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Ram Yellow Rose Blooms in Texas

- Ram Yellow Rose of Texas exclusive to Lone Star State
- Named after iconic No. 1 hit song
- Ram Yellow Rose of Texas blooms in April 2016
- Ram Lone Star edition was the first Texas-only pickup

March 16, 2016, Dallas - Ram truck today unveiled Yellow Rose of Texas edition, a new, Texas-only addition to its half-ton lineup.

The 2016 Ram 1500 Yellow Rose of Texas edition, which is distinguished by its Stinger Yellow paint package, will be offered in half-ton 4x2 and 4x4 crew cab versions of the Ram 1500 Lone Star. Ram Lone Star models are exclusive to the Texas retail sales market.

“Texas is truck country – Ram Truck country – and we’re committed to building products that resonate with our customers,” said Mike Manley, Head of Ram Brand - FCA Global. “The importance of the Texas truck market cannot be overstated. That’s why the Ram Truck brand has worked year after year to deliver hard-working trucks that serve the communities across the Lone Star state.”

The new Ram 1500 Yellow Rose of Texas will go on sale in April 2016.

The Yellow Rose of Texas name is derived from a mid-19th century American folk song later popularized in the 1955 Billboard Number One hit by artist Mitch Miller.

In addition to the new Yellow Rose edition, Ram is involved in Texas communities in a number of ways.

In 2014, Ram Truck announced at the State Fair of Texas that the brand would partner with the [Texas Rangers](#) to help the storied law enforcement agency preserve and promote its history and heritage.

The Texas Rangers, America’s oldest state law enforcement agency, are gearing up for the landmark 200th anniversary of their founding, which is traced to 1823. The Texas Ranger Hall of Fame and Museum in Waco, Texas, is the official historical center of the Rangers.

Subsequently the Ram brand, in collaboration with the FCA Foundation, doubled its commitment to the [Texas Ranger Hall of Fame and Museum](#) and unveiled a Texas Ranger concept truck.

The Ram Texas Rangers concept truck is designed to commemorate and promote the brand's partnership with the Texas Rangers by bringing the legendary spirit of the Rangers to the road. Iconic silver Lone Star Texas Ranger badges accent the Ram 1500-based concept’s exterior. Inside, the concept is loaded with unique Texas Ranger edition accents, including four real Mexican five-peso silver coins inlaid within the wooden portion of the door bolsters.

Ram’s community presence in Texas is not limited to the Texas Ranger Hall of Fame and Museum. The Ram Truck brand, Ram dealers and Ram Nation were also on the ground with the First Response Team of America in May 2015, helping to provide recovery and relief support to residents in [flood-stricken central Texas](#) communities. A \$100,000 Ram Truck and FCA Foundation donation to First Response Team of American helped the communities of Wimberley and San Marcos, and will foster rapid response efforts, should another natural disaster strike.

About Ram Trucks in Texas

More Texans drive pickup trucks than drivers in any other state; 20 percent of motor vehicle registrations versus 12 percent national average. In fact, Ram sells nearly two-and-a-half times as many pickup trucks in Texas as it does in the next-highest volume state.

In 2002, Ram Truck was the first manufacturer to recognize the strength of the pickup truck market in Texas and to offer an exclusive edition for the state. The Ram Lone Star edition was the first pickup truck designed by Texans and built specifically for Texans.

The Ram Lone Star edition is by far the brand's best-selling model in Texas, accounting for nearly 40 percent of the half-ton mix. Since the Lone Star's debut, Ram has sold more than 230,000 of the Texas-only models.

Ram introduced the Ram Laramie Longhorn edition to State Fair of Texas audiences in September 2010. It was the most luxurious truck ever produced by the company. The Laramie Longhorn is layered with southwestern design iconography. Inside and out, Laramie Longhorn is loaded with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots, a collector's-grade shotgun or a horseman's saddle. The Ram Laramie Longhorn's metal work and leather work are second to none.

Ram is the fastest growing truck brand in Texas. Its share is up 2.52 points over the last five years, in no small part owing to its ability to deliver the hard-working trucks that Texans demand.

The 2016 Ram 1500 Rebel was named Fullsize Truck of Texas by the Texas Auto Writers Association.

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.

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