

Contact: Eileen Wunderlich

Dianna Gutierrez

Ram Truck Brand Launches New Hispanic Advertising Campaign Connecting Ram Trucks with Latino Community

- Most comprehensive campaign to date runs in 15 top Hispanic markets
- 'A Todo, Con Todo' message captures consumer mindset and true essence of Ram – to everything, with everything
- Bi-lingual Ram Truck owners provide real life testimonials
- Ads created in Spanish and English available for media download at www.media.chrysler.com.

September 28, 2011, Auburn Hills, Mich. - The Ram Truck brand is connecting with the Hispanic community through a new advertising campaign focusing on the important values of hard work, dedication, and commitment to family and community. "A Todo, Con Todo" is the brand's most comprehensive Hispanic campaign to date and is the first Ram brand Hispanic campaign to include television, radio, print, newspapers and digital media. It will run in the 15 top Hispanic markets and was produced in both Spanish and English languages.

"'A Todo, Con Todo' captures the consumer mindset and true essence of Ram – to everything, with everything," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "Owning and using a Ram truck is a way of life for our Latino consumers. It is used equally as hard for work and play and, like the brand itself, there's a deep sense of pride in getting the job done, better and smarter, thanks to an uncompromising toughness."

The campaign, which debuts Oct. 3, features the true stories of Arturo Barcelo and Ascension Banuelos, bi-lingual Ram truck owners from Texas who are successful in work and life. They speak honestly and unscripted about what values are important to them and how the Ram truck is an extension of their lives. Barcelo owns a home improvement construction company in Dallas and drives a Ram 1500. Banuelos owns a Ram 3500 and manages a horse training ranch in Jacksboro (Texas).

"Because Arturo and Ascension are actual Ram owners, they deliver genuine and authentic dialog emphasizing important Hispanic values such as dedication and respect," said Olivier Francois, Chief Marketing Officer and Brand Marketing Communications, Chrysler Group LLC. "Artistically filming them in their real work environments emotionally connects with consumers while providing compelling benefits and features unique to Ram."

Large pickup trucks are one of the top selling segments among Latinos and the Ram 1500 and Ram 2500 are among the best performing Chrysler Group nameplates with Hispanic consumers.

The campaign launches with a mix of brand- and product-focused 30-second TV spots, 60-second radio ads, and print ads. The ads will be placed on Hispanic television networks and stations, such as Telemundo and Univision; in national Hispanic magazines including Hispanic Business, ESPN La Revista and Automundo; and in Spanish language local newspapers and radio stations in 15 markets including Albuquerque, Miami, Phoenix, New York, Los Angeles, Denver and nine Texas communities. The ads will also run on in-language websites.

The Ram Truck brand's ongoing commitment to the Latino market extends beyond the new advertising campaign. A Spanish-language brand website, <http://es.ramtrucks.com>, launched September 2 and Ram is partnering with Yahoo! En Espanol to launch a first-ever Mexican regional music channel later this year.

The campaign was created by the Dallas-based Richards/Lerma agency, the Hispanic marketing arm of the Ram brand's agency-of-record, The Richards Group.

It was filmed in Texas.

Campaign ads are available for media download at www.media.chrysler.com.

Television Spots – Ram Truck Light Duty

Work Horse – focuses on Arturo Barcelo at work and his commitment and mutual respect for his team. The spot also showcases the Ram truck's durability, as illustrated by the suspension and dependability.

Well Done – emphasizes Barcelo's hard work and focus on doing things right; his truck is a testimony to his ability to make the right choices and decisions for his business and team. His trust in Ram and the principles for hard work have helped be successful in his career.

Office –highlights the spacious, luxurious and refined interior of the Ram truck which gives Barcelo credibility with his clients.

Mileage (Spanish and English) – highlights the Ram 1500's cost and fuel efficiency, saving Barcelo time and money that, in turn, make him more competitive for his clients.

Television Spots – Ram Truck Light Duty

Honesty (Spanish and English) – features the testimonial of Ascension Banuelos while showing the use of his Ram truck at work. The spot talks about how honesty and respect will open doors for any opportunity, values that parallel those of the Ram brand.

Radio and Print

Two radio spots and three print ads focus on various Ram truck features and product benefits including available 5.7-liter HEMI® V-8 engine, 20 miles per gallon fuel economy, class-exclusive multi-link suspension, elegant and spacious interior, and five-year, 100,000-mile powertrain limited warranty.

About the Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 horsepower HEMI® V-8 are just two of the reasons it beat the competition. Ram 1500 also was named the Truck of Texas by the Texas Auto Writers Association in 2011.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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