

Ram Truck Brand's New Advertising Campaign Focuses on Truth and Product Attributes

Brand introduces new tagline, 'Guts. Glory. Ram.'

June 12, 2011, Auburn Hills, Mich. - Taking place in a Western-themed setting, the Ram Truck brand's new national advertising campaign focuses on the proven capability and superiority of the entire product line and introduces the brand's new tagline – "Guts. Glory. Ram." The new advertising campaign encompasses broadcast, print, digital and CRM initiatives.

"The Ram Truck brand has always had the guts to perform and innovate – today, it continues to live by those rules and conducts," said Olivier Francois, Lead Executive Marketing – Chrysler Group LLC. "The brand's outstanding craftsmanship and beliefs are delivered in this campaign by using the rustic 'Old West' as the perfect juxtaposition of past and present American values; a time when hard working and well-crafted man-made machines were a must."

"The advertising campaign for the Ram Truck brand is grounded in the fundamental principles of truth, honesty and integrity, which reflects the hardworking values of our customers," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "The new tagline 'Guts. Glory. Ram.' pays homage to the history of Ram Truck Brand and represents the hard work and dedication placed in the design, engineering and production of each and every Ram truck."

"Chrysler Group consistently looks at demonstrating each brand and its vehicle capabilities in a unique and entertaining manner to capture viewer attention and increase brand awareness," said Francois. "In the case of Ram Truck, the objective is to tell the story of the truck's superior capabilities and benefits."

Television

Everything from the location, wardrobe and set design featured in the TV campaign was thoughtfully selected in order to convey the authenticity of the era and to ensure that each of the characters were portrayed as tough, gritty and believable. Throughout the campaign Ram is positioned as the cowboy's faithful companion. All of the television advertising spots can be seen at – <http://www.ramtrucks.com/gutsglory> or www.youtube.com/ramtrucks.

"Code of the West"

Featuring the entire brand lineup and setting the theme for the entire Ram Truck campaign, Code of the West was designed to reinforce owner pride as well as brand consideration. Refreshingly different, this TV spot entices the viewer to see the Ram Truck brand in a new way.

"Cummins Standoff"

Highlighting the heavy-duty heritage of the proven Cummins engine, this 30-second spot takes the viewer right into Ram Truck's Western world to convey the proven nature of the Cummins engine.

"RamBox Locking"

What does one do when the bad guys roll into town? Warn the town, protect the family, hide away in a secret place and store the valuables – and, there is no better place for the town's courageous blacksmith to stow his precious tools than in his lockable and waterproof RamBox.

"Letterpress"

Filmed from inside an actual letterpress, mechanics and precision are conveyed as the application of letters and ink are styled and forged with strength and set with great attention to detail – a similar process that stirs inside the soul of Ram.

Online and Social Media

The accompanying Ram Truck web site (<http://www.ramtrucks.com/gutsglory>) demonstrates the proven capabilities of the product lineup with video testimonials delivered by real Ram Truck customers. These real stories are carried over

to the brand's social media sites including the Ram Facebook page and Ram Zone blog.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

For 2011, the Ram Truck brand added the hardest-working Ram trucks — the Ram 3500, 4500 and 5500 Chassis Cab trucks — to its already award-winning truck lineup which includes the rugged and reliable Dakota, the Ram Cargo Van, Ram 1500 – the most-awarded Ram truck ever – and Ram 2500/3500 Heavy Duty pickups.

The 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 hp HEMI V8 are just two of the reasons it beat the competition. Ram 1500 was also named the Truck of Texas by the Texas Auto Writers Association (TAWA).

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox® lockable and lighted bedside storage
- In-floor storage on all Ram crew cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. Ram Trucks are designed to deliver a total package.

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