Contact: Eileen Wunderlich
Stellantis

Fount Lynch
Sony Music Nashville
615-301-4373 (office)
Fount.Lynch@SonyMusic.com
Marcel Pariseau / Sarah Fuller
True Public Relations
323-957-0730 (office)
marcel@truepublicrelations.com
/
sarah@truepublicrelations.com

Ram Truck Releases Full-length Video Version of Miranda Lambert's Custom 'Roots and Wings' Song, Inspired by Lambert's Partnership With Ram

- Favorable reaction to a shorter version of song, which debuted in a Ram TV commercial earlier this year, prompted Ram and Lambert to create video of full song
- Long-form 'Roots and Wings' video debuts May 26 exclusively on various Yahoo media properties, the same day the song is available on iTunes and all major streaming services
- Beginning May 27, 'Roots and Wings' will be available at YouTube.com/RamTrucks and RamTrucks.com/Miranda
- Additional behind-the-scenes video content and photos can be seen at RamTrucks.com/Miranda

May 26, 2015, Auburn Hills, Mich. - "Roots and Wings," the song Grammy® Award-winner Miranda Lambert wrote especially for the Ram Truck brand and the cornerstone of a Ram Truck marketing initiative launched earlier this year, is available today, Tues., May 26, in a long-form Ram brand video airing exclusively on Yahoo media properties, the same day that Sony Music Nashville releases the song on iTunes and major streaming services.

After a 24-hour exclusive on Yahoo's front,music and Ram Country pages, the three-minute Ram video, featuring the full "Roots and Wings" song, can be viewed at YouTube.com/ramtrucks and RamTrucks.com/Miranda.

A shorter version of the "Roots and Wings" song debuted earlier this year in a new Ram Truck brand marketing campaign featuring Lambert. The campaign included television, print, digital and social media elements. A 60-second version of the song also played in concert venues during Lambert's "Certified Platinum Tour," which ended last month. There was so much fan excitement and interest in the song that Ram and Lambert decided to create a long-form commercial featuring additional verses of the song never heard before.

"You always strive to work with an artist who is willing to put their heart and soul into a partnership and Miranda Lambert does just that with Ram, writing a custom song inspired by our brand," said Olivier Francois, Chief Marketing Officer, FCA – Global. "To see so many of our mutual fans embrace the small portion of the 'Roots and Wings' song used in our Ram marketing campaign, compelled us to create a long-form version of the video which is quite special and unique."

Lambert said that "Roots and Wings" was a personal song about where she came from and where she is going. The full-length video creatively tells her story through live action video combined with illustrations, animation and vintage styling. The still photos featured in the piece were hand picked from Lambert's family photo album.

"I've seen so many positive reactions to the song and the partnership with Ram," said Miranda Lambert. "The song is just so special and personal to me, and it is so amazing what the Ram team did to bring it to life, that I want my fans to see it too."

Additional behind-the-scenes content is solely available at RamTrucks.com/Miranda,including a making of the commercial video and a soon to be released video from Lambert's Nashville recording session of Roots and Wings. A variety of photos are also available on the site, and all social content will be aggregated through the hashtag #RootsWingsRam. For additional content, fans can follow Ram Trucks on its Facebook,Twitter and Instagram pages.

The Miranda Lambert and Ram partnership will continue during Lambert's "Roadside Bars and Pink Guitars tour" in the fall where a version of the "Roots and Wings" video will be played during intermission and a silver Roots and Wings-themed Ram 1500 truck, just like the Laramie Longhorn Lambert owns, will be on display. Fans will be encouraged to share their experiences at #RootsWingsRam.

The campaign was created in partnership with Ram Trucks' Dallas-based advertising agency The Richards Group and Nashville-based G7 Entertainment Marketing.

The relationship between Ram and Lambert was announced in November 2014 with Lambert auctioning off a customized Ram Laramie Longhorn truck and personal memorabilia to benefit her MuttNation Foundation. The auction raised nearly $66,000 for the charity whose purpose is to better the lives of shelter animals.

About Miranda Lambert
Grammy Award-winning singer-songwriter Miranda Lambert is the reigning five-time CMA and reigning six-time ACM Female Vocalist of the Year. The first single off of Lambert's fifth studio album Platinum, "Automatic" was Lambert's highest-charting first-week single to date and won CMA Song of the Year. Her duet with Carrie Underwood, the album's second single "Somethin' Bad," has been certified as an RIAA Platinum Digital Single.

Platinum, made history when it debuted atop Billboard's Top Country Albums Chart, making Lambert the first country artist in the history of the chart to have each of her five albums debut at number one. Platinum also debuted at the top of the all-genre Billboard 200 as the number one album in the nation.

In addition to her award-winning music, she dedicates much of her time to her MuttNation Foundation. She owns two lifestyle boutiques, general stores she named The Pink Pistol, that are located in her hometown of Lindale, Texas, and Tishomingo, Oklahoma. She also added The Ladysmith, a bed & breakfast in Tishomingo, to her empire this past year. In addition, Lambert has designed a shoe line that is available at DSW, Off Broadway, Shoe Dept, Shoe Carnival, Country Outfitters and other retailers across the country.

Ram Truck Brand
In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest J.D. Power APEAL study,which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more

information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

Follow Ram and company news and video on:

Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Ram Truck brand: www.ramtrucks.com
Facebook: www.facebook.com/RamTrucks
Instagram: www.instagram.com/ramtrucks
Twitter: @RamTrucks, @StellantisNA
YouTube: www.youtube.com/RamTrucks,https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com