

Ram Trucks Lead Parade Floats at 93rd Annual Macy's Thanksgiving Day Parade®

- As the Official Truck of Macy's Thanksgiving Day Parade, Ram trucks will tow all parade floats for the fifth consecutive year
- Ram trucks will be fully wrapped to complement four unique float designs that include Harvest in the Valley by Green Giant®, Splashing Safari Adventure by Kalahari Resorts and Conventions, Mount Rushmore's American Pride by South Dakota Department of Tourism and Santa's Sleigh
- Macy's Thanksgiving Day Parade airs November 28 on NBC, beginning at 9 a.m. in all time zones

November 26, 2019, Auburn Hills, Mich. - Ram is kicking off the holiday season as the Official Truck of the Macy's Thanksgiving Day Parade® and, for the fifth consecutive year, more than 20 Ram trucks will be towing all the floats. This year's parade is unique as four Ram trucks will be fully wrapped to complement the float designs of Harvest in the Valley by Green Giant®, Splashing Safari Adventure by Kalahari Resorts and Conventions, Mount Rushmore's American Pride by South Dakota Department of Tourism and last, but certainly not least, Ram will be in full holiday spirit as it tows the star of the parade, Santa Claus.

"It is with great pride that the Ram Truck brand celebrates five years of aligning with the iconic Macy's Thanksgiving Day Parade," said Reid Bigland, Head of Ram Brand. "This is truly a cultural moment and in this season of thanks, we are honored to be just a small part of the magic that happens as our full portfolio of award-winning trucks pulls these floats down the streets of Manhattan."

In total, the Ram truck brand provided the Macy's parade with 65 trucks and Ram ProMaster commercial vans, many of which are used for behind-the-scenes functions leading up to the parade start. Ram will not only help transport the floats down the parade route, but will also assist in moving other parade materials needed to produce the annual spectacle, from tool containers to costumes and much more, in the lead up to the start of the procession on Thanksgiving Day.

Approximately 3.5 million spectators in New York City and more than 50 million television viewers nationwide see the Macy's Thanksgiving Parade each year, marking the official start to the holiday season. The parade is broadcast nationwide Thursday, Nov. 28 on NBC, beginning at 9 a.m. in all time zones.

In addition to parade day fun, the brand is teaming up with Macy's and its partners to again demonstrate Ram heavy-duty trucks' incredible towing capability by bringing back the #RamWillTowThat social media campaign, which first launched during the lead-up to the 2019 Big Game telecast, via the Ram's official [Twitter](#) and [Facebook](#) pages. Each video features the Ram 3500 towing a gigantic item related to each of the brand's parade elements.

"The Macy's Thanksgiving Day Parade is the perfect event to bring back our fun and unique #RamWillTowThat campaign," said Marissa Hunter, Head of Marketing, FCA – North America. "Partnering with some of the most iconic brands who participate in the parade allows us to creatively demonstrate to our fans on social media how the magic of the moment could not happen without the power of Ram trucks."

The Ram Truck brand campaign was created in partnership with Highdive.

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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