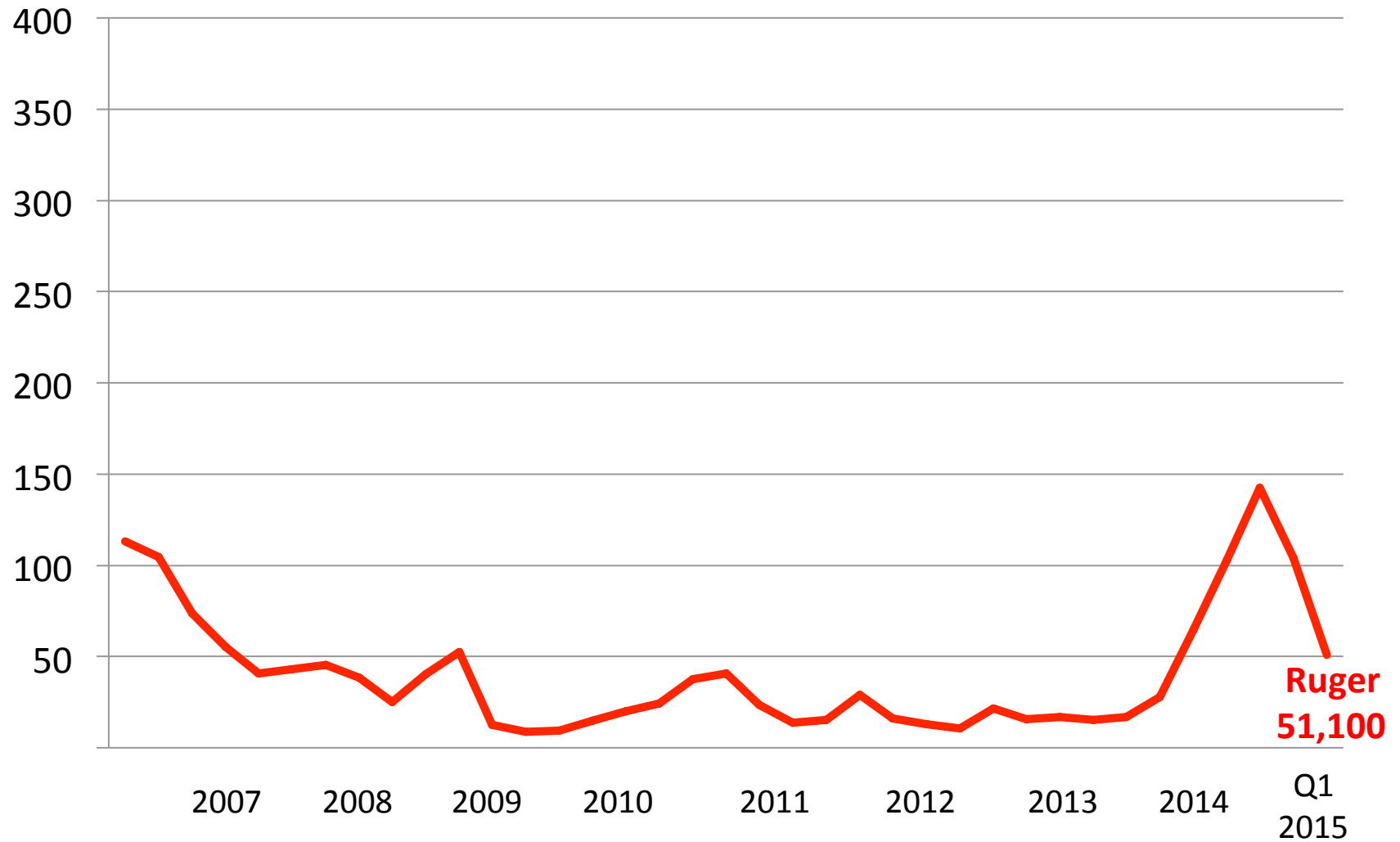
Inventory Reduction (in Millions)



