



## **FOR IMMEDIATE RELEASE**

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### **Ram Truck Joins Mustang Heritage Foundation as Sponsor**

*Georgetown, Texas, July 19, 2011* – Teaming wild horses with horse power of the four-wheeled kind, the Mustang Heritage Foundation is proud to welcome Ram Truck to its family of corporate partners. Ram Truck will aid Mustang adoption efforts, as well as Extreme Mustang Makeover events which bring awareness to the Mustang Heritage Foundation's adoption programs.

As part of the partnership, the Mustang Heritage Foundation will utilize a Ram 3500 Heavy Duty with a Cummins Diesel Engine. The truck will be wrapped in a Mustang Heritage Foundation theme, making it a mobile communication tool as it is driven across the United States to Mustang events. Mustang Heritage Foundation trainers and adopters will also be eligible for savings on new Ram trucks and other Chrysler vehicles. Details can be found on the Mustang Heritage website at [www.mustangheritagefoundation.org/programs.php](http://www.mustangheritagefoundation.org/programs.php).

Ram Truck is an established supporter of the equine world. Since 1981 Ram (formerly the Dodge Truck brand) has sponsored top-level rodeo. Ram Truck is also the official truck of Churchill Downs and the 137<sup>th</sup> Kentucky Derby. With Ram's legendary toughness, horse owners have relied on the brand for generations to safely haul their horses. America's Mustangs are also known for their toughness so this new partnership will highlight the best in the automotive and equine worlds.

"We are excited to join forces with Ram Truck to increase awareness and adoptions of America's wild Mustangs," said Patti Colbert, Mustang Heritage Foundation's executive director. "Thank you, Ram Truck, for supporting America's living legends – American Mustangs."

### **About the Mustang Heritage Foundation**

The mission of the Mustang Heritage Foundation and the goal of the Extreme Mustang Makeover events are to increase the adoption of Mustangs across the country. The Mustang Heritage Foundation created the Extreme Mustang Makeover events to showcase the recognized

value of Mustangs through a national training competition. Since 2007, the Foundation's adoption programs have been responsible for nearly 3,000 adoptions of trained Mustangs. For more information, visit [www.mustangheritagefoundation.org](http://www.mustangheritagefoundation.org).

### **About the Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

For 2011, the Ram Truck brand added the hardest-working Ram trucks — the Ram 3500, 4500 and 5500 Chassis Cab trucks — to its already award-winning truck lineup which includes the rugged and reliable Dakota, the Ram Cargo Van, Ram 1500 – the most-awarded Ram truck ever – and Ram 2500/3500 Heavy Duty pickups.

The 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg 390 hp HEMI V8 are just two of the reasons it beat the competition. Ram 1500 was also named the Truck of Texas by the Texas Auto Writers Association (TAWA).

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox® lockable and lighted bedside storage
- In-floor storage on all Ram crew cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. Ram Trucks are designed to deliver a total package.

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