

## Ram Truck Brand and Lucchese Launch New Premium Boot Collection Inspired by the 10th Anniversary Limited Longhorn Edition Truck

- Handcrafted boot collection inspired by the high-quality materials within the 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition
- Collection includes five total Ram-branded boots for both men and women
- Ram's [Behind the Badge](#) hub features the story of the creation and execution of the new boot collection
- The full collection is available now for [pre-order](#)

December 2, 2021, Auburn Hills, Mich. - Two iconic brands, Ram Truck, J.D. Power's [highest ranked brand](#) in new vehicle quality, and Lucchese, the legendary Texas-based bootmaker, have collaborated on the launch of a premium, western-infused and handcrafted boot collection that is inspired by the unique, class-leading interior and the Luxury Truck of Texas that is the [2021 Ram 1500 Limited Longhorn 10th Anniversary Edition](#).

"We're excited to launch our design collaboration with premium boot maker Lucchese, showcasing again how the Ram Truck brand takes great pride in delivering a high level of quality and craftsmanship in every product delivered to customers," said Marissa Hunter, vice president of marketing – North America. "This one-of-a-kind collection brings together these two high end brands, drawing inspiration from the premium materials featured inside the Ram Limited Longhorn 10th Anniversary Edition."

Carefully designed with the utmost attention to detail and built to the ultimate specifications of Ram truck customers, the handcrafted boot collection inspired by the iconic details of the 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition includes five total Ram-branded boots with three styles for men and two styles for women:

- Ram Men's Tooled Western Boot - men's hand-tooled quarter and giant gator vamp (\$2,495 MSRP)
- Ram Men's Caiman Horseman Boot - men's hand cut inlay quarter and giant belly caiman vamp (\$995 MSRP)
- Ram Men's Ostrich Horseman Boot - men's fancy stitch quarter and hand stained ostrich vamp (\$745 MSRP)
- Ram Ladies' Giant Gator Western Boot - women's inlaid quarter and giant gator vamp (\$1,395 MSRP)
- Ram Ladies' Horseman Boot - women's side seam quarter and inlay with goat vamp (\$695 MSRP)

"With any partnership Lucchese enters, we look for shared values and common purpose," said Doug Hogue, vice president of product and marketing for Lucchese. "Ram Truck clearly exemplifies a drive and desire to provide the highest quality and most premium experiences to their customers. At Lucchese, we feel the same. We are honored and happy to be able to partner on a celebration this exciting. Together, we have been able to celebrate the beauty and craft that unites us through the western lifestyle."

To commence the collaboration, both the Ram Truck brand and Lucchese dive deeper into the creative process, creation and execution of the boot collection on Ram's [Behind the Badge hub](#), featuring a personal interview from both Ryan Nagode, chief interior designer, Ram Truck brand, and Trey Gilmore, director of product development, Lucchese.

The full collection, including all five boot styles, is available now for [pre-order](#).

### Lucchese Boots

El Paso, Texas-based Lucchese is a legendary bootmaker and iconic brand of the American West. Applying the same craftsmanship principles and techniques since 1883, Lucchese artisans use only the finest leathers, unrivaled materials and a proprietary twisted cone last to construct boots of exceptional quality, fit, comfort, and style. From the

Careful selection and cutting of the finest grade of leathers to the hand-driven lemonwood pegs and meticulous finishing of a boot, each part of the 100+ step process is critical to the finished product. To learn more, please visit us at [Lucchese.com](http://Lucchese.com).

### **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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