

## Ram Truck Brand Releases Special Thanksgiving Day Spot “Thanksgiving Grace” During Macy’s Thanksgiving Day Parade®

Ram Trucks Lead Way to Tow Parade Floats at 92nd Annual Macy’s Thanksgiving Day Parade

- ‘ [Thanksgiving Grace](#)’ spot runs during Macy’s Thanksgiving Day Parade
- ‘Thanksgiving Grace’ is the second in a series of "Next Generation" videos, celebrating and honoring the enduring values that connect families today and on to future generations
- As Official Truck of Macy’s Thanksgiving Day Parade, Ram trucks will tow all parade floats for fourth consecutive year
- Macy’s Thanksgiving Day Parade is broadcast live November 22 on NBC, beginning at 9 a.m. in all time zones
- The Ram Truck brand will also lead the 2018 Nashville Christmas Parade on Saturday, Dec. 1, benefitting the Monroe Carell Jr. Children’s Hospital at Vanderbilt; Ram trucks will tow all of the parade floats, including the life-size gingerbread float constructed by the brand and revealed in the Ram brand’s 30-second “ [Ginger Builders](#)” video

November 22, 2018, Auburn Hills, Mich. - The Ram Truck brand joins and pays homage to the millions of Americans coming together this Thanksgiving Day in its new video “Thanksgiving Grace,” airing for the first time on television on Thursday, Nov. 22, during the 92nd annual Macy’s Thanksgiving Day Parade on NBC. The spot, which will air on broadcast as a 30-second commercial, will also run during the traditional holiday NFL football game on CBS. An extended 60-second version of “ [Thanksgiving Grace](#)” can be viewed on the [Ram brand’s official YouTube channel](#) .

“Thanksgiving Grace” features a family celebrating the holiday, as the father reflects on all for which he is thankful. He recites the values of kindness, courage, beauty, confidence, and the love of his children and his wife. The spot ends with the tagline “Make the Next Generation Even Better. That’s Our Job. Happy Thanksgiving.”

“Thanksgiving Grace” is the second in a series of "Next Generation" videos from the Ram Truck brand. The first spot “[School Talk](#),” which debuted as part of Father’s Day observance, reinforces the importance of fatherhood and being a role model for children. The extended 60-second version of “ [Thanksgiving Grace](#)” will run on the brand’s official [YouTube channel](#). “Thanksgiving Grace” will also run across the brand’s social channels, including [Facebook](#), [Twitter](#) and [Instagram](#).

Ram is the official truck of the Macy’s Thanksgiving Day Parade and, for the fourth consecutive year, more than 20 Ram trucks will be towing all the floats. This year’s parade is unique as two Ram trucks will be fully wrapped to match the float designs of the new Splashing Safari Adventure by Kalahari Resorts and Conventions and Mount Rushmore’s American Pride by South Dakota Department of Tourism. Also, for the first time, Macy’s most famous float of Turkey Tom will be built on top of a Ram truck, leading the entire parade. The parade is broadcast live Thursday, Nov. 22 on NBC, beginning at 9 a.m. in all time zones.

“On a day that millions join together with family and friends, it is an honor to continue to align the Ram brand with such an iconic American event as the Macy’s Thanksgiving Day Parade,” said Reid Bigland, Head of Ram Brand. “As our 2019 Ram trucks lead the parade, we celebrate the achievements of every person who puts their best foot forward at work every day, and for whom we continue our commitment to build the most efficient, durable and technologically advanced trucks in the market.”

In total, Ram provided the Macy's Parade with 65 trucks and Ram ProMaster commercial vans, many of which are used for behind-the-scenes functions leading up to the parade start. Ram will not only help transport the larger-than-life floats down the Parade route, but will also assist in moving other Parade materials needed to produce the annual spectacle, from tool containers to costumes and much more, in the lead up to the start of the procession on Thanksgiving Day.

Continuing on the parade route, the Ram Truck brand will be heading to the 2018 Nashville Christmas Parade on Saturday, Dec. 1, benefitting the Monroe Carell Jr. Children's Hospital at Vanderbilt. As the title sponsor of the parade, Ram trucks will tow all of the parade floats, including the life-size gingerbread float constructed by the brand and revealed in the Ram brand's "Ginger Builders" [30-second video](#).

"Thanksgiving Grace" was created in partnership with Austin-based agency GSD&M.

### **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.

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