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Ram Truck Brand Creates 'Ram Nation' Volunteer Corps to Mobilize Truck Owners to Help Others When Need Arises

- Ram Truck brand taps into truck owners' natural instinct to provide a lending hand by creating the opportunity for dealers and customers to come together with their trucks for community service and disaster-relief efforts
- Ram dealers and Ram Nation volunteers assisted the First Response Team of America with cleanup of central Texas homeowners after devastating spring floods
- New members can join Ram Nation at ramtrucks.com/ramnation

August 28, 2015, Auburn Hills, Mich. - Tapping into the natural instinct of truck owners to lend a helping hand to family, friends and neighbors when a need arises, Ram Truck has launched "[Ram Nation](#)" to help its owners and dealers come together for disaster relief and community service initiatives.

[Ram Nation](#) is a grassroots volunteer corps of Ram owners and like-minded people willing and ready to come together to haul supplies, deliver equipment, clear debris, distribute food and water and even make donations that help people in their communities and around the world. New members can join Ram Nation at ramtrucks.com/ramnation.

"Ram truck owners have a strong sense of community and have the knowhow, skillset and willingness to give back," said Bob Hegbloom, President and CEO – Ram Truck Brand, FCA US LLC. "They often are the go-to people that others can rely on when help is needed and, for them, the most satisfying reward or glory comes from feeling the pride of accomplishment through hard work.

"Ram Nation will make it easier for our owners and dealers to come together. We'd love to see this grassroots effort grow into a movement that will help people in need across America," Hegbloom added.

The idea for Ram Nation was sparked after the devastating 2012 Joplin, Mo., tornado. When disaster struck that community, Ram truck owners showed up with their trucks and asked how they could help. The brand looked at how it could foster this emotion in its customer base to help out on a broader scale.

Ram Nation, Ram brand and dealer volunteers answered the call again this spring, converging on flood-stricken central Texas to join the First Response Team of America (FRTOA) in recovery and relief efforts. A \$100,000 Ram Truck and FCA Foundation donation to FRTOA helped the Texas communities of Wimberley and San Marcos, and will provide aid in the event of future disasters.

Ram has partnered with and supported the First Response Team of America, founded by Tad Agoglia, since 2012 when it teamed up with The Weather Channel for exclusive "Responding by Storm" reports chronicling the organization's disaster recovery work following 9/11 and Hurricane Katrina. Ram has provided Ram 2500, 3500 and 5500 trucks to First Response, and the brand and FCA Foundation have donated more than \$300,000 to the organization to help with its ongoing relief efforts. The towing, hauling and off-road capability of the Ram trucks provided immediate benefit to the First Response Team's efforts in moving supplies and equipment and removing debris.

HOW RAM NATION WORKS

Truck owners interested in answering future calls to help, whether its mobilizing volunteers to assist in disaster relief efforts or proactive community outreach initiatives, can sign up for Ram Nation at ramtrucks.com/ramnation.

Ram Truck and its dealers will access the Ram Nation database to bring volunteers and organizations together when a need or opportunity arises.

Types of Ram Nation projects could include working with the First Response Team of America or other organizations in times of disasters across America and working with community nonprofit organizations on initiatives such as planting or harvesting crops for local food banks, collecting and delivering supplies, clearing debris or transporting people.

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.

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