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Wolverine and Ram Truck Brand Debut 'Built for the Driven' Collection Benefiting the Next Generation of Skilled Workers

- This second collaboration includes limited-edition apparel and boots that help support the SkillsUSA Hope Fund

August 31, 2022, Auburn Hills, Mich. - In celebration of Labor Day, Wolverine, the 139-year-old heritage work brand, and the Ram Truck brand, the automaker that is "Built to Serve," are back with their second exclusive collaboration that will benefit the skilled trades. To recognize the hard work, integrity and dedication of America's workers, both brands have come together for a consecutive year with a limited-edition "Built for the Driven" collection, which features American made boots, clothing and accessories.

"Our collaboration with the Ram Truck brand has seamlessly allowed us to connect to existing and new consumers with our unique and purposeful product," said Scott Schoessel, VP of marketing at Wolverine. "Though, most importantly, this co-branded collection is helping to inspire the next generation of skilled tradespeople to develop their careers and close the skilled trades gap that continues to exist in our country today."

Alongside the two fan-favorite work boot styles of the Wolverine x Ram Tradesman Safety Toe boot and co-branded socks from the 2021 collection, the new "Built for the Driven" collection includes the addition of a graphic T-shirt, sweatshirt and beanie. Each item is designed to reflect the quality and craftsmanship that the brands are known for to encourage the next generation of skilled tradespeople to pursue their passions.

"Together with Wolverine, we're excited to release our second licensed collection 'Built for the Driven' to create more awareness around educational opportunities in the skilled trades workforce," said Marissa Hunter, senior vice president of marketing, Stellantis North America. "From the thoughtfully designed work boots to the graphic tees, this collection is designed to educate and empower young men and women entering the work force about the many reputable career occupations available in skilled trades."

As part of the launch, Wolverine is donating \$75,000 to the SkillsUSA Hope Fund, providing equitable access to opportunities for more youth to pursue their skilled trades career. The Wolverine and Ram Truck brand partnership was built on the brands' joint missions to support educational opportunities around the skilled trades, extending from Wolverine's long-standing [Project Bootstrap](#) platform.

"Competing in the SkillsUSA masonry competitions allowed me to build relationships with the supporting companies, which ultimately jumpstarted my career," said Ashton White, SkillsUSA member and national masonry gold medalist. "By joining SkillsUSA, students can be job ready on day one because they will develop the necessary personal, workplace and technical skills for their career. I've had so many great opportunities because of SkillsUSA and I'm thankful to be part of this amazing organization."

Beginning today, all items from the second rendition of the Wolverine and Ram Truck brand collection are available in limited quantities on www.wolverine.com with prices ranging from \$15 to \$229. Shop today to support the next generation of skilled trades people.

Wolverine

Wolverine, the 139-year-old boot and clothing company, is on a mission to honor the spirit and tenacity of the American worker and build the next generation of skilled trades people. Taking pride in crafting durable boots with unrivaled craftsmanship and the highest quality materials, Wolverine is dedicated to serving hardworking people all

over the world. Through Project Bootstrap, Wolverine has contributed nearly \$2 million over the last 5 years to organizations in support of the skilled trades. For more information, visit www.wolverine.com. Wolverine is a division of Wolverine World Wide, Inc. (NYSE: WWW)

SkillsUSA

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen the nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go unfilled. Through SkillsUSA's championships program and curricula, employers have long ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has nearly 400,000 members nationwide in high schools, colleges and middle schools, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. departments of education and labor as integral to career and technical education. It has served nearly 14.2 million members since 1965. For more information, visit www.skillsusa.org

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.

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