Contact: Eileen Wunderlich

New Ram Campaign Celebrates Outdoors Lifestyle and Raises Awareness of Need to Help End Hunger

- Campaign draws attention to Farmers and Hunters Feeding the Hungry mission of encouraging hunters to donate a portion of their harvests to feed people in need
- Multimedia campaign includes television, print and digital advertising, as well as social media
- All ads carry hashtag #RamHuntsHunger
- Go to www.RamTrucks.com/outdoorsman to find out more
- Ram Truck's 2013 "Year of the Farmer" initiative also raised awareness of U.S. hunger issues

November 6, 2015, Auburn Hills, Mich. - Ram Truck will once again shine the spotlight on the need to address hunger in this country as the brand launches a new campaign celebrating the outdoor lifestyle and raising awareness of the mission of Farmers and Hunters Feeding the Hungry (FHFH), an organization that enable hunters to donate a portion of their hunt to the less fortunate.

The new marketing campaign includes television, print, digital and social media components, all targeting outdoor enthusiasts and promoting a current movement among hunters to assist with hunger issues in their communities. The ads carry the hashtag #RamHuntsHunger and drive viewers to RamTrucks.com/outdoorsman to learn more. They will run in network and cable programming and print publications with large outdoor lifestyle audiences, such as Ridge Reaper and Ducks Unlimited television shows and *Field & Stream* and *American Hunter* magazines. Ram social media sites and those of many of Ram's marketing partners, such as Drury Outdoors and Mossy Oak, will also promote the message.

"Ram has a history of using its marketing voice to connect with audiences in relevant and meaningful ways to make a difference," said Olivier Francois, Chief Marketing Officer, FCA – Global. "With the purposeful call-to-action in our new outdoor enthusiast campaign, Ram hopes to inspire and activate the passion of our truck owners to help fight hunger."

The #RamHuntsHunger initiative is designed to remind people that 49 million Americans struggle to put food on the table and that we all have the ability to help. FHFH oversees a national network of meat processors and food banks and, by raising awareness of the organization's mission, Ram is hoping that hunters will consider donating their harvests to benefit those in need. The organization reach includes more than 115 chapters across 30 states.

"Some of Ram's most passionate fans are huge hunting enthusiasts," said Bob Hegbloom, Head of Ram Brand, FCA – North America. "Truck owners and outdoor enthusiasts are always willing to lend a helping hand, which is why Ram is heightening awareness of one of the ways they can give back to their local communities this time of year."

The television creative executions include 60-second " Stay Inside" and 30-second " Small" ads featuring Ram 2500 Outdoorsman and Ram 2500 PowerWagon trucks, plus two 30-second spots, " Donate" and " Landscape, " which specifically promote the cause and tell viewers how to participate. Print ads target outdoor enthusiasts and one promotional layout explains the program.

" Stay Inside" beautifully captures a day in the life of hunters and fishermen as they brave weather elements, darkness and rough terrains, all for the love of the great outdoors. " Small" also showcases beautiful landscapes as seen from above as Sam Elliott, the voice of Ram, says, "Some days the biggest rush of all is feeling really, really small. Guts. Glory. Ram." In " Donate," Jason Carter and Koby Fulks of Under Armour's Ridge Reaper TV show passionately talk about what hunting means to them. That spot and " Landscape"

show Ram trucks driving across some of America's outstanding scenery as on-screen copy reads "49 million Americans struggle to put food on the table. One deer can provide up to 200 meals" and Sam Elliott says, "Please visit RamTrucks.com to learn more about donating portions of your hunt to feed the less fortunate."

The ads were created in partnership with Dallas-based The Richards Group.

The new campaign is not the first time Ram has drawn attention to hunger issues in America. Following airing of its " Farmer" video on the 2013 Super Bowl broadcast, Ram declared 2013 the "Year of the Farmer" with a series of national and grassroots initiatives to fight hunger.

About Farmers and Hunters Feeding the Hungry (fhfh.org)
Inspired by a passion for the outdoors and compassion for the needy, Farmers and Hunters Feeding the Hungry is committed to addressing America's hunger problem in a unique and relevant way. Established in 1997, FHFH enables hunters and farmers in states nationwide to provide nutritious meat to feed the hungry of their communities.

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.

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