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Ram Trucks Makes History April 18 Setting New GUINNESS WORLD RECORDS™ Title for Largest Parade of Pickup Trucks

- 451Ram truck owners from seven U.S. states and Canada help set new world record, Saturday, April 18, 2015
- Ram Truck 'Round-up' held in conjunction with 50th Academy of Country Music Awards weekend in Arlington, Texas, April 17-19
- ACM Awards to be broadcast for the first time ever LIVE from AT&T Stadium in Arlington this Sunday, April 19 on CBS

April 18, 2015, Arlington, TX - Ram truck owners from seven U.S states and Canada helped the Ram Truck brand set a new GUINNESS WORLD RECORDS™title for the largest parade of pickup trucks, Saturday, April 18, in Arlington, Texas. 451 Ram trucks participated in the "Ram Truck Round-up," breaking the previous world record of 438 trucks.

Ram, the "Official Truck" of the Academy of Country Music Awards, invited its customers to help break the GUINNESS WORLD RECORDS in 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. live Eastern time/8 p.m. delayed Pacific time on CBS Television Network.

"Our hard-working Ram truck owners are passionate and loyal, and today they proved once again that everything is always bigger in Texas," said Robert Hegbloom, President and Chief Executive Officer, Ram Truck Brand, FCA – North America. "Ram is the fastest growing truck brand in Texas, where trucks are king, and it was great to see 451Ram owners travel far and wide for this once-in-a-lifetime opportunity to be a part of a special record-breaking rally and pickup parade."

The Ram Truck Round-up parade route started on the east side of AT&T Stadium in Arlington and traveled approximately 3.2 miles around the stadium and neighboring Globe Life Park grounds.

Participants in the Ram Truck Round-up parade were treated to a special morning of activities including car-crushing appearances by the Raminator monster truck, music performances by the Austin, Texas-based Midnight Social, appearances by country music artists Kix Brooks, Thomas Rhett and Easton Corbin, and giveaways from Ram brand partners. Participants also received free tickets for the ACM Party for a Cause Festival, taking place at Globe Life Park.

Ram Trucks in Texas Facts
More Texans drive pickup trucks than any other state (20 percent of motor vehicle registrations versus 12 percent national average) and Ram is the fastest growing truck brand in Texas. Ram's current market share of 20 percent has risen 2.52 points (15 percent) in the past five years and the brand sells two-and-a-half times as many pickup

trucks in Texas as it does in the next highest volume state.

ACM Party for a Cause Festival

Ram Truck Round-up participants received 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, which includes 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.

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.

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