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## Ram Truck Brand Creates 'Ram Nation' Volunteer Corps to Mobilize Truck Owners to Help Others When Need Arises

- Ram Truck brand taps into truck owners' natural instinct to provide a lending hand by creating the opportunity for dealers and customers to come together with their trucks for community service and disaster-relief efforts
- Ram dealers and Ram Nation volunteers assisted the First Response Team of America with cleanup of central Texas homeowners after devastating spring floods
- New members can join Ram Nation at [ramtrucks.com/ramnation](http://ramtrucks.com/ramnation)

August 28, 2015, Auburn Hills, Mich. - Tapping into the natural instinct of truck owners to lend a helping hand to family, friends and neighbors when a need arises, Ram Truck has launched "[Ram Nation](#)" to help its owners and dealers come together for disaster relief and community service initiatives.

[Ram Nation](#) is a grassroots volunteer corps of Ram owners and like-minded people willing and ready to come together to haul supplies, deliver equipment, clear debris, distribute food and water and even make donations that help people in their communities and around the world. New members can join Ram Nation at [ramtrucks.com/ramnation](http://ramtrucks.com/ramnation).

"Ram truck owners have a strong sense of community and have the knowhow, skillset and willingness to give back," said Bob Hegbloom, President and CEO – Ram Truck Brand, FCA US LLC. "They often are the go-to people that others can rely on when help is needed and, for them, the most satisfying reward or glory comes from feeling the pride of accomplishment through hard work.

"Ram Nation will make it easier for our owners and dealers to come together. We'd love to see this grassroots effort grow into a movement that will help people in need across America," Hegbloom added.

The idea for Ram Nation was sparked after the devastating 2012 Joplin, Mo., tornado. When disaster struck that community, Ram truck owners showed up with their trucks and asked how they could help. The brand looked at how it could foster this emotion in its customer base to help out on a broader scale.

Ram Nation, Ram brand and dealer volunteers answered the call again this spring, converging on flood-stricken central Texas to join the First Response Team of America (FRTOA) in recovery and relief efforts. A \$100,000 Ram Truck and FCA Foundation donation to FRTOA helped the Texas communities of Wimberley and San Marcos, and will provide aid in the event of future disasters.

Ram has partnered with and supported the First Response Team of America, founded by Tad Agoglia, since 2012 when it teamed up with The Weather Channel for exclusive "Responding by Storm" reports chronicling the organization's disaster recovery work following 9/11 and Hurricane Katrina. Ram has provided Ram 2500, 3500 and 5500 trucks to First Response, and the brand and FCA Foundation have donated more than \$300,000 to the organization to help with its ongoing relief efforts. The towing, hauling and off-road capability of the Ram trucks provided immediate benefit to the First Response Team's efforts in moving supplies and equipment and removing debris.

### HOW RAM NATION WORKS

Truck owners interested in answering future calls to help, whether its mobilizing volunteers to assist in disaster relief efforts or proactive community outreach initiatives, can sign up for Ram Nation at [ramtrucks.com/ramnation](http://ramtrucks.com/ramnation).

Ram Truck and its dealers will access the Ram Nation database to bring volunteers and organizations together when a need or opportunity arises.

Types of Ram Nation projects could include working with the First Response Team of America or other organizations in times of disasters across America and working with community nonprofit organizations on initiatives such as planting or harvesting crops for local food banks, collecting and delivering supplies, clearing debris or transporting people.

### **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:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- 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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