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STATEMENT FROM FCA US ABOUT RAM TRUCK BRAND 'BUILT TO SERVE'

February 4, 2018, Auburn Hills, Mich. - It is 50 years to the day that Dr. Martin Luther King Jr. gave such a tremendous speech about the value of service. Ram was honored to have the privilege of working with the Estate of Martin Luther King Jr. to celebrate those words during the largest TV viewing event annually.

We worked closely with the representatives of the Martin Luther King Jr. estate to receive the necessary approvals and estate representatives were a very important part of the creative process every step of the way.

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