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CANADA: Ram Truck Brand Partners With Universal Pictures, Warner Bros. Pictures, Amblin Entertainment to Launch New Global Marketing Campaign for Summer Movie 'Twisters'

- Ram Truck's 30-second co-branded spot "Answer Your Calling," celebrating the arrival of Universal Pictures, Warner Bros. Pictures and Amblin Entertainment's new action-packed summer blockbuster "Twisters," will span across Ram brand's official YouTube channel and social media channels, including Instagram and Facebook
- Campaign video features "Twisters" star Glen Powell, whose connection to the Ram brand extends onto the silver screen
- The campaign will run in markets around the world, including in North America, Europe, Middle East and Asia Pacific
- "Twisters" arrives in theatres on July 19, 2024

July 11, 2024, Windsor, Ontario - The Ram Truck brand and Universal Pictures are teaming up once again, this time as Universal, Warner Bros. Pictures and Amblin Entertainment's epic summer action movie "Twisters" is set to arrive in theatres on July 19. The Ram brand's new advertising campaign "Answer the Calling" celebrates the return of the adrenaline-pumping, big-screen thrill ride that will take audiences inside of one of nature's most wondrous, and destructive, forces.

The campaign video features "Twisters" star Glen Powell, whose character will be seen navigating treacherous storms in Ram trucks in the movie.

The "Answer the Calling" global campaign will run in markets around the world, including in North America, Europe, Middle East and Asia Pacific. The North America marketing campaign includes a 30-second cross-channel video, "Answer Your Calling", that will span across Ram brand's official YouTube channel and social media channels, including Instagram and Facebook.

"When the 'Twister' film was first released in 1996, our hero was behind the wheel of Ram 2500 truck," said Olivier Francois, global chief marketing officer, Stellantis. "When we learned that Universal Pictures was filming 'Twisters,' there was no doubt that a Ram truck would again appear as the movie's heroic vehicle. The stars further aligned knowing that Glen Powell himself is a Ram truck owner, adding even more authenticity and credibility to what is expected to be one of the biggest movies of the summer."

"As a Ram truck owner myself, it has been a blast to work with a brand that understands pushing boundaries and embracing a challenge," said Powell. "I'm incredibly grateful for this opportunity to continue my journey with the Ram Truck brand, bringing the thrill of adventure to truck enthusiasts everywhere."

"Answer Your Calling" is the third installment in the continued evolution of Ram Truck's advertising campaigns and takes viewers on the ride of their lives as powerful Ram trucks help the film's stars chase, evade and outmanoeuvre everything Mother Nature throws at them.

The video features the all-new [2025 Ram 1500 RHO](#) and reinforces the full lineup of off-road trucks, including the Power Wagon, Rebel and Warlock models.

The Ram Truck brand created each of these campaigns with agency partner Doner.

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 North 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 in the U.S.

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.

“Twisters”

This summer, the epic studio disaster movie returns with an adrenaline-pumping, big-screen thrill ride that puts you in direct contact with one of nature’s most wondrous—and destructive—forces.

From the producers of the Jurassic, Bourne and Indiana Jones series comes Twisters, a current-day take on the 1996 blockbuster, Twister. Directed by Lee Isaac Chung, the Oscar-nominated writer-director of Minari, Twisters stars Daisy Edgar-Jones (Where the Crawdads Sing), Glen Powell (Top Gun: Maverick) and Anthony Ramos (Transformers: Rise of the Beasts) as equal forces, with opposing motivations, who come together to try to predict, and possibly tame, the immense power of tornadoes.

Edgar-Jones stars as Kate Carter, a former storm chaser haunted by a devastating encounter with a tornado during her college years who now studies storm patterns on screens safely in New York City. She is lured back to the open plains by her friend, Javi (Ramos) to test a groundbreaking new tracking system. There, she crosses paths with Tyler Owens (Powell), the charming and reckless social-media superstar who thrives on posting his storm-chasing adventures with his raucous crew, the more dangerous the better.

As storm season intensifies, terrifying phenomena never seen before are unleashed, and Kate, Tyler, Javi and their crews find themselves squarely in the paths of multiple storm systems converging over central Oklahoma in the fight of their lives.

Twisters features an exciting new cast, including Nope’s Brandon Perea, Golden Globe winner Maura Tierney (Beautiful Boy), Sasha Lane (American Honey), Harry Hadden-Paton (The Crown), David Corenswet (We Own This City), Daryl McCormack (Peaky Blinders), Tunde Adebimpe (Leave the World Behind), Katy O’Brian (Ant-Man and the Wasp: Quantumania), Nik Dodani (Atypical), Kiernan Shipka (Chilling Adventures of Sabrina) and Paul Scheer (Black Monday).

From Amblin, Twisters is directed by Lee Isaac Chung and is produced by Oscar nominee Frank Marshall (Jurassic and Indiana Jones franchises) and by Patrick Crowley (Jurassic and Bourne franchises). The screenplay is by Mark L. Smith, writer of the Best Picture nominee The Revenant, from a story by Joseph Kosinski (Oblivion), based on characters created by Michael Crichton & Anne Marie Crichton. The executive producers are Academy Award winner Steven Spielberg, Thomas Hayslip and Ashley Jay Sandberg. Twisters will be distributed by Universal

Pictures domestically and by Warner Bros. Pictures internationally.

Universal Pictures

Universal Pictures is a division of [Universal Studios](#). Universal Studios is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group and world-renowned theme parks. NBCUniversal is a subsidiary of Comcast Corporation.

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