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Ram Rebel Tapped as Official Vehicle of Barlow/Jacobsen Rebelle Rally Team

June 30, 2016, Auburn Hills, Mich. - Ram Truck today announced its support of Arizona businesswomen Nena Barlow of Barlow Adventures and Kande Jacobsen of Adventure Driven, and that it will provide a [2016 Ram Rebel](#) truck for the two women to drive in this year's inaugural Rebelle Rally.

The Rebelle Rally is a new navigation and four-wheel-drive event crossing portions of the southwestern United States this October.

The Rebelle Rally is unique in the U.S. It's not a race for speed, but rather a competition of precise navigation using only map and compass. It takes place over seven days and more than 1,000 miles on a highly secret route of back roads, across deserts and over mountains between Lake Tahoe, Nev., and San Diego, Calif. No GPS or any electronic navigation is permitted.

This all-women event is being organized by veteran off-road racer and trainer Emily Miller. Miller was the first U.S. woman to compete in the long-running Gazelle Rally in Morocco.

Nena Barlow comes with more than 20 years of experience in the 4wd industry. As owner and operator of Barlow Adventures, a Jeep rental and 4WD training company, Barlow is currently the only woman in the world certified by the International 4WD Trainers Association.

Kande Jacobsen and her husband Seth own Adventure Driven, a professional photography and marketing company specializing in overlanding and the outdoor lifestyle. Jacobsen brings to the mix a background of all things outdoors: hiking, horseback riding, dirt biking, orienteering and four-wheeling.

Barlow and Jacobsen will be driving a stock 2016 Ram Rebel in the competition, exactly as the model rolls out of the factory. Barlow will fill the role of driver, while Jacobsen fills the right seat as navigator. Both women bring strong driving and navigating skills to the team, and can swap roles as needed.

"It might be expected that I would show up in one of my modified 4x4s, but I want to encourage people to get out and explore with whatever they have," said Barlow. "I will be driving a totally stock Ram 1500, just like anyone can go out and buy today, not some expensive custom competition rig. The Ram Rebel comes ready to go."

"We are all about adventure, dirt and getting out on the earth," added Jacobsen. "We want to inspire others to do the same."

Look for Barlow and Jacobsen at upcoming meet-and-greet events, 4WD events and training with Ram trucks around Northern Arizona. Barlow Adventures encourages fans to get involved in the fun. Barlow Adventures is running a name contest for their Rebelle team on Facebook. Visit www.facebook.com/barlowadventures to vote.

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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