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Ram Truck Brand Celebrates the Ram 1500 Winning its First-Ever Back-to-Back Motor Trend 'Truck of the Year®' Honor With Building Wrap Covering Chrysler Group World Headquarters

- 145-foot-wide-by-155-foot-tall image takes up 10 floors of the Company's 15-floor Auburn Hills, Mich., headquarters
- Ram 1500 named 2013 and 2014 Motor Trend Truck of Year®, the first-ever back-to-back champion

February 27, 2014, Auburn Hills, Mich. - The Ram Truck Brand today unveiled a 145-foot-wide-by-155-foot-tall building wrap on the tower of the Chrysler Group LLC headquarters in Auburn Hills, Mich.

The building wrap celebrates the Ram 1500 being named Motor Trend's "Truck of the Year®" in 2013 and 2014, marking the first time any vehicle has won this prestigious honor for two consecutive years.

Motor Trend gave the unprecedented honor to the Ram 1500 in December 2013. Motor Trend's judges ran nine contenders for the Truck of the Year honor through a series of tests, and when the votes were cast, the Ram 1500 emerged the winner.

"Half-ton truck customers have been asking for a diesel engine and Ram is the only truck manufacturer to answer the bell and deliver not only best-in-class fuel economy, but also 9,200 pounds of towing capacity," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "In a brutally competitive truck industry, the Ram 1500 is the only vehicle to ever win Motor Trend's Truck of the Year award two years in a row, reaffirming the fact that we have the best truck on the road."

The image on the wrap is that of the front end of a 1500 coming across a truss bridge. The wrap is located on the west side of the Headquarters Tower facing the main entrance to the company's Auburn Hills Complex and Interstate 75, which carries more than 140,000 motorists past it each day.

Ram Truck advertising agency, The Richards Group of Dallas, designed the image and IM Branded of Rochester Hills, Mich., produced and installed the building wrap.

Building Wrap Facts

- The building wrap covers 10 floors of the 15-floor Headquarters Tower
- The entire Ram 1500 building wrap is 145 feet wide and 155 feet tall
- The Ram 1500 image is 40 feet wide by 55 feet tall and takes up four floors of the building
- The truck grille is 40 feet wide by 15 feet tall, the windshield is 18 feet wide by 4 feet high and the headlights are 5 feet square
- The Ram 1500 "Motor Trend Truck of the Year Back-to-Back Champion" banner at the top is 40 feet wide by 80 feet tall
- The wrap took four days to install

A full report of Motor Trend's comprehensive Truck of the Year testing is featured on MotorTrend.com and in the February 2014 magazine issue.

About the 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 Motor Trend Magazine

Motor Trend, a publication of Source Interlink Media, LLC, was founded in 1949 and has a circulation of 1.1 million and a total readership of 7 million. Internationally recognized as one of the leading brands in automotive publishing, Motor Trend comprises Motor Trend Magazine; the award-winning website MotorTrend.com;the Motor Trend YouTube Channel; Motor Trend Radio; Truck Trend; Motor Trend International Auto Shows; Motor Trend en Español; and the renowned Motor Trend Car, Truck, and SUV of the Year Awards program. The MotorTrend.com website attracts more than 5.5 million unique visitors per month and its YouTube channel averages more than 1 million views a week. Motor Trend's social media presence spans 3.3 million followers across Facebook, Twitter, Instagram, Pinterest and Google Plus.

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