

Ram Truck Brand Continues Commitment to American Farm Families With April 26 'The Next Crop Project' Day of Test Drives Benefitting Next Generation of Farmers

- Ram to donate \$20 for each test drive to National FFA Organization (FFA) in support of local chapter leadership programs
- More than 100 dealers nationwide partner with local FFA chapters as part of Ram brand's ongoing support of American farming industry
- Visit www.RamTrucks.com/NextCrop to find a participating dealer

April 4, 2014, Auburn Hills, Mich. - The Ram Truck brand extends its support of America's farming industry with "The Next Crop Project," a celebration of and investment in the "next crop" of farmers and future leaders in the agriculture industry.

More than 100 dealers nationwide will partner with local chapters of the National FFA Organization (FFA) Saturday, April 26, in a national day of test drives at participating dealerships where Ram will make a \$20 donation to FFA for each test drive. Ram's donations will support local FFA chapter leadership programs in participating dealer communities.

"The Next Crop Project' is a great way for the Ram brand to continue our support of the FFA and to further increase awareness as to the importance of farming in our country," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "The uniquely American 'farmer spirit' is also consistent with our Ram values of courage, dignity and setting examples through hard work."

A list of participating dealers is located at www.RamTrucks.com/NextCrop.

"The Next Crop Project" test drive campaign is designed to further the attention that Ram brought to the importance of America's farmers with its "Farmer" video that aired during the 2013 Super Bowl broadcast, by turning the focus even more directly on the future leaders of agriculture. Ram donated \$1 million to the FFA after views of the "Farmer" video reached a 10 million view milestone in less than a week.

Ram is supporting "The Next Crop Project" campaign with a 30-second television spot debuting April 6 during the "49th Academy of Country Music Awards" broadcast on CBS, and with print and digital advertising.

About National FFA Organization

The National FFA Organization (formerly Future Farmers of America) is a national youth organization of 579,678 student members as part of 7,570 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at www.FFA.org, on Facebook, Twitter and the official National FFA Organization blog.

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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