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Ram Truck Brand Launches New Spanish-language Campaign Recognizing Hard Workers Who Are Their Own Bosses

Television Ads Debut First Week of September to Large Viewing Audiences Watching Telemundo and UniMás Network Top Soccer Qualifying Matches

- [60-second 'Boss' anthem](#) spot and two 30-second ads feature the Ram 1500 Limited and promote Ram brand's 'America's Longest-lasting Pickups' title
- Multinational campaign to air in the United States and Mexico; Latin American countries to run customized versions of spots
- Ram teams with independent Venezuelan rock band La Vida Bohème for the campaign soundtrack
- 'Work calls, you answer' theme recognizes hardworking people who are their own bosses

September 7, 2016, Auburn Hills, Mich. - The Ram Truck brand launches a new Spanish-language multicultural and multinational campaign this week, celebrating hardworking people who are their own bosses and get the job done day after day. The "Boss" television and digital campaign focuses on many of the class-leading and class-exclusive innovations of the [Ram 1500](#) Limited, while emphasizing values such as hard work and determination shared by the brand and Latin cultures. The ads also promote Ram brand's 'America's Longest-lasting Pickups' title.

A [60-second anthem "Boss" spot](#) and two 30-second "Boss" product feature commercials, one focusing on [strength and capability](#) and the other on [power and efficiency](#), launch this week in front of a huge television viewing audience when the spots debut during Telemundo and UniMás network telecasts of top team soccer qualifying matches. The campaign will run in the United States and Mexico. In addition, FCA markets in South America plan to run their own customized versions of the campaign.

Ram teamed up with independent Venezuelan rock band La Vida Bohème for the campaign soundtrack with their song "La Bestia" (The Beast). The two-time Latin Grammy Award winners, from Nacional Records, were also named Latino Breakthrough Artist of the Year by iTunes.

"Trucks are one of the top-selling segments among U.S. Latinos and the Ram 1500 and Ram 2500 are among the most popular models," said Olivier Francois, Chief Marketing Officer, FCA – Global. "It is important that we reach Hispanic auto-buying consumers with relevant marketing strategies that not only accurately depict the brand, but also authentically capture the lives of such an influential consumer. The 'Boss' campaign does this in a way that makes an emotional connection and seamlessly integrates the Ram 1500 into the story."

"In key truck markets like Houston, Los Angeles and New York City, the multicultural population is in fact the majority population¹," said Juan Torres, Head of Multicultural Advertising, FCA US LLC. "A quarter of Ram truck sales last year were driven by multicultural growth and Hispanics accounted for the highest rate of growth for the brand among all demographic groups². Marketers must understand the lens through which multicultural consumers see brands. Hispanics are more likely to be self-employed, to be 'their own bosses,' which is why Ram is telling a story in this campaign that integrates cultural values and insight to connect with these consumers."

'Boss' spot descriptions

The [60-second "Boss" anthem](#) spot tells the full story and sets the stage for the individual 30-second product feature spots that follow.

In the spots, the driver and his Ram truck are allies and, at times, partners in overcoming challenges. His Ram 1500

truck is seamlessly part of his daily world. It is the “armor” that provides power, efficiency, strength and capability, enabling him to push the parameters as he answers to winter, rain, hail, high temperatures, the mouths he feeds ... to uncertainty and to the future of his family. As the voiceover says, “I answer to it all. Work Calls. You Answer.” For the Ram owner, the job is never done, because being “done” implies that you’ve stopped moving forward.

A [30-second “Boss” strength and capability](#) spot focuses on specific Ram 1500 product features, including the truck’s 5.7-liter HEMI® V-8 engine, four-corner air suspension and 10,640-pound towing capacity.

[Another 30-second “Boss” spot](#) highlights the power and efficiency of the Ram 1500 Limited, specifically the truck’s towing capacity, 5.7-liter HEMI V-8 engine and best-in-class 29 highway MPG.

The voiceover at the end of the spots says, “Work Calls. You Answer. Ram. America’s Longest-lasting Pickups.”

The newest Spanish-language Ram Truck TV ads will run on the Telemundo and Univision networks. All spots will be available for viewing on the Ram brand’s YouTube channel, www.youtube.com/RamTrucks.

The “Boss” campaign was created in partnership with Houston-based Lopez-Negrete Communications. A “Salt of the Earth” campaign Ram and Lopez-Negrete created last year has won numerous creative advertising awards and is a 2016 Association of National Advertisers (ANA) Multicultural Excellence Awards Finalist in the Significant Business Results category. Winners will be announced in October at the ANA Multicultural Marketing & Diversity Conference in Los Angeles.

¹ United States Census 2010

² PolkInsight – New Registration Calendar Year Ending 2014 versus Calendar Year Ending 2015

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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