

Contact: David Elshoff
Stellantis

Gabrielle Schulte
Chrysler Group LLC
(248) 821-9798 (cell)
GLS70@chrysler.com

Ram Truck Announces Sponsorship of World Champion Snocross Athlete Tucker Hibbert

October 28, 2012, Auburn Hills, Mich. - Ram Truck brand announced today an official multi-year sponsorship of two-time FIM Snowcross World champion, six-time national snocross champion and 10-time ESPN Winter X Games medalist Tucker Hibbert.

Hibbert, 28, is the most decorated snowmobile athlete in history. He is one of only three athletes to claim the gold (medal) five-peat and will compete for the first-ever gold six-peat at the 2013 Winter X Games in Aspen, Colo., Jan. 24-27.

"Wintertime capability and durability are fundamental Ram Truck attributes, so our involvement with America's top snowmobiler is a natural association," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico. "Tucker Hibbert and his crew have been faithful Ram customers for many years and their Heavy Duty trucks have served them well."

As part of the sponsorship, Ram will be recognized as the official truck partner of Hibbert and his Monster Energy/Arctic Cat team. Ram trucks will support Hibbert and his team throughout the International Series of Champions (ISOC) season and the 2013 Winter X Games. The snowmobile enthusiast market reflects a high proportion of truck owners and represents a new marketing and promotion venue for the Ram Truck brand.

"Ram is the perfect partner for my race team," Hibbert said. "We need reliable trucks all season long for our races and events, and the hardworking Ram trucks will get the job done."

Each year, Hibbert's team heads out in search for mountains with early snow to test their snowmobiles. Feet of snow cover the narrow mountain trails, but their Ram truck always powers through to get him and his crew to their testing destination.

"Folks up north are already gearing up for the winter season and pickup trucks are their No. 1 choice for transportation and towing," Diaz said. "Tucker and his team will be able to cover more miles, more comfortably and more reliably in a Ram truck."

Hibbert's first race is the International Series of Champions (ISOC) National Snocross Series season open at Spirit Mountain in Duluth, Minn., Nov. 23-25.

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.

About Tucker Hibbert

Tucker Hibbert, 28, entered his first race at the age of eight and today stands as the most decorated snowmobile athlete in history. He is a two-time FIM World Snowcross champion, 10-time ESPN Winter X Games medalist, has 69 national pro victories and six national snocross championship titles. For more information on Tucker Hibbert, visit www.Tucker-Hibbert.com.

About Snowmobiling

There are more than 1.4 million registered snowmobilers in the U.S. and nearly 600,000 in Canada (2012 statistics). Among snowmobile enthusiasts, 95 percent consider snowmobiling a family activity. More than 50 percent travel to a destination to enjoy their sport and require a trailer to haul their equipment. The overall U.S. economic impact of the sport is measured at \$23 billion annually.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>