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Ram Truck Brand Partners with National Cattlemen's Beef Association (NCBA)

- Ram named Official Truck of the NCBA and its 2014 Cattle Industry Convention and NCBA Trade Show
- Partnership continues Ram Truck brand's ongoing support of American agriculture industry demonstrated with 2013 'Farmer' video
- NCBA, the definitive voice of the beef industry, represents more than 190,000 cattlemen who manage 90 percent of the nation's fed cattle market

February 5, 2014, Auburn Hills, Mich. - The National Cattlemen's Beef Association (NCBA) and the Ram Truck brand announced a partnership today at the organization's 2014 Cattle Industry & NCBA Trade Show in Nashville, Tenn. The partnership includes Ram being named the 2014 Official Truck of the show and the NCBA.

The relationship with NCBA reinforces the Ram brand's long-standing commitment to supporting American agriculture as demonstrated with last year's two-minute "Farmer" video during the Super Bowl XLVII broadcast and the declaration of 2013 as the "Year of the Farmer."

"This is an important partnership for us as trucks are a hard-working part of everyday life for the more than 190,000 cattlemen who make up the NCBA," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "Ram trucks deliver the capabilities that farmers count on: industry-best 30,000-pounds towing, 850 lb.-ft. of class-leading torque and the best fuel economy."

The uniquely American "farmer" ethos conveys the spirit of Ram so well, added Bigland. On a daily basis, both the Ram brand and cattlemen value courage, dignity and setting examples through hard work.

NCBA is the largest organization representing America's cattle industry. Its members manage 90 percent of the national fed cattle market and over 40% of the nation's cow herd. The organization's members will receive a discount on Ram trucks as well as Chrysler, Jeep®, Dodge and Fiat brand vehicles.

Members and cattlemen alike will start to see Ram connect directly to NCBA members through its support of NCBA's "Cattlemen to Cattlemen" television show on RFD-TV, the "National Cattlemen" monthly publication, Beefusa.org website and the organization's 2014 Cattle Industry Convention and NCBA Trade Show Feb. 4-7.

NCBA President Scott George added, "A relationship with Ram is a natural fit. Trucks are products that cattlemen depend on for their livelihood each day. Ram's reputation for quality, durability, and dependability will exceed the expectations of our members."

Ram is also sponsoring a FFA Day at the NCBA convention and trade show.

For more information about the Official Truck of NCBA, visit www.beefusa.org.

About Ram 'Farmer' and 'Year of the Farmer'

The Ram Truck brand declared 2013 the "Year of the Farmer" in a year-long initiative designed to bring national attention to the significance of the American farmer. The program launched during Super Bowl XLVII with a two-minute "Farmer" video featuring all original photography of American farm life and the "So God Made a Farmer" words delivered some three decades ago by legendary radio broadcaster Paul Harvey.

The "Year of the Farmer" campaign was designed to generate \$1 million for the National FFA Organization, in collaboration with Case IH Agriculture, Farms.com and other brand partners. Ram Truck brand pledged to make donations to the FFA for views of the "Farmer" video online and it took less than a week to reach the 10 million view milestone equating to the \$1 million donation.

In addition, Ram has partnered with National Geographic to publish "The Farmer in All of Us: An American Portrait" coffee table book featuring a beautiful and comprehensive collection of original agriculture, farming and family farm photography, including many of the images commissioned for the "Farmer" video. The book is available now at www.ramtrucks.com/outfitters and will be in retail stores this spring. Each purchase of the book contributes to a Ram donation to FFA's "Give the Gift of Blue," helping to provide the iconic blue corduroy jackets to those members who might otherwise not have the opportunity to own one.

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.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

About NCBA

The National Cattlemen's Beef Association (NCBA) has represented America's cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org.

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