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FCA 2019 National Sweepstakes Entrant Takes Home the 2019 Ram 1500 Classic

- FCA presents this year's 2019 sweepstakes winner with a Ram 1500

August 28, 2019, Auburn Hills, Mich. - FCA US LLC is happy to announce Willie Haven as the grand prize winner of its 2019 National Sweepstakes. Haven is one of nearly 374,300 registrants to participate in the annual sweepstakes.

As the winner, Haven received a $45,000 voucher to put toward his choice of any Chrysler, Dodge, Jeep®, Ram or FIAT brand vehicle. Almost immediately, Haven selected the Ram 1500 Classic Big Horn Edition pickup in metallic granite crystal. Ram was the title sponsor at the 2019 Dixie National Livestock Show and Rodeo, a stop on the Ram Rodeo Series, where Haven's official registration into the giveaway took place.

"I have to drive a good distance to my job working on an oil rig out of state, so this is a true blessing," said Willie Haven. "I simply took a few minutes of time to enter and low and behold I am now the winner and proud owner of a Ram 1500 Classic pickup truck. I am still shocked, but I am also extremely excited and thankful for this opportunity for myself and my family. We will be sure to enjoy its luxury, safety and security features."

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. That focus led Ram to design the industry's most innovative, award-winning trucks, emphasizing durability, strength, technology and efficiency. With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. As MotorTrend's 2019 Truck of the Year, the all-new 2019 Ram 1500 is a no-compromise truck, leading areas most important to pick-up owners. Ram leads the light-duty truck segment with significant gains in fuel efficiency through an all-new eTorque mild hybrid system in both V-6 and V-8 configurations. Mac Haik Chrysler Dodge Jeep Ram of Flowood, Mississippi, will have the pleasure of delivering the prize vehicle to its proud new owner.

"We couldn't be happier to select a new winner - it's still my favorite part of the process," said Jason Russ, Head of Experiential Marketing, FCA US. "We were thrilled to outfit him with a vehicle that accommodates both his family and lifestyle."

FCA continues to hold its annual vehicle sweepstakes, making entry accessible at FCA consumer experiences held nationwide. At FCA vehicle experiences, consumers are fully immersed in information regarding Chrysler, Dodge, Jeep, Ram or FIAT brand vehicles and are encouraged to enter the National Sweepstakes onsite. Consumers engage with knowledgeable product specialists at branded stations and test drive vehicles from the FCA product lineup at no cost .

The entries from spring 2019 were collected through a number of hands-on FCA brand initiatives that took place all over the country, including the Ram Rodeo Series, Camp Jeep off-road drive course, Ram Truck Territory test tracks, Drive! FCA at auto shows, and numerous test drive and community fundraising events involving the FIAT, Chrysler and Dodge brands as well.

Purchase is not required to enter or win. For the official sweepstakes rules and details on how to enter, please visit

www.fcaentertowin.com. The Fall 2019 sweepstakes ends December 31, 2019. Stay in the loop with the latest product and brand news by visiting www.fcanorthamerica.com.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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