

Contact: Dianna Gutierrez  
Eileen Wunderlich

## **Jeep® and Ram Truck Brands Air Two-minute Videos ‘Whole Again’ and ‘Farmer’ During Super Bowl XLVII**

- Jeep® brand introduces ‘Whole Again,’ a two-minute creative expression that encourages Americans to embrace and support our returning service men and women
- Ram Truck brand’s ‘Farmer’ video features ‘So God Made a Farmer’ words delivered some three decades ago by legendary radio broadcaster Paul Harvey and all original photography
- Jeep and Ram Truck leverage the visibility of Super Bowl XLVII to launch two initiatives encouraging citizens to support two key elements of American society - our troops and our farmers

February 2, 2013, Auburn Hills, Mich. - Today, the Jeep® and Ram Truck brands each introduced two-minute videos during Super Bowl XLVII.

### **Jeep® Brand’s “Whole Again”**

The two-minute spot, “Whole Again,” is a heartfelt letter, read by Oprah Winfrey, from the Jeep brand and the American people to the service men and women of the six branches of the armed forces. It simply lets them know that Americans everywhere hold them in utmost respect and admiration for all they do in protecting American institutions and values around the world.

"It was an honor to lend my voice in support of those that serve us all," said Oprah Winfrey.

The Jeep brand’s “Whole Again” was created in partnership with GlobalHue of Detroit. The broadcast spot can be viewed at the Jeep brand’s website, [www.Jeep.com/OSR](http://www.Jeep.com/OSR), and YouTube site at [www.youtube.com/jeep](http://www.youtube.com/jeep).

### **Ram Truck Brand’s “Farmer”**

The new Ram Truck spot, “Farmer,” was inspired by the stirring “So God Made a Farmer” tribute delivered by legendary radio broadcaster Paul Harvey and used as an anthem in grassroots videos created by farm families over the past three decades.

The Ram Truck brand commissioned 10 noted photographers including National Geographic icon William Albert Allard and renowned documentary photographer Kurt Markus to document American farm life, yielding a beautiful and comprehensive catalog of farming images. Many of these artful and compelling still images provide the visual mosaic for “Farmer;” Harvey’s passionate oration provides the narration.

In this latest extension of the brand’s Guts, Glory, Ram campaign, the video uses slices of farming life to remind us of our shared identity and character, the greatness born out of perseverance and determination and the rewards that come from hard work.

“Farmer” was created in partnership with The Richards Group of Dallas, Texas. The broadcast spot can be viewed at the Ram Truck brand’s website at [www.ramtrucks.com/keepplowing](http://www.ramtrucks.com/keepplowing) and on the brand’s YouTube site at [www.youtube.com/ramtrucks](http://www.youtube.com/ramtrucks).

“For the past two years, we have used the largest television viewing audience to highlight the pride, the resilience and the determination that form an integral part of the American character,” said Sergio Marchionne, Chairman and

CEO, Chrysler Group LLC. "Both the Jeep and Ram Truck brand's campaign videos express Chrysler Group's commitment to America and to helping build a better future for this great country."

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Both videos have been created to introduce two initiatives that celebrate and give back to two groups whose work ethic, dedication and service have sustained the very fabric of this nation.

The Jeep brand's "Operation SAFE Return" (OSR) aims to galvanize community support for service members and their families worldwide. The Ram Truck brand's "Farmer" initiative shines a spotlight on American farm families and kicks off twelve months of programs dedicated to highlighting and underscoring the importance of farmers. The initiatives were announced by the brands during Super Bowl XLVII in order to reach the broadest audience possible with the important missions of these campaigns.

The "Operation SAFE Return" program is designed to solidify the commitment of the Jeep brand, as an iconic American symbol, to use "Power for Good" to provide support and aid for our homeward bound nation's heroes. This multi-faceted partnership with the USO continues the Jeep brand's commitment to the military by providing support and aid to our returning heroes.

As part of OSR, the Jeep brand will donate more \$1 million in vehicles and funding to the USO to be utilized for programs that directly support returning service members and their families.

The Jeep brand's OSR national advertising campaign was created in partnership with Global Hue of Southfield, Mich. The broadcast spot can be viewed at the Jeep brand's website, [www.Jeep.com/OSR](http://www.Jeep.com/OSR), and YouTube site at [www.youtube.com/jeep](http://www.youtube.com/jeep).

For more information on "Operation Safe Return", visit [www.jeep.com/OSR](http://www.jeep.com/OSR), the Jeep Facebook page ([www.facebook.com/jeep](http://www.facebook.com/jeep)) or Twitter ([www.twitter.com/jeep](http://www.twitter.com/jeep)).

The Ram Truck brand enhances its long-standing partnership with the National FFA Organization (formerly known as Future Farmers of America) with a year-long, multi-tiered initiative dedicated to highlighting and underscoring the importance of farmers in America. Together with agricultural equipment manufacturer Case IH, Farms.com and other brand partners, Ram aims to raise awareness and generate funds for FFA hunger relief efforts in local communities across America. For every view, download or share of the two-minute "So God Made a Farmer" spot located on the brand's website, Ram will make a donation to the National FFA Organization with the intent of generating \$1 million. The brand is calling on the public to help reach the goal by viewing and sharing the video posted at [www.ramtrucks.com/keepplowing](http://www.ramtrucks.com/keepplowing).

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