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Ram Truck Brand Reaches 'Farmer' Video Viewing Goal in Less Than One Week; $1 Million Donation Going to National FFA Organization

- More than 18 million views as of Feb. 14 of two-minute ‘Farmer’ video inspired by stirring ‘So God Made a Farmer’ tribute delivered decades ago by legendary radio broadcaster Paul Harvey and featuring all original photography
- Ram Truck to donate $1 million to National FFA Organization; takes less than one week to surpass viewing goals established to reach desired $1 million donation amount
- Funds raised go to FFA programs geared toward fighting hunger in communities across the country
- Ram Truck brand planning next phase of year-long ‘The Year of the Farmer’ initiative including book of photographs shining spotlight on the contributions of American farm families

February 13, 2013, Auburn Hills, Mich. - The Ram Truck brand pledged to make a donation to the National FFA Organization for every view of its two-minute “Farmer” Super Bowl video on the brand’s website, with the intent of generating $1 million.

It took less than a week to reach the 10 million view milestone equating to the $1 million donation. As of Feb. 14, the “Farmer” video has been viewed more than 18 million times at www.ramtrucks.com/keepplowing and www.youtube.com/ramtrucks and millions of more times on other sites.

“The compelling images in the video of America’s heartland mated with Harvey’s 'So God Made a Farmer’ words resonated with viewers nationwide,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “We set out to create a call-to-action to support farmers and to recognize their place as the foundation of the American character and are gratified with the dialog the video sparked.”

“'Farmer’ is about having America appreciate everything that farmers and farm families do on a daily basis and captures the hard work, determination and character of the farmer in all of us,” said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico. “We are so pleased and excited that this has touched the hearts and souls of so many people in a positive way.”

The video also launched the Ram Truck brand’s 2013 “The Year of the Farmer” campaign aimed at bringing national attention to the significance of the American farmer. The brand enhances its long-standing partnership with the National FFA Organization (formerly known as Future Farmers of America) with this year-long, multi-tiered initiative. Together with agricultural equipment manufacturer Case IH, Farms.com and other brand partners, Ram set out to raise awareness and generate funds for FFA hunger relief efforts in local communities across America.

“Ram scored a major win for American agriculture and our producers and ranchers with its ‘Farmer' Super Bowl commercial and has sharply elevated the image of agriculture in the public’s mind,” said National FFA Organization CEO Dr. Dwight Armstrong. “This highly successful partnership with Ram through the National FFA Foundation has generated $1 million of new support for FFA that will be utilized to drive our ‘Feeding the World-Starting at Home’ initiative and other programs that will benefit our nearly 560,000 FFA members in the U.S., Puerto Rico and the Virgin Islands.”

The “Farmer" video was inspired by the stirring “So God Made a Farmer” tribute delivered by legendary radio broadcaster Paul Harvey and used as a national anthem in grassroots videos created by farm families. To honor American farmers, the Ram Truck brand set out to create even greater awareness, support and appreciation for farming families, communities and providers. The brand commissioned 10 noted photographers to document American farm life, yielding a beautiful and comprehensive catalog of farming images. Many of these artful and

compelling still images provide the visual mosaic for the video; Harvey's passionate oration provides the narration.

The photographers shot images throughout the United States over the course of 25 days with 35 still photographs used in the video. Many more of the commissioned images will appear in a book the Ram Truck brand plans to publish later this year, creating a beautiful and comprehensive collection of original agriculture, farming and family farm photography. The book will provide a broad view of the agricultural community and lifestyle. Ram will contribute a portion of book proceeds to agriculture and hunger related efforts across the country.

Additional details and timing for the book are still being finalized.

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About Ram Truck Brand
The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

About Case IH
Case IH is a global leader in agricultural equipment, committed to collaborating with its customers to develop the most powerful, productive, reliable equipment – designed to meet today's agricultural challenges. Challenges like feeding an expanding global population on less land, meeting ever-changing government regulations and managing input costs. With headquarters in the United States, Case IH has a network of dealers and distributors that operates in over 160 countries. Case IH provides agricultural equipment systems, flexible financial service offerings and parts and service support for professional farmers and commercial operators through a dedicated network of professional dealers and distributors. Productivity enhancing products include tractors; combines and harvesters; hay and forage equipment; tillage tools; planting and seeding systems; sprayers and applicators; site-specific farming tools and utility vehicles. Case IH is a brand of CNH (NYSE: CNH), a majority-owned subsidiary of Fiat Industrial S.p.A. (FI.MI).

About The National FFA Organization
The National FFA Organization is a national youth organization of 557,318 student members as part of 7,498 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at www.FFA.org,on Facebook, Twitter and the official National FFA Organization blog.

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