

Ram Truck Brand Continues Holiday Tradition to Lead Parade Floats at 94th 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 sixth consecutive year
- In collaboration with Macy's team and the City of New York, Ram is helping to keep the holiday tradition alive for the television-broadcast-only special presentation of the parade
- Ram trucks will be fully wrapped to complement three unique float designs that include Harvest in the Valley by Green Giant®, Mount Rushmore's American Pride by South Dakota Department of Tourism and Santa's Sleigh
- Macy's Thanksgiving Day Parade airs November 26 on NBC, beginning at 9 a.m. in all time zones

November 24, 2020, Auburn Hills, Mich. - The Ram Truck brand is participating in the one-of-a-kind holiday tradition as the Official Truck of the Macy's Thanksgiving Day Parade® for the sixth consecutive year. Working closely with the Macy's team and the City of New York for the television-broadcast-only special presentation, Ram is helping to keep the holiday tradition alive as more than 15 trucks will be towing all the floats, allowing millions of New Yorkers and the nation to safely experience it from the comforts of home and bring joy into the hearts of millions across the nation.

In addition, Ram will be in full holiday spirit as three trucks will be fully wrapped to complement the float designs of Harvest in the Valley by Green Giant®, Mount Rushmore's American Pride by South Dakota Department of Tourism and, most importantly, Ram will be towing the star of the parade, Santa Claus.

"The Macy's Thanksgiving Day Parade has been synonymous with the official start of the holiday season and it is a privilege to be the official truck of one America's most celebrated occasions," said Mike Koval Jr., Head of Ram Brand. "Our Ram trucks are built to serve, and we are honored to serve the iconic parade with our full portfolio of award-winning trucks to pull these floats through the streets of New York City in this historical event that brings so much joy into the hearts of millions across the nation."

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 celebration, from tool containers to costumes and much more, in the lead up to the start of the procession on Thanksgiving Day. The Ram Truck brand provided the Macy's parade with more than 50 trucks and Ram ProMaster commercial vans, many of which are used for behind-the-scenes functions leading up to the parade start.

The 94th annual Macy's Thanksgiving Day Parade will air nationwide on NBC-TV, Thursday, November 26, 2020, from 9 a.m. to noon, in all time zones. For more information, visit [macys.com/parade](https://www.macys.com/parade). To follow and participate in the excitement, check out @macys on various social media platforms and follow #MacysParade.

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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