

The Ram Truck Brand and Chrysler Group LLC's Southeast Business Center Heighten Their Support of American Farmers in the Southeast

- Ram Truck Brand to Honor Florida Farmers on November 9 at the University of Florida Homecoming Football Game

November 6, 2013, Auburn Hills, Mich. - The Ram Truck brand and Chrysler Group LLC's Southeast Business Center (SEBC) continue to highlight the Year of the Farmer on November 9 by promoting farming and agriculture in the football arena.

Ram Truck will be the presenting sponsor of the Farmer Appreciation initiative on November 9 with backing from the Department of Agriculture, University of Florida (UF) Institute of Food and Agricultural Sciences and Florida Dairy Farmers. UF will celebrate their agricultural-themed homecoming game as the Florida Gators take on Vanderbilt. All game day activities are aimed at raising awareness of farming and showing support for the agricultural community in Florida.

"Ram has been a long-time supporter of the farming community, and our current year-long celebration of the farmer has been a chance for us to give back to this vital community," said Robert Hegbloom, Director - Ram Truck Brand. "When our SEBC teamed up with prominent agricultural universities and brands in the Southeast, we knew the Ram brand had to be involved."

As part of their sponsorship, Ram created a contest asking children in grades K-6 to design a poster centered on the theme "Florida Farmers Grow My Community." Ram also provided a select number of half-priced football tickets to farmers and people involved in the agriculture industry for the Homecoming football game.

Ram game day festivities will kick-off with an on-field presentation honoring the Southeast Farmer of the Year. Two farmers who own Ram trucks will be honored during half-time with a video on the game board that tells their stories. And Gator Fan Fest will be agricultural-themed, with a mock milking cow and other educational displays featuring Florida agriculture.

In addition, the Ram team will be on site to showcase its Ram branded trailer and multi-vehicle truck display. Football fans will enjoy interactive games, prizes and free giveaways. Ram product specialists will answer truck questions and give truck tours. One lucky truck tour participant will win a tailgate-themed grand prize package including an autographed football signed by Coach Muschamp, Gator merchandise from the team store, two UF logo tailgate chairs, a UF logo blanket and a VIP Gator Experience for two at the 2014 season opener vs Idaho complete with two game tickets, pre-game hospitality and pre-game sideline experience.

"The University of Florida Farmer Appreciation event is our second Ram-sponsored program of the season, and we are thrilled with this latest opportunity," said Al Gardner, Director - Chrysler Group LLC's Southeast Business Center. "During last month's NC State game, we reached more than 56,000 fans with our agricultural messages, so we look forward to reaching out to another large group this weekend to share just how important our local farm families are to our communities."

The Ram brand and the SEBC are committed to supporting American farmers in the Southeastern United States. Spreading the word at football games has proven to be an effective way to drive home the importance of local farming communities. The SEBC will continue their agricultural mission again on November 23 when the Florida Gators take on the Georgia Southern Eagles.

Additional information about the Ram Truck brand and the 2013 Year of the Farmer is available at <http://www.ramtrucks.com/KeepPlowing>.

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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