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Ram Truck Brand Launches Marketing and Advertising Campaign for Ram Heavy Duty Pickup

- First comprehensive marketing and advertising campaign for the Ram Truck Brand
- Campaign focuses on the American spirit and delivers a realistic view of how Ram Heavy Duty pickups are used for both recreational and vocational purposes

March 23, 2010, Auburn Hills, Mich. -

The Ram Truck Brand has continued to establish its own identity and clearly define its customer since its separation from the Dodge Brand. This week marks the debut of the Ram Truck Brand's new marketing and advertising campaign for the 2010 Ram Heavy Duty. The fully comprehensive marketing and advertising strategy connects with the Ram Heavy Duty customer on a deeper and more personal level than ever before.

"The Ram Truck Brand customer has been clearly identified and this campaign marks the beginning of how we will begin to build a deeper relationship with that consumer," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand, Chrysler Group LLC. "We know truck customers; we understand their passion and what drives and motivates them. We plan to connect with them on an emotional and rational level."

The heavy-duty market is 30 percent of the segment; its customers are the most brand-loyal in the industry. One in eight vehicles sold in America today is a truck.

Television

Filmed in variety of locations, the television campaign celebrates the nobility of gritty and tough jobs and features authentic men and women who perform some of the toughest jobs day-in and day-out.

"Truck of the _____"

Examines the moments that make up everyday life and exemplifies how the Ram Heavy Duty will be there and never let you down. The Ram Heavy Duty is up for the challenge - in good times and bad, no matter what the weather may be or how difficult the task.

"Expectations"

Illustrates the type of demands placed on hard-working men and women and how important it is for their truck to deliver; these type of people do not back down from the tasks they are faced with everyday and neither does their Ram Heavy Duty.

"Secret Weapon"

The very hard-working person knows what it takes to complete the tough jobs - guts, brains and the ability to take charge. "Secret Weapon" demonstrates the attributes of the Ram Heavy Duty which gives the hard-working person that extra edge to get the job done better.

"Lord Diesel"

This spot demonstrates the superiority of the legendary 6.7-Liter Cummins Turbo Diesel. It expresses the Ram Heavy Duty pickup's "don't back down to anyone attitude" and its powertrain leadership.

"Workhorse"

Focusing on the Ram 2500 and its HEMI® V-8 engine, "Workhorse" highlights the enhanced capability of the Ram Heavy Duty, and solidifies its position of as the "workhorse" among heavy duty trucks.

Print

The all-new 2010 Ram Heavy Duty print campaign employs dramatic photography and authentic truck settings. The print campaign continues the theme of portraying hard-working Americans and the variety of solutions the Ram Heavy Duty offers to meet any demand head-on. Capability, quality and reliability can be seen throughout whether it's on the road, in the fields or at the work site.

"Built to Work"

Featuring a Ram Heavy Duty in a power-line service situation, this ad utilizes dramatic photography in a remote location to emphasize Ram Heavy Duty's reliability and durability in traversing tough, remote landscapes and coming through for the people who perform these uniquely difficult tasks.

"Work the Land"

Celebrates the backbone of American agriculture and the Ram Brand's special relationship with this honest, wholesome vocation. This ad features clever uses of textures such as aged barn wood and rusty hinges to give it an authentic farm-look and feel. The hard work of these individuals and Ram Heavy Duty's ability to be a workhorse for those in the Agricultural industry are showcased.

"Commute"

Extreme weather is no match for the Ram Heavy Duty especially when it's equipped with the iconic and powerful HEMI® engine. This ad features the Ram Heavy Duty fearlessly plowing through snow to clear vital roads for those commuters who need a clear path to get to their jobs every day. This print ad truly reflects the sacrifice and sense of community duty that is typical of those who drive a Heavy Duty pickup.

"Day Off"

Even when the Ram Heavy Duty is called upon to play, it's always working. This ad features the Ram Heavy Duty's ability to tow heavy loads, especially when it comes to hauling the toys. This ad highlights how the all-new refined interior works hard to help the customer relax in highly-crafted, high-tech environment.

"Trophies"

Even though getting hunting and fishing "trophies" requires roughing it; you will be more than comfortable in the Ram Heavy Duty's all-new refined interior and crew cab. Aimed at camping and hunting, this ad illustrates how the Ram Heavy Duty has your back when you're going for bragging rights off-road and off the beaten path.

"Right Foot"

Those who like a powerful, capable truck typically have other powerful hobbies like racing cars on the weekend or bringing a vintage car to a classic car show. Those customers need a powerful truck to tow and transport those vehicles and other high octane toys like ATVs, motorcycles or whatever fuels their adrenaline rush. This ad is about keeping a big load balanced with standard integrated trailer brake control, a powerful HEMI engine, all from a comfortable and refined command center inside the cab.

"Multi-million-dollar Athletes"

Heavy Duty Pickups are a mainstay of hauling horses, whether it's your average farm horse or a thoroughbred worth millions of dollars, the Ram Heavy Duty has a proud tradition of involvement in the equestrian industry. Now, more than ever, it's ready to haul precious cargo, with its Cummins 6.7-Liter diesel engine and its legendary ability to tow with precision and care. The all-new refined interior and Crew Cab will also make sure you're riding in comfort whether it's off to the next rodeo or the next horse race.

Online and Social Media

The brand's all-new web site, "RamTrucks.com," engages consumers in the full brand experience whether it's building and pricing a vehicle or finding merchandising and accessories to meet their lifestyle.

Ram Truck Outfitter (www.outfitter.ramtrucks.com)

Whether it's on the work site or in a hunting blind, Ram Truck customers work and play hard, and they want equipment that's durable and dependable, just like the truck they drive. Cow-hide work gloves that give an extra handle on any job, a heavy-duty G-Shock watch with atomic timing suitable for any construction site or an 18-can cooler in high-definition in all-purpose camouflage are just a snapshot of the items featured in the Ram Truck Outfitter site. Men's clothing includes a long-sleeve Henley shirt thick enough to provide breathable base layer of warmth and a shadow-plaid flannel-lined fleece shirt. A variety of short and long-sleeve American Apparel t-shirts are available for

women as well as polo shirts with moisture wicking to help keep cool in warm weather.

The Ram Truck brand will continue to increase its presence in the social media space and now includes a brand blog, "Ram Zone." The brand will leverage sites such as Facebook, Twitter, Flickr and YouTube to connect with like-minded Ram loyalists.

Events and Partnerships

Events play a critical role in the launch of the Heavy Duty. Several events, such as the Ram Heavy Duty and the Master Sportsman's Tours, take the heavy duty pickups directly to their targeted audience.

The Master Sportsman's Tour is a 26-state, 50-venue stop designed to give more than a million hunters and fishermen an up-close look at the all-new, redesigned 2010 Ram Heavy Duty pickup. The Ram Truck Brand in cooperation with dealers in regions with a heavy concentration of hunting, fishing and boating participants will be setting up camp at many of America's top outdoors expositions and showing off their trophy-winning Ram 2500 and 3500 Heavy Duty pickup trucks.

The Ram Heavy Duty national launch tour brings the all-new Ram 2500 and Ram 3500 Heavy Duty pickups to work-truck customers through a series of special grassroots events. Each Ram Heavy Duty Tour event is unique, making appearances at a variety of venues. Each tour stop features a Ram Heavy Duty Motor Trend Truck of the Year display trailer fitted with Cummins Turbo Diesel and HEMI® engine displays and a Ram Heavy Duty mobile showroom. At many tour events, attendees will find food and beverages, product giveaways, incentive deals and other surprises.

About the Ram Truck Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

The Ram Truck brand will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.'s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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