

The Ram Truck Brand and Chrysler Group LLC's Southeast Business Center Kick Off Their Support of American Farmers

- Ram Truck to Co-sponsor the September 28 North Carolina State University Agriculture and Farmer Awareness Football Game

September 25, 2013, Auburn Hills, Mich. - The Ram Truck brand declared 2013 "The Year of the Farmer" and on September 28 they will work with the Chrysler Group LLC Southeast Business Center (SEBC) to bring that support to the grid iron.

Together with North Carolina State University, the SEBC and Ram Trucks are co-sponsoring the agricultural and Farmer Awareness Game on September 28. The North Carolina State Wolfpack takes on Central Michigan, with all game day activities designed to raise awareness of farming and support the agricultural community in North Carolina

"Ram has been a big supporter of the farming community for more than 60 years," said Robert Hegbloom, Director - Ram Truck Brand. "Ram trucks fit the lifestyle of the American farmers in the Southeast, so we wanted to show our support for them by partnering with leading agricultural universities and brands that support the Southeastern agricultural community."

Ram game day festivities include an on-field presentation recognizing the positive impact the agricultural industry has on the health and economy of North Carolina. NC State graduates who are involved in the farming industry also will be honored on the video board throughout the game, and the Fan Zone will be agriculture-themed, with food sampling and educational booths.

In addition, the Ram team will be out in full force with its Ram branded trailer and multi-vehicle truck display. Football fans will enjoy interactive games including corn hole and a football tire toss, free giveaways and a chance to win prizes. Ram product specialists also will be on hand to answer truck questions and to give truck tours. One lucky truck tour participant will go home with a tailgate-themed grand prize including an NC State fire pit, blanket, cooler and more.

"We hope football fans enjoy the game and all the Ram-sponsored activities, but we also hope they walk away with a greater appreciation of how our North Carolina farm families make our communities a better place to live," said Al Gardner, Director - Chrysler Group LLC's Southeast Business Center. "If we accomplish that, then we will have achieved our goal."

The SEBC plans to continue its efforts in supporting American farmers in the Southeastern United States. Their initiatives will highlight and underscore the importance of farm families throughout the rest of the year.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct 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.

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Additional information about the Ram Truck brand and the 2013 Year of the Farmer is available at:

<http://www.ramtrucks.com/KeepPlowing>

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