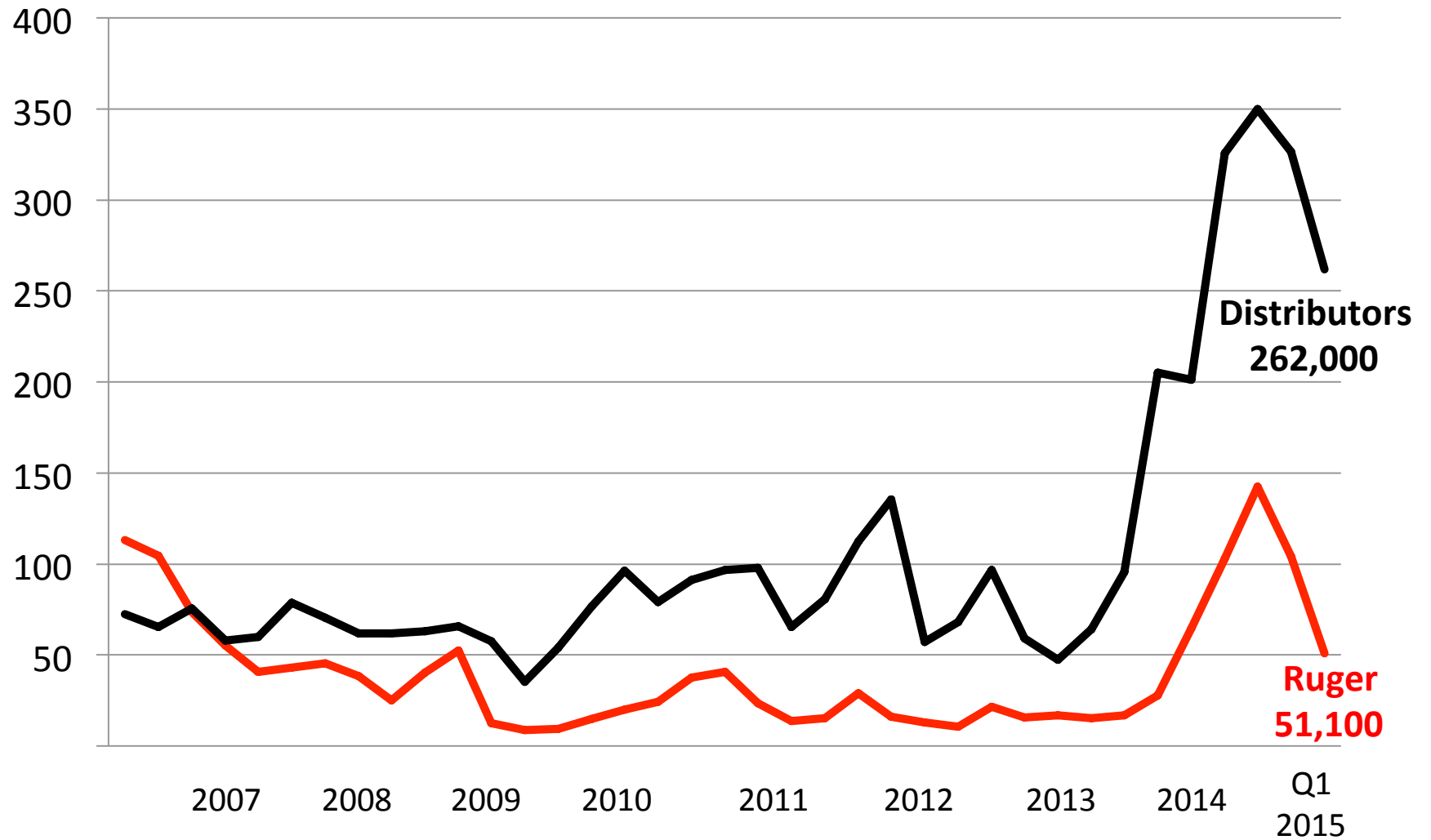
Inventory Reduction (in Millions)



