

## **Ram Truck Brand Celebrates 10-year Anniversary as the 'Official Truck of Churchill Downs and the Kentucky Derby®'**

Ram Showcases 2019 Ram Heavy Duty Kentucky Derby Truck at the 145th 'Run for the Roses®'

- Saturday, May 4 marks Ram Truck brand's 10th year as exclusive automotive partner of the Kentucky Derby®
- 2019 Ram Heavy Duty 2500 and 3500 Limited Kentucky Derby Edition truck are packed with power, capability, technology, luxury and was created to commemorate the 145th running of the Kentucky Derby®
- The brand's partnership with the Kentucky Derby and Churchill Downs includes immersing fans attending the races in new Ram 15000 and Heavy Duty trucks, brand video board integrations and trucks at work both on and off the track at Churchill Downs
- Ram collaborates with 2017 Derby-winning and seven-time Eclipse Award winning trainer Todd Pletcher for Ram branding on training team and top horses

April 30, 2019, Auburn Hills, Mich. - The Ram Truck brand is off to the races as the exclusive automotive partner of the 145th Kentucky Derby®. Beginning Saturday, May 4, the brand will showcase the extraordinary 2019 Ram Heavy Duty 2500 and 3500 Limited Kentucky Derby Edition trucks that are packed with power, capability, technology and luxury.

"It is with great pride that the Ram Truck brand celebrates a decade-long partnership with the Kentucky Derby, one of the most iconic sporting events of all time," said Reid Bigland, Head of Ram Brand. "Designed with the latest class dominating capability, technology and luxury, the launch of the 2019 Ram Heavy Duty Limited Kentucky Derby Edition is a true representation of what both the Ram brand and Kentucky Derby are all about; power, hard work, passion and determination."

Created to commemorate the 10-year anniversary as the "Official Truck of Churchill Downs and the Kentucky Derby," the Ram Heavy Duty Kentucky Derby Edition trucks will be available on site for race fans to check out throughout the Churchill Downs grounds. The 2019 Ram Heavy Duty Kentucky Derby Edition is fittingly based on the brand's top Limited trim and features segment-leading capability and technology.

Ram's partnership with the Kentucky Derby and Churchill Downs includes immersing fans attending the races, and those watching the festivities on TV, in everything the new Ram trucks deliver. Fans will see on-site truck displays, video board integrations, backcountry and trackside signage throughout Churchill Downs grounds and Ram branded clothing to be featured on the training team and top horses of 2017 Derby-winning and seven-time Eclipse Award winning trainer Todd Pletcher.

In addition, Ram television spots will run during the NBC network telecast and there will be exclusive behind the scenes footage featuring interviews from Derby-winning trainer Pletcher, Churchill Downs representatives and many more all available on the Ram brand's official [YouTube](#) channel and the Ram Brand social media channels [Facebook](#), [Instagram](#) and [Twitter](#). Fans can follow the content and join the conversation at hashtag #RamDerby.

Ram ProMaster vans will transport the traditional Kentucky Oaks® "Garland of Lilies" (Friday, May 3) and Derby "Garland of Roses" (Saturday, May 4), worn by each day's winning horse, and the winning jockey bouquets to Churchill Downs from the Kroger store where the large floral arrangements are created each year.

On Friday, May 3, a pink-wrapped Ram 3500 Heavy Duty Limited dually will lead the Kentucky Oaks Survivors Parade, a march of breast and ovarian cancer survivors on the Churchill Downs' historic racetrack. Prior to the 145th running of the Longines Kentucky Oaks race, 145 survivors will walk in the parade led by the pink Ram truck.

### **About the 2019 Special-edition Kentucky Derby 2019 Heavy Duty Pickup**

The 2019 Ram Heavy Duty breaks through the 1,000 lb.-ft. barrier with the powerful 6.7-liter Cummins Turbo Diesel and offers the highest towing capability in the segment at 35,100 pounds. With that in mind, not all the Kentucky Derby special-edition features are aesthetic.

The Ram Heavy Duty Kentucky Derby Edition trucks include exclusive trailer-towing content that makes them ideal tow vehicles. Features, including 360-degree surround-view camera with trailer-reverse guidance, fifth-wheel/gooseneck prep, active hitch grid lines, air suspension with bed lowering, Forward Collision Warning-Plus with trailer braking, bed step and DOT safety kit, allow customers to tow their precious cargo with confidence.

The Ram Kentucky Derby Edition also includes Ram's segment-leading Uconnect 12-inch touchscreen radio with Sirius XM 360L and navigation, power-retracting running boards and Blind-spot Monitoring.

The Kentucky Derby Edition also includes premium full-leather front and rear seats (rear reclining on Mega Cab) combined with genuine wood and metal trim throughout. Uniquely-colored seating features a Black and Saddle Brown hybrid of Limited and Longhorn trims, accented with medium Greystone stitching and piping.

The exterior includes an exclusive, premium billet-appearance grille and body-color bumpers. Buyers can choose from seven exterior colors: Bright White, Pearl White, Delmonico Red, Diamond Black Crystal, Granite Crystal, Max Steel or Patriot Blue.

The 2019 Ram Heavy Duty Kentucky Derby Edition is available on 2500 or 3500 Limited, Cummins 6.7-liter Turbo Diesel I-6 or 6.4-liter HEMI® V-8, 4x2 or 4x4, Mega Cab or Crew Cab, single rear wheel or dual rear wheel with 6-ft.-4-in. or 8-ft. bed lengths. Dual rear wheel models include rear park assist with fender coverage.

Base price is \$66,890 plus \$1,695 destination charge for Ram 2500 and \$68,240 plus \$1,695 destination charge for Ram 3500.

The Ram Heavy Duty Kentucky Derby Edition is on sale now. Production is limited to 1,000 units.

### **About Churchill Downs Racetrack**

Churchill Downs, the world's most legendary racetrack, has conducted Thoroughbred racing and presented the Kentucky Derby 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 145th running of the Kentucky Derby Presented by Woodford Reserve on May 4, 2019. The track's 2019 Spring Meet is scheduled for April 27-June 29. Churchill Downs has hosted the Breeders' Cup World Championships nine times. [www.ChurchillDowns.com](http://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](http://www.stellantis.com).

**Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks)

Twitter: [@RamTrucks](#), [@StellantisNA](#)

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>