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## FCA Awards \$70,000 to Fall 2019 National Sweepstakes Winner

- Winner chooses the reigning [MotorTrend Truck of the Year](#), a 2020 Ram 2500 Laramie

July 14, 2020, Auburn Hills, Mich. - FCA is happy to announce that Dwaine Simpson is the grand prize winner of its Fall 2019 National Sweepstakes. This year, FCA offered two sweepstakes giveaways and the FCA National Sweepstakes underwent some welcomed changes. The voucher amount offered in the FCA Spring 2019 National Sweepstakes was increased from \$45,000 to \$70,000 toward any eligible vehicle from the Chrysler, Dodge, Jeep®, Ram Truck or FIAT brand.

Simpson is the first winner to receive a \$70,000 voucher to put toward his choice of a brand-new 2020 model vehicle. As this year's winner, selected completely at random, Simpson took home the highly capable, efficient and luxurious [2020 Ram 2500](#) Laramie Crew Cab 4x4 pickup truck in a Delmonico Red Pearl color with a 6.4-liter heavy-duty V-8 HEMI® engine and the largest touch screen available in a heavy-duty truck. The Ram Truck brand was a featured exhibitor at Prescott Frontier Days®, Inc.'s annual World's Oldest Rodeo®, a stop on the Ram Rodeo Series schedule, at the Prescott Rodeo Grounds, where Simpson's official registration into the giveaway took place.

"I am still shocked, but I am also extremely grateful for this opportunity to win a brand-new vehicle of my choosing," said Dwaine Simpson. "Owning a new Ram 2500 heavy-duty pickup truck, especially with all of the fantastic safety and technology features, is a blessing. I am proud to join America's most loyal group of heavy-duty pick-up truck owners. This could not have come at a better time."

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](#), [ProMaster](#) and [ProMaster City](#), the Ram brand builds trucks that get the hard work done and families where they need to go. The Ram 2500 offers towing capability of up to 19,780 pounds, 1000 lb.-ft. of torque with 6.7-liter Cummins engine, 410 horsepower and 429 lb.-ft. of torque, plus two segment-exclusive rear suspensions: a five-link coil system and an air suspension system, and the industry's leading infotainment system — the Uconnect 4C with an exclusive 12-inch touch screen. Josh White of York Chrysler Dodge Jeep Ram of Prescott, Arizona, has the pleasure of delivering the prize vehicle to its proud new owner and did so at the 133rd annual World's Oldest Rodeo.

"Selecting a new winner at random each year is our favorite part of the sweepstakes process," said Jason Russ, Head of Experiential Marketing, FCA - North America. "We could not be happier to have been able to offer a larger voucher in the amount of \$70,000 and then outfit our winner with an award-winning vehicle from our 2020 Ram Truck brand lineup."

FCA continues to hold its annual vehicle sweepstakes, making entry accessible at FCA consumer experiences held nationwide. At FCA vehicle experiences, consumers are fully immersed in information regarding Chrysler, Dodge, Jeep, Ram Truck or FIAT brand vehicles and are encouraged to enter the National Sweepstakes on site. Consumers engage with knowledgeable product specialists at branded stations and test drive vehicles from the FCA product lineup at no cost.

The entries from spring and fall 2019 were collected through several hands-on FCA brand initiatives that took place all over the country, including the Ram Rodeo Series, Camp Jeep off-road drive course, Ram Truck Territory test tracks, Drive! FCA at auto shows, and numerous test drive and community fundraising events involving the FIAT, Chrysler and Dodge brands as well.

Purchase is not required to enter or win. For the official sweepstakes rules and details on how to enter, please [visit www.fcaentertowin.com](http://www.fcaentertowin.com). The 2020 sweepstakes, which offers an even higher voucher amount set at \$75,000, ends December 31, 2020. Stay in the loop with the latest product and brand news by visiting [www.fcanorthamerica.com](http://www.fcanorthamerica.com).

## **FCA**

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