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Ram Truck Fuels Customization with Help from Mossy Oak® Graphics™

January 18, 2012, Auburn Hills, Mich. - In 2011, the Ram Truck brand introduced the Ram 1500 Mossy Oak® Edition. Building on a successful relationship with Mossy Oak Graphics, a new camouflage exterior vinyl wrap and new camouflage seat covers are now available through Mopar to customize Ram Trucks.

"A large portion of our Ram Truck customers are true outdoorsmen and proudly wear the brands they use while they hunt," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico - Chrysler Group LLC. "We're enjoying a great relationship with Mossy Oak and this new line of graphics will allow owners to customize their trucks, and display their passion for hunting and the outdoors."

Mossy Oak Graphics products, including high-definition, waterproof vinyl used on the 2012 Ram 1500 Mossy Oak Edition pickup, are the only products of their kind manufactured using 3M™ premium cast vinyl, eliminating shrinking, cracking or peeling issues that hinder the performance of conventional vinyl camouflage products. Design features, including pressure-sensitive adhesive technology and air-release channels, are among other innovations that allow Mossy Oak Graphics products to be repositioned during installation and applied smoothly without any bubbling. All Mossy Oak Graphics products are designed and manufactured in the United States of America.

New accessories for Ram trucks:

Vinyl Graphics

- Vinyl Graphics feature Mossy Oak Break-Up Infinity® pattern
- Printed on professional automotive grade 3M™ Scotchprint On-Demand vinyl and laminated for protection and fade prevention

Seat Covers

- Featuring Mossy Oak's Break-Up Infinity pattern, the new seat covers are constructed of heavy-duty, polycotton drill weave fabric
- Custom fitted, slip-on slip-off protection from everyday use and washer / dryer safe
- Stress seams are overlapped and double-stitched

About Ram

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct 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.

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.

About Mossy Oak Graphics®

Mossy Oak Graphics offers Mossy Oak's complete line of camouflage patterns on a huge selection of ultra-high resolution vinyl graphic products. As the worldwide exclusive manufacturer of Mossy Oak vinyl products, the company has ushered in a new era of innovation in the camouflage graphics industry, introducing several never-before-seen product features. For the first time camouflage kits for everything ranging from trucks, boats and ATVs, to guns, will come pre-cut for quick and easy installation. Additionally, Mossy Oak Graphics created a new product category, partnering with some of the outdoor world's most renowned photographers and wildlife artists to offer life-size cut outs, customized window graphics, tailgate graphics and decals of a myriad of breathtaking wildlife themed images. Visit www.mossyoakgraphics.com or call 888.449.6558 for more information. Mossy Oak Graphics is a Quantum Digital Ventures, LLC Company. To learn more about Quantum Digital Ventures, visit www.qvmlc.com.

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