

Ram Truck Brand Captures Beauty of Texas Landscape in Retro-inspired Print Ads Placed in Annual Hunting and Fishing Guide

- Ram Trucks return as 'Exclusive Automotive Sponsor' of guide
- Illustrative images reminiscent of nostalgic national park posters

August 13, 2012, Auburn Hills, Mich. - Illustrative posters created in the 1930s and '40s to stir the public's imagination for travel and adventure are the inspiration for a new series of print advertisements for 2013 Ram pickup trucks.

Four ads appear in the 2012-2013 Texas Parks and Wildlife Outdoor Annual Hunting and Fishing Regulations guide that will be distributed to approximately three million avid Texas outdoorsman beginning in mid-August. The Ram Truck brand is the exclusive automotive sponsor of the guide.

The two full-page and two 2-page spread ads are similar in color theme and illustration style to the art deco Works Projects Administration (WPA) National Park Poster series created after the Great Depression to promote the natural beauty of America's parks.

"This was the perfect opportunity to take a different creative approach," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "The use of vintage type-styles, hand-rendered illustrations and muted color palettes create a nostalgic approach to advertising art that we hope will resonate with consumers just as the original posters helped romanticize each national park destination."

The new Ram Truck ads feature illustrative renderings of the Lone Star state's picturesque Rio Grande Valley, Balanced Rock, Enchanted Rock and Lighthouse Rock landscapes as settings for the Ram 1500 Mossy Oak Edition Outdoorsman, Ram 2500 Power Wagon, Ram 1500 Lone Star and Ram 1500 Laramie Longhorn.

"Ram trucks are an essential tool of the trade for the avid outdoorsman," said native Texan Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico. "The ads make an impactful statement about the beauty of Texas, my home state, while showcasing features hunters and fishers need in their trucks, including a powerful HEMI® V-8 engine, towing capacity, all-terrain tires, and versatility, combined with interior styling and luxury."

Prints and postcard sets created from the advertising artwork are available for purchase under the "Lifestyle" tab at www.ramtrucks.com/outfitter and also at www.AndersonDesignGroup.com/HorsepowerNationalPark.

The Ram Truck brand's agency-of-record, The Richards Group of Dallas, Texas, engaged Anderson Design Group (ADG) of Nashville, Tenn., to create the illustrated poster art. ADG is an award-winning, critically acclaimed team of artists recognized for reviving classic American poster art. The company is "as all-American as it gets" as everything they do is designed and printed in Nashville using the time-honored techniques of the old masters.

About Ram Truck Brand

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. 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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