

## **Ram Truck Brand Takes On Las Vegas for the Wrangler National Finals Rodeo (WNFR), Dec. 1-10**

- Ram marks 35 years as the Official Truck of the WNFR and Professional Rodeo Cowboys Association (PRCA)
- Ram Truck brand presents Ram Top Gun award winner with new Ram 3500 Heavy Duty truck Dec. 10, the final night of Wrangler National Finals Rodeo
- Ram trucks featured at WNFR events, as well as live nightly music performances, daily country music artist autograph sessions, rodeo viewing and a new interactive Ram 360 virtual reality experience
- Public activities take place at Las Vegas Convention Center, UNLV's Thomas and Mack Arena and South Point Hotel and Casino
- Complete Ram Heavy Duty lineup plus the new Ram Rebel TRX supercharged HEMI® off-road concept truck, special-edition Ram 1500 Night Edition and Ram 1500 Rebel on display at Thomas and Mack Arena

December 2, 2016, Auburn Hills, Mich. - Thousands of rodeo enthusiasts are converging on Las Vegas beginning this week for the Wrangler National Finals Rodeo (WNFR) and, as the Official Truck of the WNFR and Professional Rodeo Cowboys Association (PRCA) for 35 years, the Ram Truck brand will be there.

Ram Truck is bringing several interactive fan experiences to Las Vegas Dec. 1-10 for WNFR, in support of the Ram Rodeo Series. Rodeo and truck fans can take part in numerous activities around the Las Vegas strip, including performances by country music artist Natalie Stoval and the Drive every night, daily autograph signings by various country music artists, nightly WNFR viewing parties, truck displays and a new interactive Ram virtual reality 360 experience.

"Ram is proud to be a part of the Ram Rodeo Series and WNFR for 35 years, as trucks are a must-have vehicle for both those who compete and fans alike," said Mike Manley, Head of Ram Brand, FCA – Global. "As thousands of rodeo fans take over Las Vegas during WNFR, it is a great opportunity for Ram to showcase the capabilities and best-in-class features of our complete truck lineup of America's longest lasting pickups."

Ram trucks play an integral role in the rodeo circuit as cowboys and stock contractors haul their prized horses and livestock across the country every weekend throughout the year, leading up to celebrating their accomplishments at the annual WNFR, the final rodeo event of the PRCA season.

Ram WNFR events open to the public include:

- Cowboy Christmas (Las Vegas Convention Center) – Daily autograph signing sessions with various music artists, truck displays and an interactive 360 virtual reality experience that takes participants off-roading in a Ram Rebel, up and down urban streets in a Ram Laramie Limited, or rounding up horses on a ranch in a Ram Laramie Longhorn.
- PRCA Pro Rodeo Fan Zone (Thomas and Mack Arena) – Live music performances by Natalie Stoval and the Drive at 5:30 p.m. each night. Fans are invited to check out America's longest lasting pickups, the latest Ram 1500, 2500 and 3500 trucks. Also featuring the new [Ram Rebel TRX off-road concept](#) with 575 supercharged horses; the special-edition [Ram 1500 Night](#) that gives truck enthusiasts straight-from-the-factory customized looks; and the [Ram 1500 Rebel](#) that brings its one-of-a-kind off-road design to the full-size truck segment.
- Ram Tailgate Viewing (South Point Hotel and Casino) — Livestream of the action from the NFR arena.

World championship titles will be awarded at the WNFR to the individuals who earn the most money in his or her event throughout the year, including barrel racing, saddle bronc riding, tie down roping, bull riding, steer wrestling, bareback riding and team roping.

Saturday, Dec. 9, is Ram Truck Night at WNFR. On Sunday, Dec. 10, after the final round of competitions, the brand will present the Ram Top Gun award to the one contestant who wins the most money in a single category during the 10 days of WNFR. The Ram Top Gun winner receives a new Ram 3500 Heavy Duty truck.

For the last 35 years, the Ram Truck brand has proudly sponsored the Ram Rodeo Series. Starting with only 18 events in 1981, the Ram Truck brand and local dealerships have teamed up to host more than 560 rodeos a year across the United States and Canada. The Ram Rodeo Series was created to be an opportunity to showcase the sport, while paving the way for future generations of cowboys and cowgirls through the sponsorship of junior high, high school and collegiate rodeos in addition to those at the professional level.

### **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).

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