

Ram Truck Launches New 'Long Live' Brand Marketing Campaign

January 14, 2017, Auburn Hills, Mich. - Ram trucks, America's longest-lasting pickups, reinforce brand values of leadership, integrity and hard work in a new brand marketing campaign highlighting product features of Ram 1500, 2500 and 3500 pickup trucks.

Two 30-second spots in the new campaign, "[Long Live Ram](#)" and "[Skate](#)," launch this weekend during NFL football playoff game telecasts and will continue to run on broadcast and cable programming throughout 2017. Additional ads will follow in the coming weeks.

Set to a custom recording and arrangement of Bob Dylan's timeless "Forever Young" song, performed by Low Country Sound/Elektra recording artist Anderson East and produced by Grammy award-winning producer Dave Cobb at his famed "Historic Studio A" in Nashville, the "Long Live" campaign showcases the resolve of those who depend on Ram trucks every day – from families to farmers to first responders. The spots highlight the strength, power and capabilities of Ram trucks, including best-in-class horsepower of a Ram 2500 with a 6.4-liter HEMI® V-8 engine, the class-exclusive active-level four-corner air suspension of a Ram 1500 and the proven capability of Cummins engines available in Ram Heavy Duty trucks.

The 30-second "[Long Live Ram](#)" ad features a variety of stories that showcase the strength, bravery and resolve of communities that depend on our trucks. In "[Skate](#)," Ram trucks are hard at work clearing the way for a whole town to come together to go ice skating on a lake. "Forever Young" perfectly underscores the message: long live those values that people hold dear and long live Ram that enables them to do so.

The spots end with "America's Longest-lasting Pickups" and brand tagline "Guts.Glory.Ram."

The "Long Live" Ram brand campaign includes online advertising, as well as Ram brand [website](#) and [Facebook](#), [Twitter](#) and [Instagram](#) social media page support. Future lifestyle marketing extensions are also being planned.

"Long Live" was created in partnership with full-service advertising agency Doner.

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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