

Ram Truck Brand Drives Into Commercial Truck Season With New 'Giants' Advertising Campaign

- New campaign pays tribute to the determination and drive of the American working-class heroes who rise to the challenges of engineering and construction projects across the nation
- Campaign spans across broadcast, digital and social media, including Ram brand's official YouTube, Facebook, Instagram and Twitter channels
- Two, new, 30-second broadcast spots focus on [Ram work trucks](#) and [ProMaster vans](#)
- An extended [60-second version](#) of "Giants" can be viewed on the Ram brand's official YouTube channel
- New spots align with spring commercial truck season, which celebrates and offers special sale incentives on the hardworking and highly capable Ram Commercial trucks and vans

April 23, 2021, Auburn Hills, Mich. - The Ram Truck brand is immersing itself in the spring commercial truck season sales event that offers special incentives on the highly capable [Ram Commercial](#) lineup of trucks and vans with a brand-new advertising campaign, "Giants." The multimedia campaign salutes American working-class heroes and pays tribute to small businesses that are mobilizing by serving communities.

"Our new Ram 'Giants' campaign reinforces the full lineup of Ram Commercial vehicles, purpose-built to support and improve the productivity of businesses everywhere," said Marissa Hunter, Vice President, Marketing - North America, Stellantis. "At a time when this country's skilled tradespeople and business owners are demonstrating extraordinary fortitude, delivering this compelling message of strength, resilience and courage is our way of paying tribute to the hardworking and heroic American workforce."

The campaign focuses on the determination of the working class and the role they play in shaping the nation's future. Recognizing these tireless tradespeople as giants, each spot reminds viewers that it is American working-class heroes and small business owners who feed the land that keeps us fed and who deliver the goods and supply the demand, and to not forget that it is the dreamers who are the builders that will dig us out and build the future.

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The Ram Truck brand created the "Giants" campaign in partnership with Sheet Metal Arts.

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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