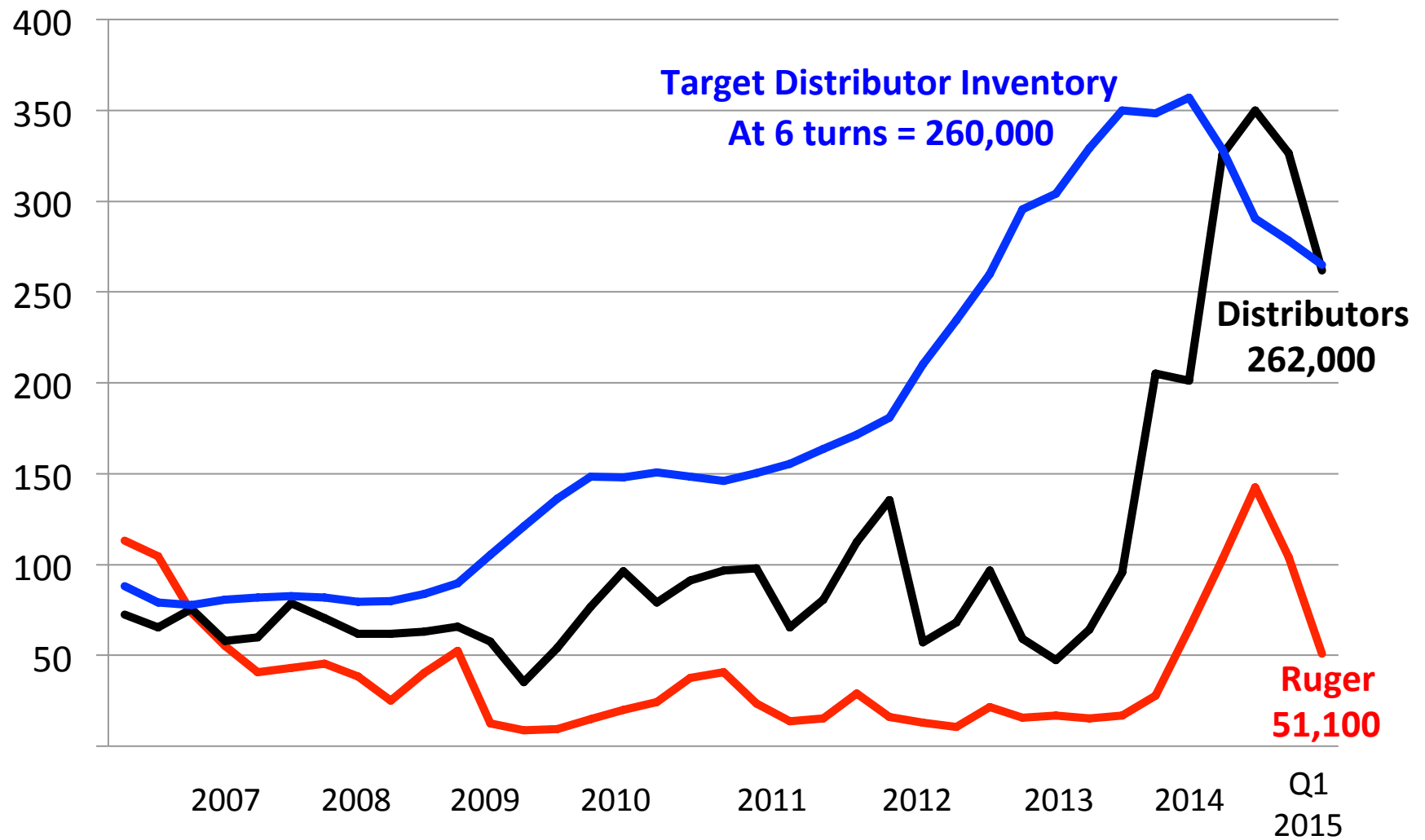
Quarterly Finished Goods Unit Inventory (in Thousands)



