

## **Ram Truck Experience Comes to the Michigan State Fair**

August 29, 2017, Novi, Mich. - Labor Day weekend is just around the corner and for those looking for something fun to do, look no further than one of Michigan's best festivals – the Michigan State Fair. Ram Truck, the presenting sponsor, will add to the excitement by inviting attendees to experience the power, capabilities and performance of the award-winning Ram truck lineup at the Ram Truck Experience off-road test track.

The Ram Truck Experience will be open during all five days of the State Fair, from August 31 to September 4, making Ram's test track one of the many attractions for State Fair attendees to enjoy.

Participants will be given rides with a performance driver in Ram [1500, 2500 and 3500](#) trucks. The experience includes an obstacle course that demonstrates the various truck capabilities, including a 30-degree wedge to demonstrate traction; rocks and logs to demonstrate articulation and stability; bumps to demonstrate suspension; and a Ram Mountain to demonstrate the ground clearance, approach and departure angles.

Upon completion of the ride, participants will receive a commemorative Ram hat.

Ram recently signed a three-year contract to be the presenting sponsor of the Michigan State Fair.

"Ram is proud to be a partner of the Michigan State Fair, a long-standing tradition that celebrates the importance of farmers and farming communities to our state," said Jeff Hines, Director of the Great Lakes Business Center – FCA US LLC. "The Ram Truck Experience test track is always a crowd pleaser and we welcome the opportunity to bring this exciting event to the fair so participants can experience the power and capability of Ram trucks."

There is no additional fee for State Fair attendees to participate in the experience.

### **Ram Truck Experience Hours**

Thursday, August 31: 10 a.m. - 9 p.m.

Friday, September 1: 10 a.m. - 9 p.m.

Saturday, September 2: 10 a.m. - 9 p.m.

Sunday, September 3: 10 a.m. - 9 p.m.

Monday, September 4: 10 a.m. - 9 p.m.

The Ram Truck Experience will be located near the Giant Ferris Wheel, across from the Detroit Shrine Circus, at the Michigan State Fair, located at 46100 Grand River Ave. in Novi. For more information about the Michigan State Fair, visit [www.MichiganStateFairLLC.com](http://www.MichiganStateFairLLC.com).

Ram has been a long-time supporter of farmers and the American agricultural industry. Many Ram truck owners are farmers or live in farming communities. They work and live in rural America and provide vital resources to our nation. The uniquely American "farmer spirit" conveys the spirit of the Ram Truck brand. On a daily basis, both the Ram brand and farmers value courage, dignity and setting examples through hard work.

### **About the Michigan State Fair**

The original Michigan State Fair, which debuted in Detroit in 1849, was one of the first statewide fair events to take place in the United States. It moved permanently to its home at the Michigan State Fairgrounds on Woodward Avenue in 1905 and was staged there until 2009, when it was discontinued by a resolution of the state government, due to ongoing budget issues. The Michigan State Fair, LLC is now produced by a private entity, and presented by Ram Truck, an FCA US brand. The 2017 Michigan State Fair has a deep commitment to the ongoing development and support of agriculture, small business and family entertainment, while preserving the legacy and beloved traditions of the original State Fair. For more information on the Michigan State Fair, please visit

### **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](http://www.stellantis.com).

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