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MEDIA ADVISORY: 2021 Ram 1500 TRX VIN 001 to be Auctioned by Barrett-Jackson for Charity on Friday, March 26

March 24, 2021, Auburn Hills, Mich. - Ram will auction VIN 001 of the all-new [2021 Ram 1500 TRX](#) – the quickest, fastest and most powerful truck ever – during the Barrett-Jackson Scottsdale Auction on Friday, March 26 at 7:30 p.m. EDT (4:30 p.m. PDT).

All proceeds will benefit the United Way for Southeastern Michigan's 2-1-1 helpline to provide services to veterans and their families. Those interested in bidding in person, online or via phone can go to [Barrett-Jackson.com](#) and click on "Bid."

Viewers can watch the auction live on the FYI network or on any mobile device, computer or Smart TV via the commercial-free livestream on Barrett-Jackson.com. Just click "Watch Live Now" at the upper right of the home page.

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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