

Contact: Eileen Wunderlich
FCA US LLC

Kathryn Brenner
Rolling Stone
(212) 484-1707 (office)
Kathryn.Brenner@wennermedia.com

Rolling Stone Country and Ram Truck Announce Partnership to Create Custom Content for Country Music Fans

October 5, 2015, New York City - Rolling Stone Country and Ram Truck announced today a multi-platform partnership geared toward creating meaningful content for passionate country music fans and expanding both brands' footprint in the country music genre. As the official automotive partner of [Rolling Stone Country](#), Ram branding will be woven into the framework of the website's design.

Launching today as part of this partnership is the "[Ram Report](#)," a daily, hosted video series highlighting the biggest country news stories of the day. Today's episode will feature an exclusive interview with Charles Kelley of Lady Antebellum, on the heels of his solo album announcement and its lead single "The Driver." As a preview to his upcoming fall tour, the country star will perform at the invite-only Rolling Stone Country Live: Nashville event, presented by Ram, November 3 after the night's opener singer-songwriter Maren Morris.

Additionally, beginning in mid-2016, Rolling Stone will create a custom video series featuring exclusive music performances and Q&As with artists in Nashville, providing an intimate look at today's country artists. Rolling Stone Country will also serve as Ram's media partner for a pre-Academy of Country Music (ACM) Awards event in April 2016, capturing performance content for Ram to distribute on Rolling Stone and Ram properties.

"We are thrilled to partner with Ram on this exciting program, which marks Rolling Stone's commitment to country music and our dedication to creating quality video content," said Gus Wenner, Head of Digital of Wenner Media. "We started Rolling Stone Country out of a deep love for the music, and look forward to this collaboration that will reach an audience who are as passionate about their trucks, as they are about their music."

"Ram is always seeking additional opportunities to authentically be part of the country music genre through relationships and content that reaches target audiences who index high among truck buyers," said Olivier Francois, Chief Marketing Officer, FCA - Global. "Rolling Stone has been the authority on all things music and pop culture for nearly 50 years and their new dedicated genre hub, launched last year, has been critically acclaimed with the artist community as a solid, reputable and quality editorial destination. For these reasons, we are looking forward to this partnership that will help us create and deliver custom content in the near future."

About Rolling Stone

Rolling Stone has been the leading voice of music and popular culture for more than 47 years. The multi-media brand features the latest in music reviews, in-depth interviews, hard-hitting political commentary and award-winning journalism across many platforms including magazine, digital, mobile, social and event marketing. Rolling Stone provides "all the news that fits" to over 40 million fans of the brand every month. Rolling Stone Country, launched last year, brings the same expert editorial coverage and unparalleled access to artists for which the brand has been known since its inception. Owned by privately-held Wenner Media, which also owns and publishes Us Weekly and Men's Journal, Rolling Stone is headquartered in New York. For more information, please visit <http://www.rollingstone.com>.

About Ram Truck Brand

Ram Trucks' collaboration with Rolling Stone Country is the brand's latest partnership in the country music space.

Ram has established alignments with several of today's top country music artists, including Miranda Lambert whose song "Roots and Wings" was inspired by Ram trucks. Ram created a national television spot and music video featuring the song. Other Ram country music partnerships include Easton Corbin and Chris Stapleton, and the brand has had a longtime affiliation with the Academy of Country Music (ACM) Awards.

Since its launch as a stand-alone division in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

-###-

Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>