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Employee-developed Know & Go Mobile App Debuts on 2021 Ram 1500 TRX

- Augmented reality-based Know & Go mobile app provides immersive user experience to understand vehicle features
- Know & Go app created by a team of FCA employees and pitched during the Company's first-ever Pitch Night earlier this year
- The Know & Go mobile app went from idea to market-ready in less than three months
- 2021 Ram 1500 TRX customers will be the first to experience the app

September 22, 2020, Auburn Hills, Mich. - Ram Truck today announced the 2021 Ram 1500 TRX will be the first FCA vehicle to feature the new Know & Go mobile app. The app, pitched by a group of FCA employees during the Company's first-ever Pitch Night and later developed by them, features an immersive experience for customers who want to learn more about their vehicles.

"We created the Know & Go app as a way for customers to interact with and learn about their vehicles throughout their ownership lifecycle and personal experiences," said Carolina Harris, Feature Innovation Manager – FCA and co-creator of Know & Go.

The Know & Go mobile app will be available through the customer's preferred app store. After purchasing a vehicle, customers will have the ability to download the app.

"With all of the content on the 2021 Ram 1500 TRX, the Know & Go mobile app highlights the many new features and capabilities our customers will enjoy in a creative, exciting and engaging way," added Mimi Nguyen, Propulsion Systems Program Manager, Product Development – FCA and co-creator of Know & Go.

The Know & Go mobile app uses the camera on a smartphone and incorporates augmented reality to view a vehicle's feature. Simply point the camera at the part of the vehicle you wish to learn more about and the name and a description will be overlaid on the image. Know & Go allows customers to learn about their vehicles all in one easy-to-use mobile app.

Know & Go mobile app features include:

- Augmented-reality discovery of features
- Self-discovery of features
- Push notifications of undiscovered features
- Feature overview and how-to videos
- Feature-specific owner's manual pages

[2021 Ram 1500 TRX](#) customers will be the first to experience this new mobile app before it's available on other vehicles of the FCA portfolio.

Pitch Night Engages Employees to Create New Connectivity and Infotainment Ideas

Borrowing from a familiar television show format, FCA's innovation teams hosted the first Pitch Night program in June, engaging employees in creating, developing and presenting new ideas for connectivity and infotainment. More than 500 ideas were submitted with sky-is-the-limit creativity.

Online voting allowed employees to whittle down the original 500 ideas to 50 for advancement to the next round. Topic-focused leadership then picked the top 14 ideas from the remaining 50. Coaches and executive sponsors were

assigned to the finalists to help guide prototype development and fine-tune the “pitch” as they prepared to present their ideas to a panel of judges, including FCA’s Chief Executive Officer Mike Manley, Chief Operating Officer Mark Stewart and several members of the executive leadership team.

Ultimately, the Know & Go mobile app was selected as the top winner for its originality, feasibility, viability and desirability. Since that time, Harris and Nguyen have worked with the cross-functional teams to bring their idea from concept to reality.

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.

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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