

Ram Truck Brand 'Dominates the Field' With Multi-Tier Sponsorship of Churchill Downs® and the 140th Kentucky Derby®

- The 140th running of the Kentucky Derby marks Ram Truck brand's fifth year as exclusive automotive partner
- Ram serves as Official Truck of Churchill Downs and the Kentucky Derby
- Fans attending weekend races will be immersed in the Ram Truck brand experience, including truck displays, video board integration, signage and posters, and Ram-branded giveaways
- Television, print and digital advertising campaigns complement on-site branding

May 1, 2014, Auburn Hills, Mich. - Ram Truck brand's sponsorship of Churchill Downs and the Kentucky Derby will "Dominate the Field" this year as the 2014 Ram 1500 EcoDiesel, Motor Trend's "Truck of the Year" and first-ever back-to-back champion, serves as the Official Truck for the historic track and America's greatest horse race for the fifth consecutive year.

Fans entering Churchill Downs on May 3 for the 140th running of the Kentucky Derby will be fully immersed in the Ram Truck brand experience via vehicle displays, work trucks in and around the track, gate crew staff uniforms, posters as well as backside and trackside signage throughout the grounds.

"It's with great pride that the Ram Truck brand will once again serve those whose passion and determination make the Kentucky Derby one of America's most beloved traditions," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "Our 2014 Ram 1500 EcoDiesel is designed with those hardworking men and women in mind, delivering an outstanding combination of best-in-class fuel efficiency of 28 mpg, unsurpassed torque, and up to 9,200 pounds of towing capability to help get the job done."

Derby goers will have the opportunity to pose alongside a 2014 Ram 1500 EcoDiesel at two different photo opportunity areas and have their photo emailed directly to them. Ram-branded flip flops will also be distributed at these areas, allowing fans to get some much-needed foot relief after a day at the derby.

Strategically placed posters and signs throughout the Churchill Downs stable area feature specially crafted "Dominate the Field" messages reminding race fans of the dedication, unrelenting tenacity, stamina and years of hard work it takes to earn the glory of making it to the Kentucky Derby. The signage spells out the Ram Truck brand tagline, "Guts. Glory. Ram." Ram will also run videos and social media messaging on Churchill Down's new "Big Board" -- the largest video board leveraging advanced 4K ultra-high definition technology.

To complement on-site branding, Ram is launching television, print and digital advertising campaigns to promote its sponsorship and Official Truck status of Churchill Downs and the Kentucky Derby.

The brand will run two spots and a number of branded integrations on NBC as part of the network's May 3 Kentucky Derby coverage. In addition, digital media ads appear on NBCSports.com, and the Churchill Downs and Kentucky Derby sites.

Fans may also follow the Ram Truck brand on Facebook (www.facebook.com/ramtrucks) and Twitter (www.twitter.com/ramtrucks) to be a part of the excitement throughout the day.

A Ram Truck brand representative will present the winning trophy to the owner and jockey of the American Turf on Kentucky Derby Day.

About Churchill Downs

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) also operates Trackside at Churchill Downs, which offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 140th running of the Kentucky Derby Presented by Yum! Brands on May 3, 2014. The 2014 Spring Meet at Churchill Downs is scheduled for April 26-June 29. The track has hosted the Breeders' Cup World Championships a record eight times.

About the 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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