



RUGER 2017 SPRING RETAILER PROGRAMS

FREE RUGER® FIREARMS WITH THE PURCHASE OF QUALIFYING MODELS:



RUGER AMERICAN PISTOL® PROGRAM

Buy any two (2) qualifying Ruger American Pistol® models and get one (1) LCP® **FREE!** (RUG03701Z)



9E® PISTOL PROGRAM

Buy any five (5) qualifying 9E® centerfire pistols and get one (1) 9E® **FREE!** (RUG03340Z or RUG03341Z)



SR22® PISTOL PROGRAM

Buy any five (5) qualifying SR22® rimfire pistols and get one (1) SR22® **FREE!** (RUG03600Z)



MSR RIFLE PROGRAM

Buy any three (3) qualifying AR-556®, SR-556® Takedown or SR-762™ rifles and get two (2) 10/22® Carbine rifles **FREE!** (RUG01151Z)



RULES: All qualifying orders must be placed between 3/3/2017 – 5/31/2017 and invoiced by 5/31/2017. Guns may be shipped on multiple invoices from RSR Group, Inc. Ruger reserves the right to substitute free goods at manufacturer's discretion.





RUGER®

SPRING RETAILER PROGRAMS ORDER FORM



RUGER AMERICAN PISTOL® PROGRAM

Buy any two (2) qualifying Ruger American Pistol® models and get one (1) LCP® **FREE!** (RUG03701Z)

QUALIFYING RUGER AMERICAN PISTOL® MODELS (2 NEEDED):

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
RUG08608	RUGER AMERICAN PISTOL® DUTY, 17-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08605	RUGER AMERICAN PISTOL® DUTY PRO, 17-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08638	RUGER AMERICAN PISTOL® DUTY, 10-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08607	RUGER AMERICAN PISTOL® DUTY PRO, 10-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08618	RUGER AMERICAN PISTOL® DUTY, 10-ROUND (45 AUTO)	\$384.00	\$579.00		
RUG08615	RUGER AMERICAN PISTOL® DUTY PRO, 10-ROUND (45 AUTO)	\$384.00	\$579.00		
RUG08661	RUGER AMERICAN PISTOL® DUTY, 10-ROUND MA COMPLIANT (9MM LUGER)	\$384.00	\$579.00		
RUG08680	RUGER AMERICAN PISTOL® DUTY, 10-ROUND MA COMPLIANT (45 AUTO)	\$384.00	\$579.00		
RUG08639	RUGER AMERICAN PISTOL® COMPACT, 17-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08635	RUGER AMERICAN PISTOL® COMPACT PRO, 17-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08633	RUGER AMERICAN PISTOL® COMPACT, 10-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08637	RUGER AMERICAN PISTOL® COMPACT PRO, 10-ROUND (9MM LUGER)	\$384.00	\$579.00		
RUG08645	RUGER AMERICAN PISTOL® COMPACT PRO, 10-ROUND (45 AUTO)	\$384.00	\$579.00		
RUG08663	RUGER AMERICAN PISTOL® COMPACT, 10-ROUND MA COMPLIANT (9MM LUGER)	\$384.00	\$579.00		
RUG08648 NEW	RUGER AMERICAN PISTOL® COMPACT, 10-ROUND (45 AUTO)	\$384.00	\$579.00		
RUG03701Z	LCP PISTOL, 6-ROUND (380 ACP)	—	\$259.00		FREE

PURCHASE: \$

ACCESSORIES

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
MGRUG90617	10-ROUND, 9MM LUGER COMPACT MAGAZINE WITH EXTENDED FLOORPLATE	\$23.88	\$39.95		
MGRUG90514	10-ROUND, 9MM LUGER MAGAZINE	\$23.88	\$39.95		
MGRUG90618	12-ROUND, 9MM LUGER COMPACT MAGAZINE WITH EXTENDED FLOORPLATE	\$23.88	\$39.95		
MGRUG90510	17-ROUND, 9MM LUGER MAGAZINE	\$23.88	\$39.95		
RUG90620	COMPACT 9MM LUGER MAGAZINE ADAPTOR	\$4.76	\$7.95		
MGRUG90512	10-ROUND, 45 AUTO MAGAZINE	\$23.88	\$39.95		
MGRUG90636	7-ROUND, 45 AUTO COMPACT MAGAZINE	\$24.48	\$39.95		
RUG90640	COMPACT 45 AUTO MAGAZINE ADAPTOR	\$5.95	\$9.95		

TOTAL PURCHASE: \$

Qualifying purchase will be shipped from RSR Group, Inc. Free item will be shipped at conclusion of event.
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Ruger reserves the right to substitute free goods at manufacturer's discretion.

