

Contact: Trevor Dorchies  
Todd Goyer

## **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 Truck Brand**

In 2009, the Ram Truck 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 - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner 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](#).

### **Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](https://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](https://www.instagram.com/ramtrucks)

Twitter: @RamTrucks, @StellantisNA

YouTube: [www.youtube.com/RamTrucks](https://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>