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## **Mossy Oak® Edition Returns to Ram Lineup**

January 9, 2014, Auburn Hills, Mich. - After a brief, one-year hiatus, the Ram 1500 Mossy Oak® Edition is returning to the truck brand's model lineup.

Updated for 2014, the Mossy Oak Edition will now be available for the first time with the RamBox Cargo Management System, in both 6-ft.-4-in. and 5-ft.-7-in. bed lengths.

Originally introduced to the Ram Truck family in 2011, the Mossy Oak Edition is designed for enthusiasts who are passionate about the great outdoors.

The 2014 Ram 1500 Mossy Oak Edition will further extend the multi-tiered relationship between the Ram Truck brand and America's top camouflage brand.

"Ram Truck is focused on the needs and wants of truck buyers," said Reid Bigland, President and CEO - Ram Truck Brand, Chrysler Group LLC. "Our Ram Truck owners are passionate about hunting and fishing. The Ram Mossy Oak Edition gives hunting enthusiasts a way to proudly proclaim their love for the outdoors."

Ram 1500 owner demographics illustrate a love for the outdoors: 30 percent hunt, 44 percent fish, 27 percent are boaters and 42 percent are campers.

"The Ram Truck brand has been a great partner to Mossy Oak," said Ronnie "Cuz" Strickland, EVP of Mossy Oak. "The people there love trucks, but they're also into hunting and fishing and understand that their customers are, too. To have Ram take that relationship to the next level by offering a special Mossy Oak Edition speaks volumes about their commitment to hunters and Outdoorsmen and women, and we are extremely proud to partner with them."

The Mossy Oak Edition Ram 1500's bedcaps and tailgate are covered in Mossy Oak Break-Up Infinity® camouflage pattern and the Mossy Oak logo is prominently displayed on the rear quarter panels. Break-Up Infinity-patterned lower cladding is also available.

Inside, the center column of the Ram's instrument panel is finished in Mossy Oak Break-Up Infinity, as are the door panel inserts. The Mossy Oak logo is embroidered on the four primary headrests. Buyers also can opt for Espresso Tuscan-colored Katzkin Leather seats with Mossy Oak seatback embroidery.

The Ram Mossy Oak Edition is available exclusively as a Ram 1500 4x4 Crew Cab model, and is based on the popular Ram Outdoorsman.

Ram Mossy Oak Edition available colors include Black, Black Gold Pearl and Prairie Pearl monotone exterior, paired with Canyon Brown and Frost Beige interior.

Ram Mossy Oak Edition trucks will arrive in dealerships in early 2014. Ram Mossy Oak Edition pricing starts at \$39,985, plus \$1,195 destination charge.

### **Ram and Mossy Oak**

Ram Trucks and Mossy Oak brand camouflage are partners in a multiyear, multifaceted program aimed at America's outdoor enthusiasts.

The Ram Truck brand is a major sponsor of Mossy Oak-produced television shows airing on the Outdoor Channel and the Pursuit Channel. In addition to commercial slots, Ram Trucks are utilized by and featured in many of the shows.

Ram Truck is a full or presenting sponsor of:

- Hunting the Country, Outdoor Channel (Tuesdays at 9 p.m. ET)
- Turkey Thugs (1Q/2Q) / Deer Thugs (3Q/4Q), Pursuit Channel (Mondays at 9 p.m.)
- Inside the Obsession, Pursuit Channel (Sundays at 9 p.m.)
- Gamekeepers, Pursuit Channel (Wednesdays at 9 p.m.)

Ram is the official truck of Mossy Oak and Mossy Oak is the official camo pattern of Ram Trucks.

#### **About Haas Outdoors**

Haas Outdoors Inc., headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak ([www.mossoak.com](http://www.mossoak.com)). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoors people. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, MOOSE Media, Nativ Nurseries, GameKeepers and Mossy Oak Properties.

The Ram Truck previously announced its sponsorship of Pursuit Channel's "True North Wednesday." Pursuit Channel's True North Wednesday programming block features shows -- such as Mossy Oak's "Fist Full of Dirt" -- that focus on the conservationist aspects of hunting.

The True North Wednesday programming block airs from 7 to 10 p.m. ET. The block includes programming from Mossy Oak, the National Wild Turkey Federation (NWTf), the Quality Deer Management Association (QDMA) and other conservation-minded producers.

#### **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, ProMaster and ProMaster City, 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 benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 37,100 lbs. with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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