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## **Ram Truck Brand Renews Monster Truck Racing Partnership With Hall Brothers Racing**

- Raminator returns, based on recently introduced Ram Heavy Duty
- Award-winning team and award-winning truck team up to compete for more trophies
- Year-long racing schedule includes more than 100 dealer appearances

February 7, 2010, Auburn Hills, Mich. -

The Ram Truck Brand today announced that it would renew its monster truck racing partnership with Hall Brothers Racing. Today's news brings back a partnership that began in 2002 with the debut of the Ram-based "Raminator" monster truck.

"More than a million people attend monster truck events each year, and audience demographics match the consumers who buy pickup trucks," said Fred Diaz, President and Chief Executive Officer, Ram Truck Brand. "We're launching a brand new Ram Heavy Duty truck and having a monster truck modeled after the 2011 Ram Heavy Duty gets our dealers and customers very excited."

Raminator is owned by Champaign, Illinois-based Hall Brothers Racing, who have been competing in monster truck racing since 1987.

"We are proud to renew our association with the Ram Truck brand," said Hall Brothers Racing President and Crew Chief Tim Hall. "The new Ram trucks are simply amazing! The team is excited about getting them on the race track."

"We intend to give the Ram 1500, which is already the most award-winning new Ram ever, and the new Ram H.D., the Motor Trend Truck of the Year, some more awards . . . some monster truck championships," added driver Mark Hall.

Hall Brothers Racing has won 14 monster truck championships. Tim Hall is a three-time Monster Truck Racing Association (MTRA) Mechanic of the Year, while brother Mark Hall has earned MTRA Driver of the Year six times in Raminator. Tim Hall also builds the engines and electrical systems for the truck, while Mark Hall serves as the shop foreman, fabricator and welder in addition to his driving duties.

Raminator made its competitive debut Jan. 19, 2002 at the U.S. Hot Rod Association's Monster Jam at the Pontiac (Mich.) Silverdome and went on to win Truck of the Year six times.

The truck's "Raminator" name was selected in 2001 from more than 1,500 Chrysler Group employee entries. The contest to name the monster truck drew submissions from all over the world, some including drawings or photographs.

Raminator is powered by a 565 cubic-inch supercharged HEMI® engine that runs on methanol alcohol and produces more than 2,000 horsepower. The 10-foot tall Raminator weighs in at a car-crushing 10,300 lbs., and features crowd-pleasing special effects like smoke-snorting nostrils and strobing red eyes.

The 2011 Dodge Ram 2500 Heavy Duty, by comparison comes standard with a 383 horsepower, 343 cubic-inch fuel-injected HEMI stands 6 feet, one inch tall and weighs 5,769 lbs. The new Ram Heavy Duty comes with owner-pleasing special effects such as premium interior with numerous storage options, integrated trailer brake controller and fluid-filled hydromounts for improved ride.

Raminator competes primarily in MTRA and U.S. Hot Rod Association Monster Jam events. The vehicles typically race over a 350-foot dirt track that includes climbing over piles of junked cars.

When not racing, Raminator appears at trade shows, farm shows and other events. Dealers also use Raminator at their dealerships for sales and other promotions. Raminator makes more than 100 dealer appearances every year.

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