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Ram Truck Brand Supports Disaster Relief Efforts Following Superstorm Sandy; Donates 20 Ram Trucks and $100,000 to the American Red Cross

November 1, 2012, Auburn Hills, Mich. - Chrysler Group LLC's Ram Truck brand today donated 20 Ram 1500 Tradesman trucks and $100,000 to the American Red Cross to assist with relief efforts in the wake of Superstorm Sandy.

“The impact of Superstorm Sandy was widespread and the road to recovery will be long for many families,” said Neal Litvack, Chief Development Officer at the American Red Cross. "Through the generosity of its partners such as Ram and Chrysler Group, the American Red Cross is responding with shelter, food and emotional support, helping families and communities with their most critical needs now, and as they begin to move toward recovery.”

The Ram Truck brand's donation will support the massive effort by the American Red Cross to help families and entire communities get back on their feet. On the ground, the Ram Tradesman trucks will help mobilize people and supplies for the Sandy relief efforts and will continue to benefit the organization as permanent members of the American Red Cross’ fleet of vehicles. Large relief operations are underway in New York and New Jersey, where residents felt Sandy’s biggest impact. Shelters and feeding sites are open and emergency vehicles are distributing food, water and relief supplies in these states.

“Our hearts go out to those impacted by Superstorm Sandy," said Fred Diaz, Ram Truck President and CEO Ram Truck Brand and Chrysler de Mexico – Chrysler Group LLC. "We are inspired by their unwavering spirit in this time of adversity, and Ram is proud to support relief and recovery efforts by providing the Red Cross with a team of Ram trucks to support this critical mission.”

How to Help: People can make a financial donation in support of Red Cross Disaster Relief by visiting www.redcross.org,calling 1-800-RED CROSS (1-800-733-2767) or texting the word REDCROSS to 90999 to make a $10 donation. Contributions may also be sent to local Red Cross chapters or to the American Red Cross, P.O. Box 37243, Washington, DC 20013.

Chrysler Group and its brands have a long history of supporting its communities in their time of need. In March, the Ram Truck brand and The Weather Channel Companies (TWCC) announced a partnership with the First Response Team of America, a nonprofit disaster relief organization. The First Response Team arrived ahead of Sandy to assist local first responders with rescues and to provide help with cleanup efforts.

About the American Red Cross:
The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or join our blog at http://blog.redcross.org.

About 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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