

Contact: Eileen Wunderlich  
Stellantis

Kimberly Shults  
Stellantis

Joanna Cichocki / Brian Rubin /  
Christina Canseco  
Academy of Country Music  
Awards  
(310) 854-4800 (office)  
[Joanna.Cichocki@pmkbnc.com](mailto:Joanna.Cichocki@pmkbnc.com)  
[Brian.Rubin@pmkbnc.com](mailto:Brian.Rubin@pmkbnc.com)  
[Christina.Canseco@pmkbnc.com](mailto:Christina.Canseco@pmkbnc.com)

## **Ram Truck Owners can be Part of History as the Brand Seeks the Guinness World Records™ Title for Largest Parade of Pickup Trucks**

- Space is limited for Saturday, April 18, 'Ram Truck Round-up' event in Arlington, Texas, held in conjunction with 50th Anniversary of the Academy of Country Music Awards where Ram is the 'Official Truck'
- Participants will receive tickets to Saturday's ACM Party for a Cause Festival featuring top name country music performers and other activities
- Ram truck owners can register at [www.ramroundup.com](http://www.ramroundup.com)

March 18, 2015, Auburn Hills, Mich. - Ram, the "Official Truck" of the Academy of Country Music Awards, is inviting its owners and their trucks to help the brand break a Guinness World Records™ title for the largest parade of pickup trucks. The event is being held to honor the 50th anniversary of the ACM Awards, which will be broadcast live for the first time ever from AT&T Stadium in Arlington, Texas, Sunday, April 19, at 8 p.m. Eastern time/5 p.m. Pacific time on CBS.

Five-hundred truck slots are available for the "Ram Truck Round-up" parade taking place Saturday, April 18, at AT&T Stadium in Arlington. Ram truck owners can reserve their place in history by registering at [www.ramroundup.com](http://www.ramroundup.com). Each participating Ram truck will receive up to two tickets for Saturday's ACM Party for a Cause Festival featuring live performances by an outstanding lineup of top country music artists.

A \$50 deposit for each ACM Party for a Cause Festival ticket is required to hold a place in the parade, which will be refunded to participants in cash when they check in at the event.

"Everything is always bigger in Texas and Ram, America's fastest-growing truck brand, is making sure this year's ACM Awards celebration in Arlington will prove this once again," said Robert Hegbloom, President and Chief Executive Officer, Ram Truck Brand, FCA – North America. "The 'Ram Truck Round-up' is a once-in-a-lifetime opportunity for our loyal truck owners to be a part of a special record-breaking rally and pickup parade in the largest truck market in the country."

### **Ram Truck Round-up Specifics**

The Ram Truck Round-up is open to Ram truck owners exclusively. Registered participants must arrive at AT&T Stadium between 7:30-10 a.m. Central time as gates will be closed after 10 a.m. All attendees, including drivers and one guest, must be at least 16 years old and the drivers must have a valid driver's license or photo ID that matches the advance registration information. Additional information is available at [www.ramroundup.com](http://www.ramroundup.com).

Entertainment at the Ram Truck Round-up will include a special car-crushing appearance by the Raminator monster truck and a chance to meet nine-time Monster Truck Racing Association Driver of the Year Mark Hall. Participants also will receive VIP access to special offers from Ram partners and the first 100 Ram trucks to arrive will receive

additional partner giveaways. Expected Ram partners include Bosch Power Tools, Mossy Oak, Tucker Hibbert, Ram Rodeo and Drury Outdoor.

Light breakfast items will be available free for guests who arrive early. No outside food or alcohol is permitted.

### **ACM Party for a Cause**

Ram Truck Round-up participants receive tickets for Saturday's ACM Party for a Cause Festival. The two-day outdoor music event, taking place Friday, April 17, and Saturday, April 18, at Globe Life Park in Arlington, will include multiple stages for ongoing live country music performances, interactive experiences, a family-friendly country marketplace with vendors from around the country and much more. Country music icons, including many 2015 ACM Award nominees, are set to perform. The festival also will be taped for a two-hour special "ACM Presents: Superstar Duets!," which will air on Friday, May 15, on CBS. Additional information on the event is available at [ACMcountry.com](http://ACMcountry.com).

This is the sixth consecutive year that the Ram Truck brand has partnered with and been the "Official Truck" of the ACM Awards. Ram Trucks' involvement has evolved over the years. This year, Ram is the sponsor of the Ram Lone Star Stage at the ACM Party for a Cause Festival and is running a national radio promotion where winners receive trips to Dallas for the ultimate ACM weekend experience. In addition, Ram promotes the ACM Awards and ACM Party for a Cause Festival through social media, as well as television and digital advertising.

### **About the Academy of Country Music Awards**

The 50th Academy of Country Music Awards is dedicated to honoring and showcasing the biggest names and emerging talent in the country music industry. The show is produced for television by Dick Clark Productions, Inc. and will broadcast from AT&T Stadium in Arlington, Sunday, April 19, at 8 p.m. live Eastern time/delayed 8 p.m. Pacific time on CBS. Allen Shapiro, Mike Mahan, R.A. Clark and Barry Adelman are executive producers. Bob Romeo is executive producer for the Academy of Country Music.

### **About Guinness World Records**

Guinness World Records (GWR) is the universally recognized global authority on record-breaking achievement. First published in 1955, more than 132 million copies, and 3 million e-books, have been sold in 20 languages, in more than 100 countries. Since then, the internationally renowned brand also is available across a number of platforms; Guinness World Records global television shows are watched by more than 750 million viewers annually, more than half a million subscribe to the GWR YouTube channel, the global website receives 14 million viewers annually and has more than 8 million fans on Facebook.

### **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](http://www.stellantis.com).

**Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks)

Twitter: @[RamTrucks](https://twitter.com/RamTrucks), @StellantisNA

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>