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Ram Trucks and Miranda Lambert Kick Off Brand Partnership

- Lambert announces auction of customized Ram truck to benefit her MuttNation Foundation

November 5, 2014, Auburn Hills, Mich. - Grammy® winner and dog 'mother' to seven rescue dogs, Miranda Lambert and Ram Trucks have announced a partnership that kicks off this week with Lambert auctioning off a customized Ram Laramie Longhorn to benefit Lambert's MuttNation Foundation.

The auction is just the beginning of a relationship between Lambert and Ram that will continue to evolve in 2015.

"Miranda Lambert and Ram Truck are a perfect fit," said Robert Hegbloom, President and CEO of the Ram Truck brand. "She values hard work, courage and lives her life to the fullest – the same characteristics that our brand celebrates in our owners."

As part of the partnership, Ram has given Lambert a customized Ram 1500 Laramie Longhorn which she is auctioning off to benefit her MuttNation Foundation, a donation-supported 501(c)(3) foundation whose purpose is to better the lives for shelter animals. The auction begins November 5 and runs through November 15. In addition to the Ram 1500 Laramie Longhorn, fans can also bid on other special items including signed copies of Lambert's "Platinum" CD, signed guitars and tickets to one of Miranda Lambert's concerts in 2015, including a pre-show cocktail with her. For more information, visit the auction at www.ebay.com/rammuttnation.

One of the top artists in country music today, Lambert is a truck woman through and through. She's been in trucks her whole life, from the farm she was born on in Texas, to her current ranch in Tishomingo, Okla.

"I have lived my entire life surrounded by trucks even to this day. I have also written songs that mention trucks, so I am so happy to be partnering with Ram. And I'm thankful for their generosity in allowing me to auction off a Ram Laramie Longhorn for MuttNation Foundation. It's a cause so close to my heart! I'm looking forward to more exciting news with Ram Trucks in 2015," said Lambert.

Ram Trucks is the fastest growing truck brand in America recording 54 consecutive months of year-over-year sales gains as of October 2014.

About Miranda Lambert

Grammy Award winning singer-songwriter Miranda Lambert is the reigning four-time CMA and reigning five-time ACM Female Vocalist of the Year (the first time anyone has won 5 consecutive years). The first single off of Lambert's fifth studio album, Platinum, "Automatic," was Lambert's highest charting first week single to date. Her duet with Carrie Underwood, the album's second single, "Somethin' Bad," has been certified as an RIAA Platinum Digital Single.

Platinum, made history when it debuted atop Billboard's Top Country Albums Chart, making Lambert the first country artist in the history of the chart to have each of her five albums debut at number one. Platinum also debuted at the top of the all genre Billboard 200 as the number one album in the nation.

In addition to her award winning music, Lambert has designed a shoe line that is available at DSW, Off Broadway, Shoe Dept, and other retailers across the country. She dedicates much of her time to her MuttNation Foundation. She also owns two lifestyle boutiques, general stores she named, The Pink Pistol, that are located in her hometown

of Lindale, Texas, and Tishomingo, Okla. She also owns a bed & breakfast, The Ladysmith in Tishomingo.

About MuttNation

MuttNation Foundation has raised over 2.2 million over the past seven years. It's a donation-supported 501(c)(3) organization, whose purpose is to make lives better for animals by building shelters for better care and increasing pet adoption, as well as encouraging responsible pet guardianship; rehabilitating sick or unsocialized animals; funding spay/neuter programs; reducing/eliminating euthanasia of healthy animals; and training shelter dogs.

To donate please visit: www.MuttNationFoundation.com. Bev Lambert, MuttNation's director, and Miranda Lambert are ensuring with their hands-on approach that your hard-earned dollars are making a difference to end animal cruelty, neglect, and homelessness. All donations are 100 percent tax deductible.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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