

STURM RUGER & CO INC  
Form 8-K  
May 01, 2012

**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 1, 2012**

**STURM, RUGER & COMPANY, INC.**

(Exact Name of Registrant as Specified in its Charter)

**DELAWARE**

**001-10435**

**06-0633559**

(Commission File Number)

(State or Other Jurisdiction of  
Incorporation)

(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))

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## Item 8.01

### Other Events.

The Company is furnishing its presentation delivered at its Newport, New Hampshire manufacturing facility on Tuesday, May 1, 2012 (the Plant Tour Presentation). The Plant Tour 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 Plant Tour 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 Plant Tour Presentation or its expectations or any change in events, conditions, or circumstances on which any forward-looking statement is based.

The Plant Tour Presentation is available on the Company's website at [www.ruger.com/corporate](http://www.ruger.com/corporate). The Company reserves the right to discontinue that availability at any time.

**Item 9.01**

**Financial Statements and Exhibits.**

Exhibit No.

Description

99.1

The Plant Tour Presentation, delivered at its Newport, New Hampshire manufacturing facility on May 1, 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 1, 2012

