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## **ISOC Welcomes Ram Truck as the Presenting Sponsor for AMSOIL Championship Snocross**

"The sport is in our blood," says Reid Bigland, President and CEO – Ram Truck Brand.

November 3, 2013, Minneapolis - Officials with International Series of Champions (ISOC), the producers and promoters of AMSOIL Championship Snocross (ACS), are pleased to welcome Ram Truck as the presenting sponsor of the 2013-'14 series tour, which gets underway Nov. 29 to Dec. 1 at Spirit Mountain in Duluth, Minn.

Last year's Official Truck of AMSOIL Championship Snocross, Ram was interested in elevating its status with the world's premier snowmobile racing series. Showcasing the Ram brand throughout the 2012-'13 competition season, AMSOIL Championship Snocross' ultra-high proportion of pickup truck ownership amongst its audience (83.7-percent, with 68.9-percent owning a trailer as well) was deemed a perfect fit by Ram to come on board this season as the series' presenting sponsor.

"Ram Truck is pleased to be able to expand our relationship with ISOC," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "From the crew that designs, develops and builds Ram trucks, to our loyal owners, to the teams that compete in AMSOIL Championship Snocross, the sport is in our blood."

AMSOIL Championship Snocross' President and Race Director Carl Schubitzke agreed with Bigland, adding: "The AMSOIL Championship Snocross events provide a natural venue to reach passionate truck customers and demonstrate the Ram Truck lineup's outstanding capabilities. Our fans will see firsthand this year how Ram Truck offers a complete line of trucks that deliver capability, innovation and durability to its customers.

"We can't begin to tell you how pumped we are to have Ram Truck on board as the presenting sponsor for AMSOIL Championship Snocross."

Ram Trucks offer best-in-class gas and diesel performance and are capable of towing up to 30,000 lbs. – more than three tons greater than the closest competitor. To put 30,000 lbs. in perspective, that equates to a trailer carrying 48 snowmobiles (that's a line of snowmobiles nearly one-tenth of a mile long)!

Bigland went on to say: "Snowmobile owners are passionate about their trucks. They depend on them to get their family, friends and trailers loaded with sleds safely to where they're going. Often, that means through the harshest weather, most difficult road conditions and sometimes mountainous terrain. Ram trucks demonstrate unmatched capability, control and comfort, helping winter sports enthusiasts enjoy their recreation time. Bottom line; you can't beat a Ram truck for all-weather capability."

Ram Heavy Duty trucks powered by the 850 lb.-ft. of torque Cummins Turbo Diesel engine – the most powerful among all pickups – has earned an unparalleled reputation for its durability, and is well-suited to the all-weather trailer-towing demands of professional racers and amateur snowmobilers alike. For 2014, the Ram 1500 offers a new, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency – greater than 25 mpg – unsurpassed torque and up to 9,200 pounds of towing capability.

The Ram Truck team – from designers, to engineers, to the men and women that build them – is passionate about snowmobiling. With so many Ram Truck employees based in Michigan, it's a popular winter pastime.

"You need look no further than the snocross parking lots across the nation to see that pickup trucks are the vehicle of choice of snowmobilers," added Bigland. "It's only natural for Ram Trucks to support this great winter sport, not only as the Official Truck of AMSOIL Championship Snocross, but as the presenting sponsor as well. This is where our

customers are.”

In addition to its AMSOIL Championship Snocross partnership, Ram Truck also sponsors seven-time ACS champion and 11-time X Games medalist Tucker Hibbert.

Beginning with AMSOIL Championship Snocross’ season-opening round in Duluth, Minn. and running through the season finale in Lake Geneva, Wis. CBS Sports Network will broadcast 16 half-hour race shows – all in HD – of the ACS races.

#### **About Ram Truck Brand**

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

#### **About CBS Sports Network**

CBS Sports Network (CBSSN) is the 24-hour cable destination of CBS Sports. The Network covers more than 340 live games annually, showcasing 30 men’s and women’s sports, in addition to a variety of studio shows, documentaries and original programs. CBSSN’s live programming is highlighted by college sports and also features professional lacrosse, Professional Bull Riding (PBR), the sports news and commentary show ROME and the Tim Brando Show. CBS Sports Network is available across the country through local cable, video and telco providers and via satellite on DirecTV Channel 613 and Dish Network Channel 158. For more information, and to access the CBS Sports Network channel finder, go to [www.cbssportsnetwork.com](http://www.cbssportsnetwork.com).

#### **About ISOC Racing**

The International Series of Champions (ISOC) is the premier snowmobile race sanctioning organization in North America and sanctions national AMSOIL Championship Snocross, in addition to affiliating with nine regional circuits. Visit [www.isocracing.com](http://www.isocracing.com) for more information, fan and racer memberships, schedule details and more.

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