

2026 LCP® MAX RETAILER PROGRAM

The Ruger® LCP® MAX Retailer Program offers retailers **FREE Ruger® Firearms** with the purchase of any LCP® MAX model.



#13758



#13760



#13766



#13765



#13754

Buy any five (5) LCP® MAX pistols,
and get one (1) LCP® MAX
model #13765, or model #13754
for CA customers, **FREE.**

PROGRAM DETAILS: All qualifying orders must be placed between 2/18/26 - 4/3/26. Invoices must be submitted by 4/3/26. Proof of qualifying shipments must be submitted by 4/17/26. No limit on the number of packages purchased. Each package must include five LCP MAX models of any assortment to qualify for one free LCP MAX model #13765. No substitutions allowed for free goods model except for LCP MAX model #13754 for CA customers. This program is available exclusively to Federally Licensed Firearms Retailers who meet the requirements outlined in Ruger's Distributor Terms and Conditions. Tax-exempt and export sales are strictly prohibited under this program. Ruger reserves the right to amend, cancel, or suspend the program at its sole discretion.

