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Ram Truck Brand Continues 'Road to the Ram® Jam' All-star Country Music Series With First of Five Charity Auctions Beginning Jan. 22

Kellie Pickler is the first artist to auction off her Ram 1500 Laramie Longhorn truck to benefit USO Warrior and Family Care

January 17, 2013, Auburn Hills, Mich. - The Ram Truck brand continues its successful "Road to the Ram® Jam" all-star country music series with the first of five charity auctions where each participating artist will auction off their 2012 Ram 1500 Laramie Longhorn truck to benefit a charity of their choice.

Starting at 1 p.m. EST Tuesday, Jan. 22, fans can bid for Kellie Pickler's Ram 1500 Laramie Longhorn truck with all the proceeds from the auction benefiting the USO Warrior and Family Care program, a comprehensive long-term effort designed to help the nation's wounded, ill and injured troops, their families and caregivers navigate through the challenges of recovery. To get more information on the charity auction hosted on eBay Giving Works and to bid on Pickler's truck, visit www.ebay.com/roadtoramjam.

As part of the Road to the Ram Jam series, all five participating artists – Kellie Pickler, Brantley Gilbert, Billy Currington, Zac Brown Band, and Easton Corbin – received a one-year lease on a 2012 Ram 1500 Laramie Longhorn truck. Those trucks will be auctioned off in the next three months with all proceeds benefiting a charity of each artist's choice. Fans will have two weeks to bid on each artist's truck.

Gilbert's truck will go up for auction Feb. 5 with all proceeds benefiting Iraq and Afghanistan Veterans of America (IAVA). Currington follows Gilbert on Feb. 19 with proceeds benefiting Team Rubicon, Zac Brown Band on March 5 with proceeds benefiting Camp Southern Ground, and Corbin on March 18 with proceeds benefiting the Freedom Alliance Scholarship Fund.

"Ram was proud to partner with these five great country music artists on the 'Road to Ram Jam'," said Fred Diaz - President and CEO - Ram Truck Brand and Chrysler de Mexico. "It is nice to know how much they each loved driving their trucks and now we wholeheartedly encourage Ram truck and country music fans to support the auctions and the wonderful charities they benefit."

"I love everything there is to love about my Ram Truck," Pickler said. "And I have to be honest I am a little sad about giving it up, but it's for a great cause and we really want to raise a lot of money for the USO, so please log on and bid."

"USO Warrior and Family Care provides services that help our heroes heal with honor," added Kelli Pendleton, programs manager for USO Fort Campbell. "We are so grateful to Kellie for thinking of the USO and the work we do to support our nation's wounded, ill and injured as well as to Ram and everyone who casts their bids in support of such a worthwhile initiative." To learn more about USO Warrior and Family Care visit <http://uso.org/warriorandfamilycare>.

The Road to the Ram Jam series was the ultimate country music fan experience. It helped bring fans closer to some of their favorite artists with exclusive video content, the opportunity to win prizes, free music downloads, as well as a chance to enter to win trips for two to the exclusive Ram Jam concert. The invitation-only 2012 Ram Jam concert event, held on Dec. 29 in Nashville, Tenn., was a huge success with performances by all five participating artists. Those who missed the live stream of the concert event on Ram Country on Yahoo! Music can go to <http://music.yahoo.com/programs/ram-country/> and check out some of the highlights from the night.

About Kellie Pickler

Kellie Pickler grew up immersed in country music in the small town of Albemarle, North Carolina with the words of Tammy Wynette, Patsy Cline, Loretta Lynn and Dolly Parton shaping her musical footing. At the age of 19, she gained fame as a contestant on the fifth season of American Idol where it was evident to all that she was a star. In 2006, she signed to 19 Recordings/BNA Records to release her debut, "Small Town Girl," which has gone on to sell more than 800,000 copies worldwide and produce three singles, "Red High Heels," "I Wonder" and "Things That Never Cross a Man's Mind."

In 2008, Pickler released her self-titled sophomore record featuring country radio hits "Don't You Know You're Beautiful," "Best Days of Your Life" (co-written with Taylor Swift and her first Top 10) and "Didn't You Know How Much I Loved You." Having established herself as not only a powerful vocalist, but also a songwriter, Pickler released her third studio album, "100 Proof," with famed producer Frank Liddell (known for his work with Miranda Lambert) and Luke Wooten. An avid supporter of the U.S. military, she has performed on six USO Tours, having most recently visited Afghanistan in December 2012. Pickler also just announced that she has signed with a new label, Black River Entertainment in Nashville, and will begin work on a new album expected in 2013. For more information, visit www.kelliepickler.com.

About the USO

The USO (United Service Organizations) lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. They provide a touch of home through centers at airports and military bases in the United States and abroad, top quality entertainment and innovative programs and services. They also provide critical support to those who need it most, including forward-deployed troops, military families, wounded warriors and their families and the families of the fallen.

The USO is a private, nonprofit organization, not a government agency. All of their programs and services are made possible by the American people, support of their corporate partners and the dedication of their volunteers and staff. To join them in this patriotic mission, and to learn more about the USO, please visit uso.org.

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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