

Ram Commercial Launches New Marketing Campaign for Its Full Line of Work Trucks and Vans

- 'Maximizing Efficiency' theme showcases how Ram ProMaster and Ram ProMaster City vans are the right tools for small businesses
- Multidimensional campaign includes television, print, digital, video and social media
- "Time" television spot debuts Sunday, Oct. 23, on CBS's NFL football telecast
- Innovative VIP test drive experiences, bringing work vans to businesses, captured in "Ram on Demand" video series posted on brand's [YouTube channel](#)

October 21, 2016, Auburn Hills, Mich. - Ram Commercial, a division of the Ram Truck brand, launches a new marketing campaign today for its full line of work trucks and vans with particular focus on how the division's [Ram ProMaster](#) and [ProMaster City](#) vans help small businesses and commercial customers maximize efficiency.

The multidimensional campaign, the most comprehensive since the Ram Commercial division was established four years ago, includes television, print, digital, video and social media components. A 30-second television spot, "[Time](#)," debuts Sunday, Oct. 23, on the CBS television network's early NFL game. The first in a series of "[Ram on Demand](#)" videos, capturing the "surprise and delight" of select small businesses putting Ram ProMaster and ProMaster City vans through the paces of their businesses for a full day, launched today on the Ram brand's [YouTube channel](#). Print ads for the full line of Ram Commercial work trucks also break this month in targeted publications, including *Forbes*, *Professional Builder* and *Remodeling* magazines.

"Ram Commercial vehicles are purpose-built to get the job done," said Mike Manley, Head of Ram Brand, FCA – Global. "While running the day-to-day business and making every minute count are the primary focuses of most small businesses, we wanted to demonstrate how the capability, versatility, ride and handling, fuel efficiency and cargo capacity of our Ram ProMaster and ProMaster City vans can help drive a company's efficiency in a very smart way."

"In this campaign, Ram Commercial has created visually compelling executions that stand out from the 'status quo' in what traditionally is a functional communication category," said Olivier Francois, Chief Marketing Officer, FCA – Global. "The strategy of showcasing the stories of real life customers using our vehicles and talking about how our Ram ProMaster and ProMaster City vans work for them is a message that is sure to resonate with small-business owners."

"Time" TV spot

The 30-second "[Time](#)" commercial demonstrates how Ram ProMaster and ProMaster City vans are extremely versatile for small businesses like seafood delivery, mobile car wash detailer, heating and cooling and home restoration companies. Shot in a large soundstage with a turnstile-type set, the camera rotates from scenario to scenario eventually revealing that each quadrant is part of a large clock, showcasing that for any usage and any time of the day, Ram work vans are purpose-built to get the job done efficiently.

The final title card also highlights Ram ProMaster City's latest designation, "America's Most Efficient Work Van," based on best-in-class fuel economy, cargo capacity and payload capability.

"Ram on Demand" Test Drives

"[Ram On Demand](#)" puts a new twist on the idea of a traditional test drive. Ram Commercial delivered Ram ProMaster and ProMaster City vans to small-business owners in Los Angeles and New York City, specifically to owners who are operating old work vehicles and who have never seriously considered the idea of a modern work van. The vans were customized with upfits based on the business' usages and then provided for the day to put through

the test of normal business operations and routines. The resulting video content captures the real “surprise and delight” reactions while engaging with the vans.

“Ram on Demand” kicks off with a [60-second overview video](#) followed by two videos each of businesses experiencing the Ram ProMaster and Ram ProMaster City. [Veestro](#), a Los Angeles-based food delivery company, and [Andrew's Honey](#), a New York City beekeeper and honey retailer, are featured in the first two “Ram on Demand” videos. Additional videos will join the first two on [YouTube](#) and the [Ram Commercial website](#), as well as the brand's [Facebook](#) and [LinkedIn](#) sites.

Customer Profile Videos

Different than the “Ram on Demand” full-day test drives, Ram Commercial's documentary-style customer profile videos showcase the daily use of Ram ProMaster and ProMaster City vans by various businesses that currently own Ram vans and how the versatility, ride and handling, fuel efficiency and cargo capacity help drive each company's efficiency. [Environmental Painting Alternatives](#) of Orlando, Florida, a commercial and residential painting company with Ram ProMaster and Ram ProMaster City vans, is featured in one video currently on the [Ram Commercial YouTube channel](#) and the Toledo, Ohio, [Ecoshine Mobile Auto Detailing](#) company that exclusively uses a ProMaster van is featured in another. Additional customer profile videos will be added to the brand's [website](#) and [YouTube](#) channel.

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, ProMaster and ProMaster City, 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 benchmarks for:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>

