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Ram Truck Brand Joins Association of Collegiate Anglers

Growth of collegiate fishing brings big opportunity for sponsors

February 26, 2013, San Antonio, Texas - Chrysler Group LLC's Ram Truck brand joins the Association of Collegiate Anglers (ACA) and the Cabela's Collegiate Bass Fishing Series as an official sponsor for 2013. The Auburn Hills, Mich.,- based company is a leading manufacturer of rugged and durable trucks for anglers and outdoorsmen. The partnership with ACA comes as the numbers of collegiate anglers participating in the sport has hit record levels.

"Their commitment to our collegiate anglers shows that Ram Trucks value these young men and women, as well as our efforts to continually get more of today's youth involved in the outdoors," said Wade Middleton, president of CarecoTV and co-founder of the ACA. "It is partnerships such as these that allow us to keep raising the bar in collegiate competitions and opportunities for the students."

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a new 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.

"Fishing is a top-ranked pastime among Ram truck owners, and we're proud to play a significant role in the sport," said Fred Diaz, president and CEO of Ram Truck Brand and Chrysler de Mexico – Chrysler Group LLC. "Our partnership with the Association of Collegiate Anglers allows us to reach young men and women who are passionate about the outdoors and build relationships that may last a lifetime."

The Association of Collegiate Anglers, a division of CarecoTV and The Bass Federation, is a sanctioning body developed to facilitate growth, development, and structure within competitive collegiate bass fishing. The ACA provides support to dozens of regional events nationwide and owns the Cabela's Collegiate Bass Fishing Series, the largest participatory collegiate tournament circuit in the country.

The 2013 Cabela's Collegiate Bass Fishing Series presented by BoatUS will feature three nationally televised events on some of the nation's top fisheries. The 2013 schedule is as follows:

Cabela's Collegiate Big Bass Bash
March 21-23, 2013
Table Rock Lake – Branson, Mo.

Collegiate Bass Fishing Open
April 18-20, 2013
Kentucky Lake – Paris, Tenn.

BoatUS Collegiate Bass Fishing Championship
May 23-25, 2013
Pickwick Lake – Florence, Ala.

For more information on the ACA, or the Cabela's Collegiate Bass Fishing Series, visit www.CollegiateBassChampionship.com. From here, site visitors can register for events, review rules and detailed Angler Packets, as well as keep up with all things collegiate bass fishing.

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