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Ram Truck Launches Mossy Oak® Edition

October 20, 2011, San Antonio - Ram has announced that it will launch a new truck model designed for enthusiasts who are passionate about the great outdoors.

The 2012 Ram 1500 Mossy Oak® Edition will be a limited-availability model that further extends the multi-tiered relationship between the Ram Truck brand and America's top camouflage brand.

"Ram Truck owners are deeply involved with the outdoors and proudly participate in hunting and fishing," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico - Chrysler Group LLC. "In recognition of the millions of American hunters, we're launching the Ram Mossy Oak Edition, as we did the Ram Outdoorsman, to keep our focus on the needs and wants of our customers so that they can enjoy their enthusiasm for the outdoors and their sport of choice."

Ram 1500 owner demographics illustrate a love for the outdoors: 30 percent hunt, 44 percent fish, 27 percent are boaters and 42 percent are campers.

"The Ram Truck brand has been a great partner to Mossy Oak," said Ronnie "Cuz" Strickland, EVP of Mossy Oak. "The people there love trucks, but they're also into hunting and fishing and understand that their customers are, too. To have Ram take that relationship to the next level by offering a special Mossy Oak Edition speaks volumes about their commitment to hunters and Outdoorsmen and women, and we are extremely proud to partner with them." Ram is the official truck of Mossy Oak and Mossy Oak is the official camo pattern of Ram Trucks.

The Mossy Oak Edition Ram 1500's bedcaps and tailgate are covered in Mossy Oak Breakup Infinity camouflage pattern and the Mossy Oak logo is prominently displayed on the rear quarter panels.

Inside, the center column of the Ram's instrument panel is finished in Mossy Oak Breakup Infinity, as are the door panel inserts. The Mossy Oak logo is embroidered on the four primary headrests. Buyers also can opt for Espresso Tuscan-colored Katzkin Leather seats with Mossy Oak seatback embroidery.

The Ram Mossy Oak Edition is available exclusively as a Ram 1500 4x4 Crew Cab model, and is based on the popular Ram Outdoorsman.

Ram Mossy Oak Edition available colors include Black, Bright White, Deep Cherry Red Crystal Pearl, Mineral Gray Metallic, Saddle Brown and Sagebrush monotone. The truck is also available in Black, Bright White and Deep Cherry Red Crystal two-tone, with Metallic Gray Metallic lower body.

Ram Mossy Oak Edition trucks will arrive in dealerships in December 2011. Ram Mossy Oak Edition pricing starts at \$39,910, including \$995 destination charge.

Ram and Mossy Oak

Ram Trucks and Mossy Oak brand camouflage are partners in a multifaceted program aimed at America's outdoor enthusiasts.

The Ram Truck brand is a major sponsor of Mossy Oak-produced television shows airing on the Outdoor Channel and the Pursuit Channel. In addition to commercial slots, Ram Trucks are utilized by and featured in many of the shows.

Ram Trucks is a full or presenting sponsor of:

Hunting the Country, Outdoor Channel (Tuesdays at 9 p.m. ET)

The Obsession Revealed, Pursuit Channel (Sundays at 9 p.m.)

Fist Full of Dirt (1Q/2Q) / Gamekeepers (3Q/4Q), Pursuit Channel (Wednesdays at 9 p.m.)

Turkey Thugs (1Q/2Q) / Deer Thugs (3Q/4Q), Pursuit Channel (Sundays at 10:30 p.m.)

About Haas Outdoors

Haas Outdoors Inc., headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak (www.mossyoak.com). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, MOOSE Media, Nativ Nurseries, and Mossy Oak Properties.

The Ram Truck previously announced its sponsorship of Pursuit Channel's "True North Wednesday." Pursuit Channel's True North Wednesday programming block features shows -- such as Mossy Oak's "Fist Full of Dirt" -- that focus on the conservationist aspects of hunting.

The True North Wednesday programming block airs from 7 to 10 p.m. ET. The block includes programming from Mossy Oak, the National Wild Turkey Federation (NWTf), the Quality Deer Management Association (QDMA) and other conservation-minded producers.

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 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 horsepower HEMI® V-8 are just two of the reasons it beat the competition. Ram 1500 also was named the Truck of Texas by the Texas Auto Writers Association in 2011.

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. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models

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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