

Ram Truck Honors Hard Work This Thanksgiving Day With Special Video Tribute to America's Everyday Heroes

- Ninety-second ' [Praise](#) ' spot runs during traditional Thanksgiving Day NFL football games on CBS and FOX
- ' [Praise](#) ' follows Ram brand and FCA US tradition of airing thought-provoking, relevant videos in high profile media events
- Ram social channels encourage fans to share what they are thankful for this holiday season using hashtag #RamGivesThanks
- As Official Truck of Macy's Thanksgiving Day Parade®, more than 25 Ram trucks will tow all parade floats for second consecutive year
- Macy's Thanksgiving Day Parade is broadcast live November 24 on NBC, beginning at 9 a.m. in all time zones

November 23, 2016, Auburn Hills, Mich. - The Ram Truck brand joins millions of Americans coming together this Thanksgiving as the brand salutes families and hard workers in a new 90-second video tribute airing Thursday, Nov. 24, during traditional holiday NFL football games on CBS and FOX.

From the single working mother of three to the grandfather who spent a lifetime in the mill, " [Praise](#) " honors all who labor to make their families and this nation strong. Throughout the 90-second video, a vast array of jobs and individuals are shown – reverent, realistic portraits of men and women employed as waitresses, janitors, foremen and fishermen. From factories to schools and from diners to construction sites, the workplaces of true everyday heroes are shown – along with their homes and the precious moments they have to spend with their families before and after each workday. The spot ends with the tagline "Praise the Work" and hashtag #RamGivesThanks.

"Appropriately airing on Thanksgiving Day when families across the country take time to reflect and give thanks, ' [Praise](#) ' is the Ram brand's tribute to hard-working Americans and the story of people who are the backbone of our country," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Just as the brand paid homage to American farm families a few years back during a Super Bowl telecast, we always look for opportunities to build unique, impactful creative around a defining cultural moment that allows us to reach large audiences in a very effective way. ' [Praise](#) ' adheres to our marketing mantra of thinking boldly and making a difference in both the message and the way we deliver it."

Nearly 55 million viewers watched the Thanksgiving Day football telecasts in 2015, according to Nielsen ratings.

Throughout this year's holiday season, Ram will promote the " [Praise](#) " message on its social channels and encourage its fans to share what they are thankful for using the hashtag #RamGivesThanks. In addition, Ram country music partners, including Easton Corbin and Maddie and Tae, will share what they are thankful for with their respective fans through videos and social postings. Both of these artists are also performers in this year's Macy's Thanksgiving Day Parade. Additional information and content on #RamGivesThanks, including artist videos, will be updated throughout the remainder of the year on the [RamLife](#) link on the [RamTrucks.com](#) website.

Ram is the "Official Truck of the Macy's Thanksgiving Day Parade" and, for the second year, more than 25 Ram trucks will be towing all the floats. The parade is broadcast live Thursday, Nov. 24, on NBC, beginning at 9 a.m. in all time zones.

"Ram takes great pride in aligning our brand with iconic American events like the Macy's Thanksgiving Day Parade," said Michael Manley, Head of Ram Brand and Jeep Brand, FCA - Global. "Being the official truck of the Parade

provides an excellent opportunity to showcase the towing capability, style and innovation of our [2017 Ram 1500](#) and [2500](#) trucks.”

In total, Ram provided the Macy’s Parade with approximately 70 trucks and Ram ProMaster commercial vans, many of which are used for behind-the-scenes functions leading up to the parade start. Ram will not only help transport the larger-than-life floats down the Parade route, but will also assist in moving other Parade materials needed to produce the annual spectacle, from tool containers to costumes and much more, in the lead up to the start of the procession on Thanksgiving Day.

“Praise” was created in partnership with Dallas-based The Richards Group.

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.

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

Facebook: www.facebook.com/RamTrucks

Instagram: www.instagram.com/ramtrucks

Twitter: @RamTrucks, @StellantisNA

YouTube: www.youtube.com/RamTrucks, <https://www.youtube.com/StellantisNA>

-###-

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