

Ram Truck Brand 'Dominates the Field' With Multitier Sponsorship of Churchill Downs® and the 142nd Kentucky Derby®

- The May 7 running of the Kentucky Derby marks Ram Truck brand's seventh year as exclusive automotive partner
- Ram serves as Official Truck of Churchill Downs and the Kentucky Derby
- Fans attending weekend races will be immersed in the Ram Truck brand experience, including truck displays, video board integrations, signage and posters, and Ram-branded giveaways
- Television ads during NBC broadcast, a [behind-the-scenes](#) video and posts on Ram social channels, including Facebook live video of the ceremonial garland of roses delivery, add to the day's excitement for fans celebrating Derby day from home
- Follow the content and join the conversation at hashtag #RamDerby

May 5, 2016, Auburn Hills, Mich. - The Ram Truck brand will "Dominate the Field" May 7 at this year's 142nd running of the Kentucky Derby. For the seventh consecutive year, Ram is the "Official Truck" of Churchill Downs and the Kentucky Derby and the exclusive automotive partner.

The brand's multitiered sponsorship includes immersing fans attending the races, as well as those watching from home, in a total Ram Truck brand experience that includes on-site truck displays, video board integrations, backcountry and trackside signage throughout Churchill Downs, branding on gate crew staff uniforms and on the clothing of a few jockeys, as well as television ads running in the NBC network telecast and a [behind-the-scene custom video](#) posted on Ram social channels and brand [website](#). In addition, Saturday morning two Ram ProMaster vans will transport the traditional "Garland of Roses," to be worn by the winning horse, and the winning jockey's bouquet to Churchill Downs from the Kroger store where the large floral arrangements are created each year. Beginning at 9:30 a.m., Ram will broadcast the delivery live on [Facebook](#) live video.

"Ram trucks are the perfect match for horse owners, trainers and handlers, and being associated with America's premiere racing events is a great way to illustrate our support for these customers," said Mike Manley, Head of Ram Brand, FCA – Global. "With best-in-class towing of 31,210 pounds, best-in-class payload of 7,390 pounds, and best-in-class torque at 900 lb.-ft., plus a wide-range of special features including trailer tow technologies, Ram has the most capable trucks on the market to make the lives of horse people easier and safer for towing their horses."

On-site truck displays

Ram will have two special Ram Truck Kentucky Derby floral displays inside Churchill Downs. One will feature a Ram 1500 Crew Cab Rebel and the other will include a Ram 1500 Limited Crew Cab and a 3500 Limited Dually. Race fans can take their own or get commemorative souvenir pictures taken and share their Derby experiences virally with friends and family using hashtag #RamDerby. Ram-branded giveaways also will be available.

Signage

Strategically placed posters and signs throughout the Churchill Downs stable area feature specially crafted "Dominate the Field" messages, reminding race fans of the dedication, unrelenting tenacity, stamina and years of hard work it takes to earn the glory of making it to the Kentucky Derby.

Ram will also run videos and social media messaging on Churchill Down's "Big Board," the largest video board in an outdoor arena capable of displaying advanced 4K ultra-high definition technology.

Television Spots

Ram will air two 30-second spots and a number of branded integrations May 7 during NBC's Kentucky Derby

coverage. The “[Truck People - Derby](#)” and “Never Settle” television spots reinforce the best-in-class capabilities of the Ram Truck lineup. The spots can be seen on the [Ram YouTube channel](#) Saturday evening. In addition, NBC will run custom co-branded features that extend these messages.

Custom Video and Social Campaign

Ram has created a [behind-the-scenes](#) video that provides race fans with the opportunity to experience what it is like to ride around the Churchill Downs track. The video was shot from the vantage point of jockey John Byrne wearing a GoPro® camera and riding Garden Goddess. As race day excitement builds, the video closes with the message, “Remember, no one finishes ... until the race begins. Guts. Glory. Ram.”

Leading up to race day and using the hashtag #PrepForGlory, Ram will post content on [Twitter](#), [Instagram](#) and [Facebook](#), showing the similarities between prepping a horse and taking care of your Ram Truck.

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 142st running of the Kentucky Derby Presented by Yum! Brands on May 7, 2016. The track’s 2016 Spring Meet is scheduled for April 30-July 2. Churchill Downs has hosted the Breeders’ Cup World Championships eight times. Information is available at [www.ChurchillDowns.com](#).

Ram Truck Brand

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 and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner 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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