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## Ram Truck Store by Amazon Gives Enthusiasts an Opportunity to Buy Branded Merchandise

July 19, 2021, Auburn Hills, Mich. - Expanding upon the brand's "Built to Serve" motto, the Ram Truck brand is serving customers once again with the launch of the [Ram Truck Store by Amazon](#), bringing hundreds of options for authentic licensed gear and merchandise to Ram Truck enthusiasts.

"Opening our dedicated Ram Truck store on Amazon provides an opportunity for our owners and followers in the U.S. to shop for their favorite gear across multiple categories and to encounter a seamless online experience," said Marissa Hunter, Vice President, Marketing - North America, Stellantis "The Ram Truck brand featured collections give our devoted followers and Ram truck owners the chance to shop a variety of products from apparel to outdoor gear."

Products and licensed gear available in the Ram Truck Store by Amazon for purchase include apparel, drinkware, jobsite essentials and tailgate accessories for Ram Truck fans of all ages.

Categories include the following:

- [New Arrivals](#)
- [Best Sellers](#)
- [Apparel](#)
- [Gear](#)

### 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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