

Contact: Claudia Gregory
Eileen Wunderlich

Latin Music Superstar Juanes Shines Light on 2014 Ram 1500 in Latest Spanish-language Commercial

February 20, 2014, Auburn Hills, Mich. - The Ram Truck brand and Grammy-winning Latin Rock musician Juanes introduce the latest commercial in their extended partnership on the "A Todo, Con Todo" ("To Everything, with Everything") Spanish-language advertising campaign. The new TV spot featuring Juanes' new hit single "*La Luz*" ("The Light") is the final installment of an ad series promoting the 2014 Ram light-duty truck centered on Juanes and his road crew.

The new "A Todo, Con Todo" prominently features Juanes performing "*La Luz*" on stage while also focusing on his road crew's diligent efforts to set up for his concert "once the lights go out." Juanes and his crew rely on the Ram 1500 to move heavy stage equipment from city to city so they can deliver fan-pleasing performances.

"The 'A Todo, con Todo' campaign with Juanes is engaging and memorable," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "Effective marketing should tell a story just as this series of commercials does. The 'La Luz' ad showcases the shared drive, determination and overall performance of Juanes, his crew and the Ram 1500 truck. They work together to deliver an outstanding performance for music fans and truck owners alike."

Launched in December 2013, "*La Luz*" is Juanes' latest single off the highly anticipated album "*Loco De Amor*," scheduled for release on March 11, 2014.

"It's been quite the ride working with Ram Truck on the latest campaign" said Juanes. "The brand has supported my music both on and off the stage, helping us get from one show to the next. It's exciting to have my new song 'La Luz' on the latest spot. It's a powerful song for a powerful truck."

The 30-second Ram spot, both continues the campaign's emphasis on the values of hard work and determination shared by the brand and Latin cultures, and highlights the class-leading innovations of the 2014 Ram 1500.

"In key truck markets like Houston, Los Angeles and New York, the multicultural population is in fact the majority population," [1] said Juan Torres, Head of Multicultural Advertising, Chrysler Group LLC. "Marketers must understand the lens through which multicultural consumers see brands; Ram Truck is telling a story that integrates cultural values and insight to connect emotionally with these consumers."

The latest Spanish-language Ram Truck TV ad will run nationally on the Univision and Telemundo networks.

About the "A Todo, Con Todo" Campaign

The Ram Truck brand introduced the first ad from the extended "A Todo, Con Todo" campaign with Juanes in 2013. The television commercial "Beyond the Encore" served as a teaser for the collaboration, primarily focusing on the Ram 1500's interior, technology and fuel efficiency. Three additional spots were then released continuing the story of hard work and determination as Juanes' road crew sets up for concerts. The new "La Luz" TV ad, the final spot in this story, delivers a climactic unveiling of Juanes as the brand's ambassador. The spot begins with Juanes' road crew driving through the night to the next concert venue in a Ram 1500. The fast-moving spot shows them loading the truck, moving equipment and setting up as the song's lyrics say, "Se fue la luz en el barrio" ("The lights went out in the neighborhood"). Juanes is then illuminated on stage with an exhilarating performance of his new single. The spot calls out the truck's overall design and weight capacity, ending with the tagline: "Ram... A Todo, Con Todo."

The new spot highlights vehicle characteristics the road crew depends on to set the stage for Juanes, such as technology, air suspension and fuel efficiency. All spots are available for viewing on the Ram Truck brand's YouTube channel, www.youtube.com/RamTrucks.

The "A Todo, Con Todo" campaign was created by Dallas-based Richards/Lerma agency, the Hispanic marketing arm of The Richards Group.

About Juanes

With six solo albums to his credit and multi-platinum sales of over 16 million copies, Juanes is the world's leading all-Spanish-language rock artist. The multiple GRAMMY & LATIN GRAMMY winner is also frequently recognized as one of the Spanish-speaking world's leading social media voices with an online following of over 15 million fans. The Colombian superstar's dedication as a global activist also extends far beyond his passionate lyrics and is seen in his wide ranging charitable work for his own Mi Sangre Foundation and as a co-founder of the "Paz sin Fronteras" (Peace Without Borders) organization - which utilizes music to unite peoples regardless of political or geographic divides and advocate that all people are entitled to the basic human right of peace.

Over the last year, Juanes has won both the "Best Latin Pop Album" GRAMMY and "Album of the Year" LATIN GRAMMY Awards for his chart-topping MTV Unplugged Album – while also completing the year's most extensive Latin Music tour of North America, delivering critically-acclaimed concerts in 28 cities. With new single "*La Luz*" already topping charts while setting airplay records, Juanes is preparing to unveil his highly-anticipated new album "*Loco De Amor*" on March 11, 2014.

[1] Census 2010

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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