

## Ram Truck Brand Launches 'On to Bigger Things' Marketing Campaign

- "On to Bigger Things" theme showcases how class-leading features in the Ram light-duty and heavy-duty trucks enable their owners to do more than they ever thought possible
- Four-part video series features 2017 Derby-winning and seven-time Eclipse Award-winning trainer Todd Pletcher, professional saltwater fly fisher Alex Lovett-Woodsum and third-generation owner of Texas-based Louie Mueller BBQ Wayne Mueller
- Each spot to feature a custom rendition of the classic song "Go Your Own Way"
- Campaign to span across television, digital and Ram brand social media channels
- Two of four videos, "[Everything](#)" and "[Bigger](#)," debut today on television and will air during the NBC broadcast of the Kentucky Derby on Saturday, May 4

May 1, 2019, Auburn Hills, Mich. - As the truck that is "built to serve," the Ram Truck brand is reinforcing its brand values of leadership, integrity and hard work in a new marketing campaign "On to Bigger Things," including a four-part video series highlighting how the extraordinary capabilities and features of both Ram light-duty and heavy-duty trucks allow customers to push the limits, lead big lives and tackle the biggest jobs.

With hard work and leadership at its core, "On to Bigger Things" represents the spirit of people who lead big lives and focuses on the daily activities of three unique individuals who depend on Ram trucks to get the job done and to continue on to bigger things in their areas of expertise. Those individuals include:

- Todd Pletcher: The 2017 Derby-winning and seven-time Eclipse Award-winning trainer, Pletcher was the first horse trainer in over a century to win the Belmont Stakes with a filly. Fueled by hard work, dedication and pride in his craft, Pletcher has won two Kentucky Derby races and will be competing for a third
- Alex Lovett-Woodsum: This saltwater fly-fisher is competing at the top levels of her sport as she continues to shatter gender stereotypes with her craft
- Wayne Mueller: Third-generation owner of Texas-based Louie Mueller BBQ, Mueller has travelled all over the world sharing the art of smoking meat and its power to bring people together

"The Ram Truck brand has always showcased how its owners never settle for the expected, whether it be in their hardworking jobs or their lifestyle activities," said Olivier Francois, Chief Marketing Officer, FCA. "Like our game-changing trucks, this campaign celebrates other experts of their craft, backed by a modern, re-imagined version of the classic song 'Go Your Own Way,' a perfect anthem for those who are carving their own path to bigger things."

The campaign will span across broadcast, digital and the Ram brand social media channels [Facebook](#), [Instagram](#) and [Twitter](#). Two spots in the new campaign titled "Everything" and "Bigger" of the four-part video series will debut today on television and will air during the NBC broadcast of the Kentucky Derby on Saturday, May 4.

The "[Everything](#)" spot follows Todd Pletcher, Alex Lovett-Woodsum and Wayne Mueller as they use their Ram trucks, providing each with the ultimate performance, capability, technology and luxury needed to achieve the hard work and attention to detail to support their everyday lives. Whether it is Pletcher at his training center towing his horse trailer, Lovett-Woodsum launching her fishing boat into the water or Mueller loading the wood needed to support his BBQ into the back of the truck, the Ram truck shows it is built to serve.

The 30-second spot "[Bigger](#)" highlights the Ram 3500 towing capability, focusing specifically on Todd Pletcher and his life on the ranch. This spot reinforces Ram's position as the "Official Truck of the Kentucky Derby."

Additional individual spots featuring Lovett-Woodsum and Mueller will follow in the coming weeks.

The Ram Truck brand created the campaign in partnership with The Richards Group.

### **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.

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