Account Number: _____ Phone Number: _____ Service Professional: _____
 Date: _____ Fax Number: _____ SP Sales Number: _____
 _____ RSR GROUP, INC. USE ONLY _____

SHIPPING ADDRESS

BILLING ADDRESS

Customer Name: _____ Customer Name: _____
 Address: _____ Address: _____
 City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____



RUGER®

SPRING RETAILER PROGRAMS ORDER FORM

9E® PISTOL PROGRAM

Buy any five (5) qualifying 9E® centerfire pistols and get one (1) 9E® **FREE!** (RUG03340Z or RUG03341Z)



QUALIFYING 9E® PISTOL MODELS (5 NEEDED):

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
RUG03340	9E® WITH BLACK OXIDE FINISH (17+1)	\$299.00	\$459.00		
RUG03341	9E® WITH BLACK OXIDE FINISH (10+1)	\$299.00	\$459.00		
RUG03340Z	9E® WITH BLACK OXIDE FINISH (17+1)	—	\$459.00		FREE
RUG03341Z	9E® WITH BLACK OXIDE FINISH (10+1)	—	\$459.00		FREE

PURCHASE: \$

ACCESSORIES

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
MGRUG90326	17-ROUND, 9MM LUGER MAGAZINE	\$26.87	\$44.95		
MGRUG90325	10-ROUND, 9MM LUGER MAGAZINE	\$26.87	\$44.95		

TOTAL PURCHASE: \$

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Customer Name: _____ Customer Name: _____
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 City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____

NY Phone • (800) 458-4867 **FL** Phone • (800) 541-4867 **NV** Phone • (800) 634-4867 **TX** Phone • (800) 752-4867 **WI** Phone • (800) 832-4867
 Fax • (585) 426-3814 Fax • (407) 677-4489 Fax • (775) 827-2380 Fax • (972) 602-0727 Fax • (414) 461-9836



RUGER®

SPRING RETAILER PROGRAMS ORDER FORM



SR22® PISTOL PROGRAM

Buy any five (5) qualifying SR22® rimfire pistols and get one (1) SR22® **FREE!** (RUG03600Z)

QUALIFYING SR22® PISTOL MODELS (5 NEEDED):

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
RUG03600	SR22® WITH BLACK ANODIZED FINISH	\$300.00	\$439.00		
RUG03604	SR22® WITH BLACK ANODIZED FINISH AND THREADED BARREL	\$329.00	\$479.00		
RUG03607	SR22® WITH SILVER ANODIZED FINISH	\$318.00	\$469.00		
RUG03620	SR22® WITH BLACK ANODIZED FINISH AND 4.50" BARREL	\$314.00	\$459.00		
RUG03600Z	SR22® WITH BLACK ANODIZED FINISH	—	\$439.00		FREE

PURCHASE: \$

ACCESSORIES

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
RUG19000	SILENT-SR® SUPPRESSOR (22 LR/22 WMR/17 HMR)*	\$280.00	\$449.00		
MGRUG90382	10-ROUND, 22 LR MAGAZINE WITH EXTENDED FLOORPLATE	\$20.89	\$34.95		
RUG90520	THREADED BARREL KIT	\$89.61	\$149.95		

TOTAL PURCHASE: \$

*This product requires registration with the BATF under the National Firearms Act.

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SPRING RETAILER PROGRAMS ORDER FORM



MSR RIFLE PROGRAM

Buy any three (3) qualifying AR-556®, SR-556® Takedown or SR-762™ rifles and get two (2) 10/22® Carbine rifles **FREE!** (RUG01151Z)

QUALIFYING MSR RIFLE MODELS (3 NEEDED):

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
RUG08500	AR-556® (30-ROUND)	\$541.00	\$799.00		
RUG08502	AR-556® (10-ROUND)	\$541.00	\$799.00		
RUG05924	SR-556® TAKEDOWN	\$1,476.00	\$2,199.00		
RUG05601	SR-762™	\$1,577.00	\$2,349.00		
RUG01151Z	10/22 CARBINE, 10 ROUND (22LR)	—	\$309.00		FREE

PURCHASE: \$

ACCESSORIES

SKU	ITEM	RSR \$	RETAIL	QTY	TOTAL
MGRUG90428	5-ROUND, 5.56 NATO/223 REM MAGAZINE	\$14.92	\$24.95		
MGRUG90384	10-ROUND, 5.56 NATO/223 REM MAGAZINE	\$17.93	\$19.95		
MGRUG90420	30-ROUND, 5.56 NATO/223 REM MAGAZINE	\$16.49	\$19.95		
RUG90461	ELITE 452™ AR-TRIGGER	\$95.59	\$159.95		
RUG90455	SR-556® TAKEDOWN 300 AAC BLACKOUT BARREL KIT	\$346.59	\$449.00		

TOTAL PURCHASE: \$

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