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Ram Truck to Launch Extended Ode to Farmers

January 30, 2014, Auburn Hills, Mich. - Ram Truck's "Year of the Farmer" campaign continues to recognize the hard working men and women that live the American farming way of life with a new online edition of the video that launched the multi-element program nearly 12 months ago.

To further celebrate American farmers, Ram has released an extend version of the brand's acclaimed "Farmer" tribute, featuring the complete "So God Made A Farmer" FFA speech given by legendary radio broadcaster Paul Harvey in 1978 and additional farm imagery.

View the extended ad at the Ram Truck brand's website at www.ramtrucks.com/keepplowing and on the brand's YouTube site at www.youtube.com/ramtrucks.

Ram Truck brand declared 2013 the "Year of the Farmer" during the Super Bowl XLVII last February, when its much-talked-about two-minute television spot, "Farmer," kicked off a yearlong initiative to bring national attention to the significance of the American farmer. Ram pledged to donate up to \$1 million to FFA for views of the "Farmer" video on the Ram Truck brand website. The brand reached the 10-million-view milestone, equating to the \$1 million donation, in less than a week.

To date, "Farmer" has been viewed online more than 22 million times, underscoring America's interest in and support for the important role farmers play in our country.

To honor American farmers, the Ram Truck brand aspired to create greater awareness, support and appreciation for farming families, communities and providers. 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 stills provide the visual mosaic for "Farmer," while Harvey's passionate oration provides the narration.

In November, the Ram Truck brand launched a new photography book with National Geographic titled, "The Farmer in All of Us: An American Portrait."

The 300-page coffee table book is a beautiful and comprehensive collection of original agriculture and farming photography, including many of the images commissioned by the Ram Truck brand for the Super Bowl commercial.

Every book purchase contributes to the National FFA Organization's "Give the Gift of Blue" program, which donates traditional FFA blue corduroy jackets to members who would not otherwise be able to own one.

The "Farmer in All of Us" book builds on the imagery from the video and creates a compelling photographic poem, including a foreword by Paul Harvey, Jr., and personal anecdotes from the 10 photographers. The book includes more than 240 photos conveying the same spirit as the Ram Truck brand, which celebrates the values of dignity, fellowship and sacrifice through hard work. Just as the "Farmer" television video did, the book aims to inspire the next generation of America's farmers.

The book is available for purchase now for \$45 at www.ramtrucks.com/outfitter and will be in retail stores beginning late spring 2014.

"Farmer" was created in partnership with The Richards Group of Dallas, Texas.

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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