

Ram Truck Kicks Off Second Annual 'Ram Ag Season' and Commitment to Support the Agriculture Community With New Video 'Done Right'

- "[Done Right](#)" celebrates the selfless commitment to hard work that our nation's farmers make each and every day
- Spot features three real-life Ram truck owners and family-owned-and-operated Michigan farms and ranches
- Video to span across television, digital and Ram social media channels
- Three additional 60-second vignettes of each Michigan farm family to be featured on Ram's official YouTube channel
- Ram Ag Season-sponsored events and opportunities that support the efforts of the nation's farmers to roll out across the country

August 15, 2019, Auburn Hills, Mich. - As the truck that is "Built to Serve," Ram's dedication to help serve and support farm families across the nation continues to grow. Ram kicks off the second annual "Ram Ag Season" with a new spot "[Done Right](#)," which celebrates the selfless commitment to hard work that our nation's farmers make each and every single day.

Featuring three real-life family-owned-and-operated Michigan farms and ranches, the video takes viewers through the farmers' daily lives and, while there may not be a supervisor telling them what to do as the sun rises each day, there is work telling them what needs to be done. From the weather to the topsoil, to the markets and the machinery, no matter what it may be, Ram trucks are there to help support and get the job done right.

"To the farming community, what they do every day is more than just a job, it is a way of life that requires hard work, perseverance and determination," said Marissa Hunter, Head of Marketing, FCA – North America. "The Ram Truck brand knows and respects this. We work hard to provide the right trucks and proper support to these very people who have dedicated their lives to agriculture, and we are proud to celebrate these shared values in our dedicated Ag Season marketing campaign."

"[Done Right](#)" will air via broadcast as a 30-second commercial with an extended 60-second version to come, which can be viewed on Ram's official [YouTube](#) channel.

Three additional 60-second vignettes of each farming family and their unique individual stories will follow in the coming weeks via Ram's official YouTube channel. The farms include:

- Na Lar Farms - Hanover, Michigan
- Howe Farms - Horton, Michigan
- Tantre Farm - Chelsea, Michigan

The Ram Truck brand created the video in partnership with The Richards Group.

Ram's commitment to farming communities grows even stronger with a host of Ram-sponsored events and opportunities aimed squarely at lending support to the efforts of the nation's farmers, including the Farm Progress Show in Decatur, Illinois, Aug. 27-29; Husker Harvest Days in Grand Island, Nebraska, Sept. 10-12; the Farm Science Review in London, Ohio, Sept. 17-19; and the Sunbelt Ag Expo in Moultrie, Georgia, Oct. 15-17. Ram will also have a strong presence at the annual Future Farmers of America (FFA) convention in Indianapolis, Indiana, Oct. 30-Nov. 2. The brand has been an active supporter of FFA for more than 60 years.

Ram continues to offer unique dealer incentives for farm-owning customers of the Ram truck lineup and, through

Ram's relationships with many diverse agriculture brands, customers can take advantage of additional incentives and discounts on purchases, worth thousands of dollars, of farm and ranch equipment and management tools.

Beginning now through Labor Day, all farm owners get an incremental \$500 rebate on all Ram trucks.

Information on the many Ram agricultural activities and programs can be found at the [Ram Life website](#).

Ram Brand

In 2009, the Ram 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 vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level 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.

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