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## Country Music Artist Easton Corbin Extends Partnership with Ram Trucks and Debuts New 'Let's Ride' Song in Ram Summer Campaign

- Easton Corbin and Ram Trucks partner to release 'Let's Ride' on [digital streaming outlets](#) July 17
- Ram extends long-term partnership with Corbin to feature song in television campaign celebrating summer adventures
- 'Let's Ride' spots and full-length music video created by Ram and Corbin, along with behind-the-scenes video to be released soon
- 'Let's Ride' also featured in upcoming country music 'Gas Monkey Garage' compilation album

July 17, 2015, Auburn Hills, Mich. - Mercury Nashville recording artist Easton Corbin has partnered with Ram Trucks to debut a new song titled "Let's Ride." The song, inspired by Ram trucks, will be featured in [commercials, music videos](#), on [streaming music services](#) and an upcoming country music compilation album.

Ram, which has aligned with Corbin on various initiatives since 2012, extended its relationship with him to feature the song in a new Ram Truck television campaign celebrating the warm, fun evenings of summer. Two 30-second ads, ["Summer Nights"](#) and ["Carnival,"](#) are airing across the country in July and August as part of this campaign.

The [official music video](#) of "Let's Ride" premiered today exclusively on Yahoo!Music and can be seen beginning Saturday on [VEVO](#), YouTube, Yahoo Ram Country and other digital services. In addition, "Let's Ride" is now available on all digital outlets: <http://umgn.us/LetsRide>.

"We continue to look for unique ways to creatively show how Ram trucks are an integral part of our culture and the everyday lives of our customers," said Olivier Francois, Chief Marketing Officer, FCA – Global. "It is rewarding to know that Easton, one of the hottest young artists in country music today, wrote the song inspired by his ongoing experiences behind the wheel of our Ram trucks."

Corbin's current studio album, "About To Get Real," was released June 30 and debuted at No. 1 on Billboard's Country Album chart. Corbin co-wrote three tracks on "About To Get Real," which also includes his most recent Top 5 hit, "Baby Be My Love Song."

"When you think about songs you want to perform, you often think about songs you heard while in your favorite truck," said Corbin. "It's easy to write a song like 'Let's Ride' because it is all about fun and having a good time, which is what the Ram brand is all about."

Ram and Corbin also collaborated on an upcoming "behind-the-scenes" video, which will be posted on their respective social media sites in August.

"Let's Ride" will also be the title track on a new album to be released July 31 in partnership with Dallas-based Gas

Monkey Garage.

### **About TV Spots and Music Video**

Ram and Corbin collaborated to create both TV commercials and a full length music video for “Let’s Ride.” The [“Summer Nights”](#) and [“Carnival”](#) spots and music video tell the story of a young couple sneaking out in their Ram 1500 for a night of summertime adventures. [“Summer Nights”](#) promotes the Ram 1500’s 29 mpg highway fuel economy and shows the 8.4-inch touchscreen set to SiriusXM’s The Highway channel playing “Let’s Ride.” [“Carnival”](#) talks about how the Ram 1500 is best in towing, torque, payload and fuel economy. As it turns out, country music, Ram trucks and Easton Corbin prove to be the perfect combination for summertime fun.

The ads were created in partnership with full-service advertising agency Doner and Nashville-based G7 Entertainment Marketing.

Ram partnered with Corbin several times in the past few years. He was one of five country music artists that participated in the Ram Truck brand’s 2012 “Road to the Ram Jam” sweepstakes and concert. Ram continued to work with Corbin in 2013 as part of the brand’s “Year of the Farmer” initiative highlighting the importance of farmers in America. As a former National FFA Organization member, Corbin made a series of visits and private concerts across the country to thank the hard-working and dedicated FFA members for all they do to further the notion that there’s a “farmer in all of us.”

### **About Easton Corbin**

Mercury Nashville recording artist Easton Corbin is lauded for his traditional country sound, authentic lyrics and mastery of understatement. His self-titled debut album released in 2010 spawned back-to-back hits “A Little More Country Than That” and “Roll With It,” making him the first country male artist in 17 years to have his first two consecutive singles reach No. 1. In 2012 the Gilchrist County, Florida, native released his sophomore album, “All Over The Road,” which included the Top 5 hits “Lovin’ You Is Fun” and “All Over The Road.” Corbin released his third studio album, “About To Get Real,” on June 30. It debuted at No. 1 on Billboard’s Country Album Chart. “About To Get Real” includes Corbin’s most recent Top 5 hit, “Baby Be My Love Song,” which set a career-best debut on Country Airplay.

### **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](http://www.stellantis.com).

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