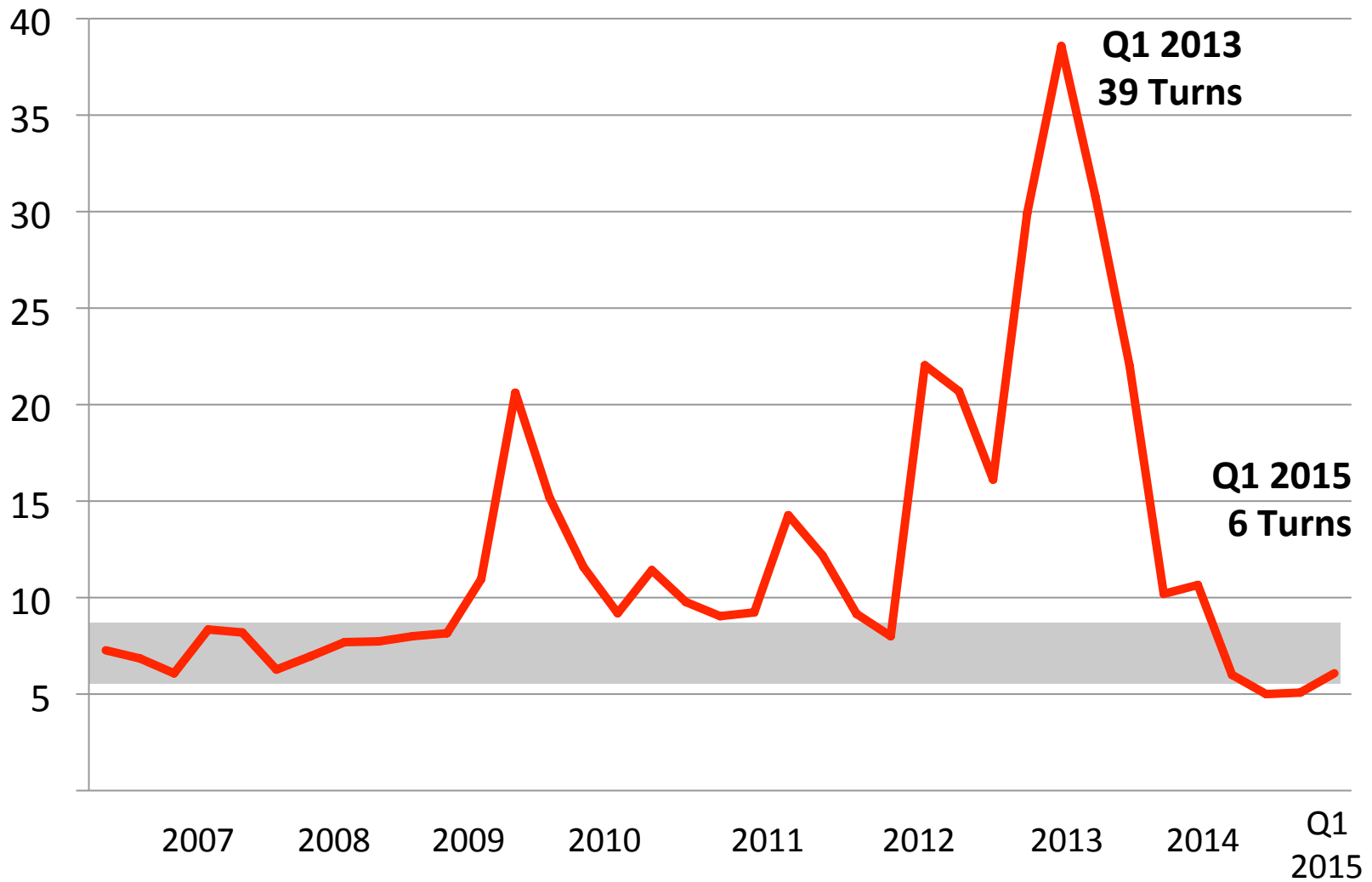
Quarterly Finished Goods Unit Inventory (in Thousands)



Quarterly Finished Goods Unit Inventory (in Thousands)

