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Ram Truck Launches New Campaign with Miranda Lambert Featuring Custom 'Roots and Wings' Song Written by Lambert Especially for Ram Brand

- Campaign videos can be seen at youtube.com/ramtrucks

January 22, 2015, Auburn Hills, Mich. - The Ram Truck brand launches a new marketing initiative this week featuring Grammy® Award-winner Miranda Lambert and a custom "Roots and Wings" song Lambert wrote exclusively for the campaign.

The campaign includes television, print, digital, social media and long-form video elements and is the next phase of the partnership between Lambert and Ram first announced in November. The new creative, breaking this week on various network and cable channels, coincides with Lambert's current "Certified Platinum Tour" and includes cross-promotion and branding at many concert venues.

"Ram has become the fastest growing truck brand by challenging the status quo, and our partnership with Miranda Lambert does just that," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Building a new marketing campaign around the hugely successful and popular country music artist, and her original song inspired by the characteristics of our brand, is a first for Ram. It is courageous, just like Ram and Miranda. It will broaden the appeal of both of our brands beyond our core audiences as we connect with our respective fans in new, meaningful ways."

Lambert's story is creatively told through live action video combined with illustrations, animation and vintage styling. Many of the landscapes are actual locations that are part of Lambert's life and all of the featured still photos are her personal family photos. "Roots and Wings" is the soundtrack of the television spots and the brand's trademark "Guts. Glory. Ram" visuals close the spots.

"I am very inspired by what the Ram brand stands for – being who you are, working hard, staying true to your roots," Lambert said. "I wanted to write a song that would represent all of those things. 'Roots and Wings' is personal to me about where I come from and where I am going. The guys at Ram really made the lyrics come to life with the imagery and I hope it speaks to people the way it does to me."

"Miranda Lambert is a perfect partner for Ram," said Robert Hegbloom, President and Chief Executive Officer, Ram Brand, FCA – North America. "In our very first meeting we saw the connections between her core values and those of the Ram Truck brand – common traits like hard working, determined, goal-oriented, tough and a driving purpose to perform brilliantly at the highest levels. She's been around trucks her entire life, from being born on a farm to owning a ranch now, and she lives her life by her own rules just like so many of our Ram truck owners."

Campaign components

"Roots and Wings" video elements include 30- and 60-second television commercials launching Jan. 22 on broadcast and cable networks. A 15-second digital spot will also run on targeted media. Campaign videos can be seen at youtube.com/ramtrucks.

The first print ad will run in the Feb. 2 edition of Country Weekly magazine, where Miranda is on the cover.

Lambert and Ram will both share the “Roots and Wings” creative elements, behind-the-scenes video footage and upcoming partnership announcements on their respective social media channels.

The Miranda Lambert and Ram partnership also will be evident at Lambert’s concert venues on her “Certified Platinum Tour” currently underway. The 60-second “Roots and Wings” video will be played just before Lambert takes the stage after intermission and in-venue creative displays will also be visible. The silver Ram 1500 Laramie Longhorn, just like the one Lambert owns, is the Official Truck of the Certified Platinum tour, and will tow Lambert’s Airstream trailer, “Wanda the Wanderer,” to each venue. The truck will also be on display, allowing fans who attend the concerts to post pictures at #RootsWingsRAM for a chance to win a Miranda Lambert and Ram prize pack.

The campaign was created in partnership with Ram Trucks’ advertising agency Dallas-based The Richards Group and Nashville-based G7 Entertainment Marketing.

The relationship between Ram and Lambert was announced in November 2014 with Lambert auctioning off a customized Ram Laramie Longhorn truck and personal memorabilia to benefit her MuttNation Foundation. The auction raised nearly \$66,000 for the charity whose purpose is to better the lives of shelter animals.

About Miranda Lambert

Grammy Award winning singer-songwriter Miranda Lambert is the reigning five-time CMA and reigning five-time ACM Female Vocalist of the Year (the first time anyone has won five 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.

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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