

Contact: Nick Cappa
David Elshoff

A Giant Awaits – Ram Truck Creates Buzz in Social Media

March 29, 2012, Auburn Hills, Mich. - Beginning March 31, Ram Truck will utilize Facebook and Twitter to create interest for an upcoming product debut. Titled "A Giant Awaits," each day through April 4th, new, not easily identifiable images will be placed on the Ram Truck Facebook page, allowing viewers to comment and guess what it is. On April 5th, coinciding with the international reveal of a new Ram Truck product, the images will be explained and shown in full view.

<http://www.facebook.com#!/RamTrucks>

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