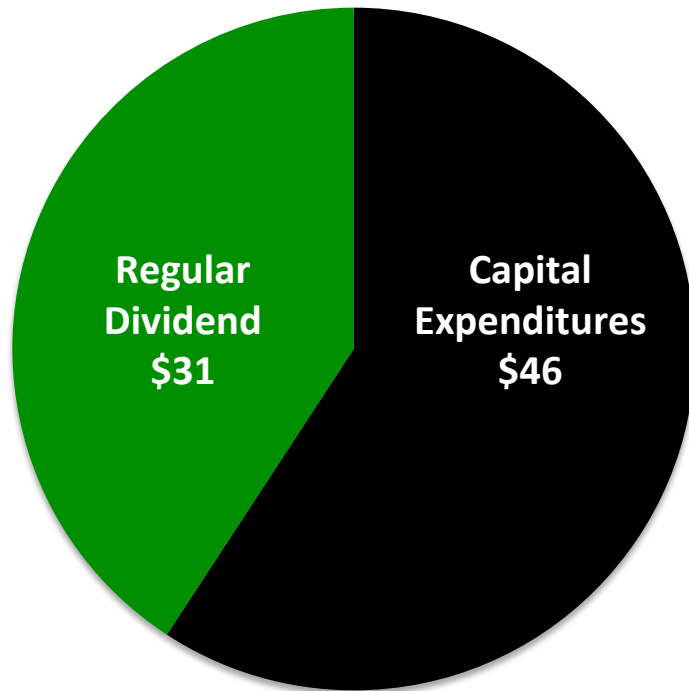


Quarterly Distributor Inventory Turns



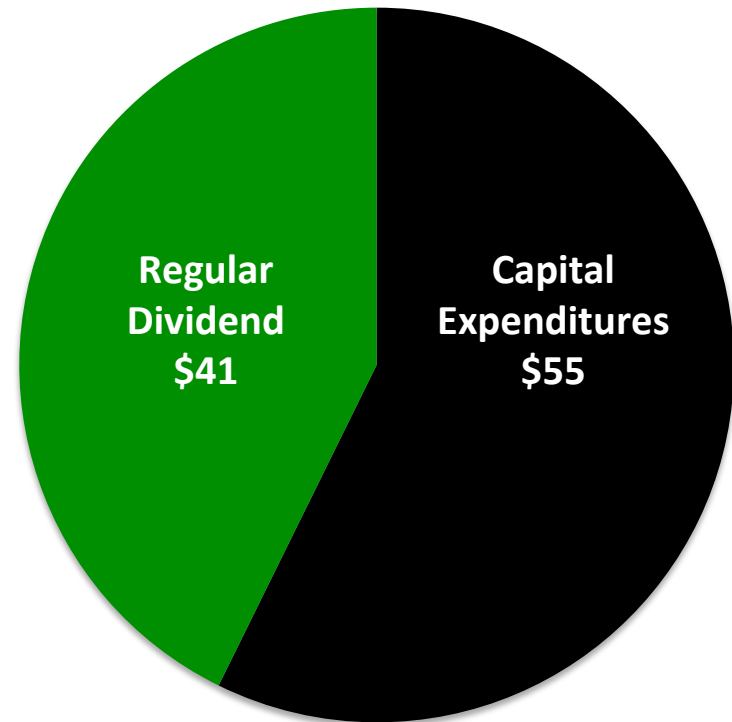
Capital Allocation (in Millions)

