

## Ram Truck Brand Celebrates the Courage it Takes to Succeed in Two New Commercials Airing in the 141st Running of the Kentucky Derby Telecast, Saturday, May 2, on NBC

- 'Courage is Already Inside' 60-second spot celebrates character of strong women who have worked hard to overcome the odds to achieve their goals, including two-time Kentucky Oaks-winning jockey Rosie Napravnik
- 'The Pack' 30-second ad recognizes how the ones with the guts to stand apart are the ones that separate from the pack
- Ram is 'Official Truck' of Churchill Downs and the Kentucky Derby and exclusive automotive partner for the sixth consecutive year
- Fans attending weekend races will be immersed in the Ram Truck brand experience, including truck displays, video board integration, signage and posters

May 1, 2015, Auburn Hills, Mich. - The Ram Truck brand celebrates the hard work, dedication and courage it takes to succeed in a new 60-second commercial airing this Saturday, May 2, in the 141st Running of the Kentucky Derby telecast on NBC, as part of the brand's multi-tier sponsorship of Churchill Downs and the Kentucky Derby.

"Courage is Already Inside" salutes the character of strong women who have met and overcome many challenges on the road to achieving their goals, including two-time Kentucky Oaks winning jockey Rosie Napravnik.

"True to the stand apart from the pack determination of the Ram truck brand, we wanted our Kentucky Derby advertising to once again make a difference and start a conversation," said Olivier Francois, Chief Marketing Officer, FCA – Global. "Women are emerging as leaders and influencers in traditional male-dominated fields, including horse racing. They also make up more than 11 percent of the truck buying market and influence an even greater number of purchases. For these reasons, instead of focusing on women and their trucks in our ad, we chose to proudly celebrate the achievements of those committed to giving everything they've got to all they do. 'Courage is Already Inside' is an inspirational salute to women who have overcome the 'nevers' they often hear while striving to chase their dreams."

### 'Courage is Already Inside' Description

In a change from traditional truck advertising, the 60-second "Courage is Already Inside" spot is an empowering message that reminds women that they have what it takes to break stereotypes and achieve their goals. Accomplished women, such as avid outdoorsman Eva Shockey, the first woman in 30 years to make the cover of *Field and Stream* magazine; American Thoroughbred horse racing jockey Rosie Napravnik, two-time winner of the Kentucky Oaks; country music artist Miranda Lambert, the Academy of Country Music Awards most-awarded female vocalist; professional arenacross/motorcross racer Tiana Falls, and other accomplished women meet the challenges of their chosen professions as the voiceover says:

"Have you ever thought, 'I could never do that?' Have you ever thought ... I could never climb a mountain ... or compete against that? You ever thought – you just didn't have anything left in the tank? You can break a stereotype. Throw it into a whole 'nother gear. Because the courage is already inside. Guts.Glory.Ram."

### 'The Pack' Description

In the 30-second "The Pack" spot, Ram takes a lighthearted approach to communicating the brand's retail sales growth from 2009-2015. The ad opens with sheep running wildly as they are herded. The mindless pack mentality is shown from multiple directions as the herding dog behind them completes his job and runs to the top of the hill to survey the flock.

A lone sheep then breaks free from the pack and makes its way to the top of the hill and takes a leadership position sitting down by the dog. Sam Elliott's voiceover says, "The ones with the guts to stand apart – join a league of their own. More people are driving Ram trucks than ever before. Guts.Glory.Ram."

Both ads were created in partnership with Dallas-based The Richards Group.

For the sixth consecutive year, Ram is the "Official Truck" of Churchill Downs and the Kentucky Derby and the exclusive automotive partner. The brand's multi-tier sponsorship includes immersing fans attending the races in a Ram Truck brand experience, including truck displays, video board integrations, posters, backside and trackside signage throughout the grounds and branding on gate crew staff uniforms. In addition, Ram ProMaster and ProMaster City vans will transport the Derby's traditional "Garland of Roses" to Churchill Downs Saturday morning. The Garland will be worn by the winning horse.

"An efficient, powerful and dependable truck is a must-have tool for owners, trainers, track crew members and racing fans alike, making Ram Truck's partnership with the Kentucky Derby a perfect match," said Robert Hegbloom, President and CEO – Ram Truck Brand, FCA US LLC. "With best-in-class fuel economy and towing capability, Ram trucks are designed and engineered to meet customer needs throughout this world-class sport. Derby attendees will have the opportunity to check out the bold styling and capabilities of our newest trucks, the Ram 1500 and 2500 Laramie Limited, built to exceed the high expectations of affluent truck buyers by combining capability with refinement."

Complementing the on-site branding, Ram will air additional spots in the television broadcast, as well as print and digital advertising promoting its sponsorship and Official Truck status of Churchill Downs and the Kentucky Derby.

A full-page print ad will run in the sports section of USA Today, Friday, May 1. The ad features an original illustration by Jamie Corum, based in Louisville, Ky. Corum is an accomplished equine artist who has been drawing and riding horses since childhood. Corum's illustration for the ad features the all-new Ram 1500 Limited racing with the horses at Churchill Downs and the words "Official Truck of the Kentucky Derby."

Fans may also follow the Ram Truck brand on Facebook (<http://www.facebook.com/ramtrucks>) and Twitter ([www.twitter.com/ramtrucks](http://www.twitter.com/ramtrucks)) to be a part of the excitement throughout the day.

A Ram Truck brand representative will present the winning trophy to the owner and jockey of the American Turf race on Kentucky Derby Day.

#### **About Churchill Downs**

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented America's greatest race, the Kentucky Derby, continuously since 1875. Located in Louisville, the flagship racetrack of Churchill Downs Incorporated (NASDAQ: CHDN) offers year-round simulcast wagering at the historic track. Churchill Downs will conduct the 141st running of the Kentucky Derby Presented by Yum! Brands on May 2, 2015. The track's 2015 Spring Meet is scheduled for April 25 to June 27. The track has hosted the Breeders' Cup World Championships a record eight times. Information about Churchill Downs can be found on the Internet at [www.ChurchillDowns.com](http://www.ChurchillDowns.com).

#### **Ram Brand**

In 2009, the Ram 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 vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level 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).

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