

Ram Truck Expands Partnership With Two-time Grammy Winner Chris Stapleton

- New “[Built Here](#)” television spot featuring Stapleton introduced this week and [long-form video](#) launch on www.ramtrucks.com/HometownHeroes
- Ram Nation volunteers help build outdoor stage at Stapleton’s former high school in Paintsville, Ky., as artist returns for surprise musical instrument donation and free concerts
- “[Built Here](#)” ad debuted April 3 on 51st Academy of Country Music (ACM) Awards telecast as part of Ram’s longtime ACM sponsorship
- Ram asking its owners to share stories on how they help in their communities on Instagram and Twitter using the hashtag #HaulttForward

April 5, 2016, Auburn Hills, Mich. - The Ram Truck brand has released a new [60-second television ad](#) and [long-form video](#) as part of an expanded relationship with two-time Grammy Award-winning country music artist Chris Stapleton. The announcement comes days after Stapleton, one of the hottest artists in country music today, picked up six additional honors during Sunday night’s 51st annual Academy of Country Music Awards (ACM) telecast.

The “[Built Here](#)” television spot, which debuted on the April 3 ACM Awards program, and [video](#) document Stapleton’s return last month to his former Paintsville, Ky., high school, a trip highlighted by the surprise delivery of \$57,000 of new band instruments, two free performances and the unveiling of an outdoor stage constructed by nearly a dozen Ram Nation volunteers, members of a grassroots team of Ram truck owners who help out in their communities. The instruments were donated by ACM Lifting Lives (the charitable arm of ACM) via its partnership with the Mr. Holland’s Opus Foundation.

The Ram Truck brand sponsored the Paintsville activities as part of an ongoing relationship with Stapleton that began in 2015 with a series of episodic videos in conjunction with the debut of his “Traveller” album. The videos documenting the two-day return to Johnson Central High School and Traveller webisodes can be seen at www.ramtrucks.com/ramlife. The Traveller video series tells the stories of Stapleton, who is a Ram truck owner himself, and other owners’ experiences traveling with their trucks. Ram and its partner agency, G7 Entertainment Marketing, created all of the elements and activities that were part of Stapleton’s return to Paintsville.

“While the story of Chris Stapleton may not be widely known, it’s one of pride, dedication and perseverance, all values important to our Ram truck owners,” said Marissa Hunter, Director of Brand Advertising, FCA US. “It was a great opportunity and honor for us to go back to Paintsville with Chris to document his return to the place that built his character and work ethic. In addition to the spot that aired during Sunday’s ACM Awards show, the videos Ram created from this experience will show millions of people the very special town and moments that made Chris the man he is today.”

Tapping into the natural instinct of truck owners to lend a helping hand to family, friends and neighbors when a need arises – just as Ram Nation volunteers and Stapleton did in Paintsville – Ram is asking its owners to share their own stories of what they do in their communities on Instagram and Twitter, using the hashtag #HaulttForward.

Set to the music of his hit “Traveller” song, both the “[Built Here](#)” TV spot and [video](#) follow Stapleton as he drives around his hometown in his personal Ram 2500 truck. Stapleton talks about Paintsville, Ky., as being a place that builds character, a place where strength lives. “This is home. This is where I come from,” he says. The videos were created in partnership with the Dallas-based agency, The Richards Group, and were directed by Danny Clinch, one of the premier photographers and documentarians of the American music scene. Clinch’s style brought a heartfelt approach to the videos, making the story as authentic as the artist himself.

Ram Truck launched "Ram Nation" in 2015 as a means of bringing together its owners and dealers for disaster relief and community service initiatives. Since its formation, the grassroots volunteer corps of like-minded people have come together in different U.S. cities for initiatives ranging from helping with flood and tornado relief efforts to delivering food and supplies, to building structures like the Johnson Central High School outdoor theater. Truck owners interested in answering future calls to help, whether its mobilizing volunteers to assist in disaster relief efforts or proactive community outreach initiatives, can sign up for Ram Nation at ramtrucks.com/ramnation.

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.

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