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Ram Truck Brand Awards Scholarship Funding to Future Farmers of America Members

Local Dealerships Partner with Ram Truck Brand to Sponsor FFA Scholarships for High School Students

May 13, 2013, Auburn Hills, Mich. - As part of a long-standing partnership with the National Future Farmers of America Organization (FFA), the Ram Truck brand is funding nearly 80 scholarships to FFA members across the country. The Ram Truck brand has awarded approximately \$600,000 in scholarships throughout its 29 year sponsorship of the FFA scholarship initiative.

More than 6,000 FFA students applied for the Ram Truck scholarships in 2013, and those selected to receive funding were based on merit, academic records, leadership, and involvement in the agricultural community. The Ram Truck brand, partnering with its local dealers, will award seventy-six, \$1,000 local scholarships and a \$2,500 national scholarship to FFA students pursuing post-secondary education in communities across the United States. Winning students will be presented with certificates within the coming weeks at their local sponsoring dealership.

"Ram has supported the FFA for more than 60 years, as we understand the importance of providing opportunities for current and future leaders in agriculture," stated Robert Hegbloom, Director - Ram Truck Brand. "Ram Trucks fit the lifestyle and culture of FFA members, and we continue to work with our local dealerships to support and build our relationships with the organization."

The Ram Truck brand maintains a strong partnership with the FFA based on the historic connection between traditional American farming and Ram Trucks. The foundation of the established relationship has been built through initiatives such as the FFA scholarship program. The FFA provides leadership personal growth and career success training through agricultural education to over 550 thousand student members in grades seven through twelve who belong to one of the FFA chapters throughout the U.S., Puerto Rico and Virgin Islands.

Continuing to enhance the partnership with the National FFA Organization, formerly known as Future Farmers of America, the Ram Truck brand recently announced a donation of \$1 million to the National FFA Organization, for surpassing the number of pledged views of its two-minute 'Farmer' video which aired during Super Bowl XLVII. The Ram Truck brand's 2013 "The Year of the Farmer" campaign set out to create greater awareness, support and appreciation for farming families, communities and providers. Funds raised were distributed to FFA hunger-relief efforts geared toward fighting hunger in local communities across the country. The brand commissioned 10 noted photographers to document American farm life for the video, and will compile the images into a book to be released later this year, with a portion of the proceeds being donated to agriculture and hunger-related efforts across the country. 'Farmer' is about having America appreciate everything that farmers and farm families do on a daily basis and captures the hard work, determination and character of the farmer in all of us.

Throughout the remainder of 2013, the Ram Truck brand will be organizing events across the country where the community will be able to personally get involved in supporting FFA and the cause of the American farmer. For more information on "The Year of the Farmer," go to www.ramtrucks.com/keepplowing.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to

concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

About National FFA Organization

The National FFA Organization is a national youth organization of 557,318 student members as part of 7,498 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at www.FFA.org, on Facebook, Twitter and the official National FFA Organization blog.

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