

Contact: Claudia Gregory  
Eileen Wunderlich  
Ariel Gavilan

## **Ram Truck Brand Continues Partnership with Latin Music Superstar Juanes with New Spanish-language Commercials for 2014 Ram 1500**

### **Television ad will debut on Univision during Latin Grammy awards**

- First 30-second spot of latest “A Todo, Con Todo” campaign highlighting Ram 1500 technology, interior and fuel efficiency recently launched
- Additional television, digital and print ads to follow in anticipation of Juanes’ new single and album release

November 14, 2013, Auburn Hills, Mich. - Celebrated Latin musician Juanes and the Ram Truck brand continue their partnership in the “A Todo, Con Todo” (“To Everything, With Everything”) Spanish-language advertising campaign with original spots promoting the new 2014 Ram light-duty truck.

The Ram Truck brand recently launched the 30-second television ad “Beyond the Encore”. A 60-second spot, “Anthem,” will debut on Univision during the Latin Grammy awards ceremony on Nov. 21. An additional 60-second ad will be revealed in December in anticipation of Juanes’ new single and album release while similar ads, “The Long Haul” and “Chasing the Sun”, will air in the coming weeks. The campaign focuses on the class-leading innovations of the 2014 Ram 1500, emphasizing values such as hard work and determination shared by the brand and Latin cultures.

“Juanes is a hard-working superstar who performs to the maximum,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “The ‘Long Haul’ spot shows how he and his road crew give it their all, night after night, with resolve and energy, which is exactly what our Ram trucks do for our customers.”

The new “A Todo con Todo” spots feature Juanes performing on stage and highlights the gritty work of his road crew, whose “show begins after the curtain drops.” Juanes and his crew rely on the Ram 1500 to move heavy stage equipment from city to city, resulting in fan-pleasing performances.

“We are proud to continue our partnership with Juanes,” said Juan Torres, Chrysler Group Head Multicultural Advertising and Marketing. “He’s a perfect fit for the Ram Truck brand as trucks are one of the best-selling segments among U.S. Latino purchasers and the Ram 1500 and 2500 are among the most popular models<sup>1</sup>.”

The newest Spanish-language Ram Truck TV ads will run nationally on the Univision and Telemundo networks. All spots will be available for viewing on the Ram Trucks brand’s YouTube channel, [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks). New print ads for the campaign will appear in national Spanish-language magazines and newspapers in top-volume U.S. Latino markets for Ram Trucks.

#### About the New “A Todo, Con Todo” Campaign

The “Beyond the Encore” spot features Juanes’ road crew on their way to their next venue, navigating with GPS, staying connected with their families through WiFi, and conducting business with Bluetooth. The ad highlights the technology, interior and fuel efficiency of the Ram 1500 that make it “the tool for those who take command, regardless of the stage.”

The 60-second “Anthem” carries out similar themes of hard work and determination as Juanes’ road crew sets up for concerts.

In the spot "Chasing the Sun," the crew travels all night from one concert to the next, ending up at a stadium venue as the sun rises. The spot focuses on the transmission and fuel efficiency of the truck, calling it "the tool for those who tackle hard work head-on from sunrise to sundown."

The ad titled "The Long Haul" shows Juanes' hard-working crew headed to the next concert, loading the truck and moving equipment on the set. Emphasizing the truck's air suspension, powertrain warranty and fuel efficiency, the spot ends with the tagline: "Ram... the tool for those who do the heavy lifting day in and day out."

Print and digital layouts will mirror the TV spots. 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 14 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 populaces 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, with critically-acclaimed concerts in 28 cities. He is now in the midst of extensive recording sessions, working with famed producer Steve Lillywhite on a highly-anticipated new album expected early in 2014.

---

<sup>1</sup> Polk CYE12 Enhanced Ethnic Data

#### **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.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

#### **Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks)

Twitter: @[RamTrucks](https://twitter.com/RamTrucks), @StellantisNA

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>