2014



\$77

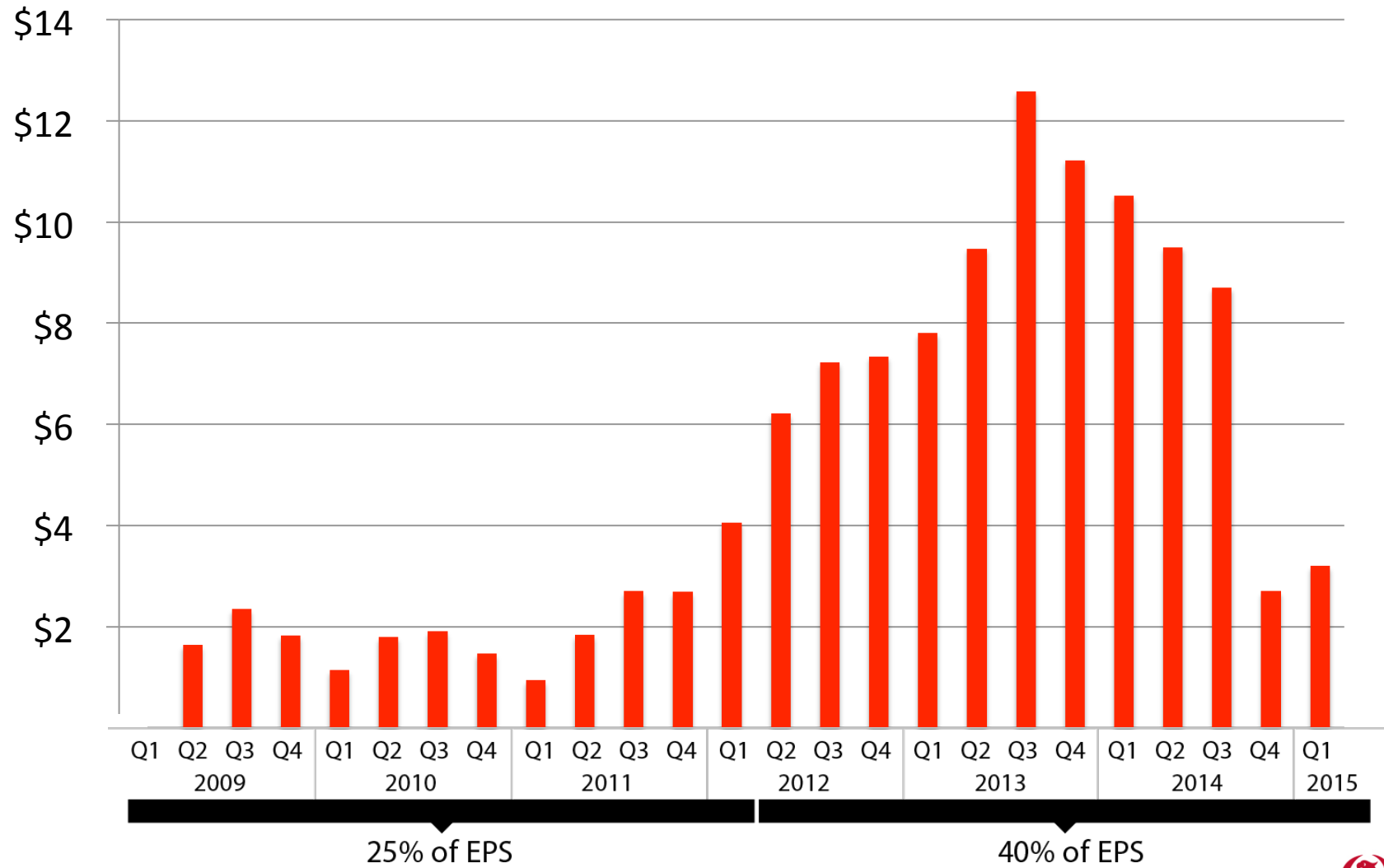
2013



\$96



Variable Quarterly Dividend (in Millions)



Shareholder Return

Since early 2007,

- We have returned **\$272 million** to our shareholders:
 - Stock Buyback **\$64 Million**
 - Special Dividend **\$87 Million**
 - Regular Quarterly Dividend **\$121 Million**
- We invested **\$201 million** on capital expenditures to grow the business.
- Our market capitalization increased from **\$220 million to \$1 billion.**
- Our March 28, 2015 cash balance **was \$30.8 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.



DB Pension Termination in Q4 2014

- In December 2007 we froze the Defined Benefit Pension Plans and enrolled all employees into a 401k.
- In December 2014 the Defined Benefit Pension Plans were fully funded and terminated.
- The termination expense was \$41.0 million, of which the cash outlay was \$7.5 million.
- The annual savings are expected to be \$400,000.



Investor Communications

We anticipate releasing 2015 quarterly earnings and holding investor conference calls on the following dates:

	<u>Earnings Release</u>	<u>Conference Call</u>
Q2 2015	July 29, 2015	July 30, 2015
Q3 2015	November 4, 2015	November 5, 2015
Q4 2015	February 24, 2016	February 25, 2016



Investment Highlights

- 66 years as one of the world's leading firearms brands.
- Experienced and engaged Board of Directors.
- Strong management team.
- #1 or #2 market position in our major categories: pistols, revolvers and rifles.
- Strong balance sheet and operating results.

NYSE: RGR
Shares Outstanding: 18.9 Million
Price: \$54.86 (5/1/15)
Market Capitalization: \$1 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, 2014 and Form 10-Q for the fiscal quarter ended March 28, 2015. 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, 2014 and our Form 10-Q for the quarter ended March 28, 2015, which are also posted to our website. Furthermore, the Company disclaims all responsibility to update forward-looking statements.

