November 14, 2012

Ram Truck Brand Launches Partnership with Multi-platinum Latin Music Superstar Juanes for ‘A Todo, Con Todo’ Bilingual Hispanic Ad Campaign

- Juanes debuts ‘Cumbia Sexy’ song in new 2013 Ram 1500 TV campaign beginning Nov. 15 during Latin Grammy broadcast on Univision
- Digital and social media components engage consumers and promote partnership to respective fan bases
- Ram teams with Shazam® to deliver an interactive mobile experience targeting the Hispanic market
- ‘A Todo, Con Todo’ campaign featuring Juanes to run globally

Auburn Hills, Mich. - Nov 14, 2012 - Multi-platinum Latin music superstar Juanes, a Grammy and 17-time Latin Grammy award winner who has sold more than 15 million albums worldwide, is partnering with the Ram Truck brand in a new “A Todo, Con Todo” (“to everything, with everything”) bilingual advertising campaign for the new 2013 Ram 1500 pickup truck.

The partnership includes television commercials and digital and social media components, including dedicated web landing pages created in both Spanish (http://es.ramtrucks.com/Juanes) and English (www.ramtrucks.com/Juanes), and a partnership with Shazam®. The landing pages will be live Nov. 15.

“Juanes’ creative fusion of musical styles and the bold way he blends lyrics about everyday life and deeper issues make him the perfect Ram partner,” said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. “His music and his persona encapsulate the essence of the Ram 1500 pickup – the most capable truck for every professional and lifestyle need. Both Juanes and Ram embody the ‘A Todo, Con Todo’ spirit, giving everything they’ve got to everything they do.”

Juanes debuts his song “Cumbia Sexy” in three new television commercials focusing on the class-leading innovations of the 2013 Ram 1500 and the values of both Hispanic culture and Ram Truck brand. The first two spots, 60-second “Anthem” and 30-second “Big Stage,” debut Nov. 15 during the Univision broadcast of the 2012 Latin Grammy awards, where Juanes is nominated for four awards and will perform during the telecast. Leading up to the Latin Grammy awards, Ram and Juanes are both engaging their respective Facebook and Twitter social media fan bases to promote the partnership and the song and TV spot debuts.

“Ram is proud to have a Latin music superstar of Juanes’ magnitude as a partner for the launch of our new Ram 1500 truck,” said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico. “His willingness to accept challenges and dedication to doing what’s right make him an authentic brand ambassador for Ram’s ‘A Todo, Con Todo’ campaign. The new Ram 1500 symbolizes the brand’s commitment to hard work, determination and dependability – values that are part of the Latino culture, and are also the bedrock for the principles that propelled Juanes to his success as an artist and social
activist.”

“I am extremely excited to be working with Ram trucks on such a far-reaching bilingual campaign,” said Juanes. “It gives me an opportunity to share new music with a broad global audience while supporting a brand I believe in and is a dependable daily presence in the lives of many of my fans.” Juanes will drive up to the Latin Grammy ceremony in a 2013 Ram 1500.

Ram is partnering with Shazam to create an interactive mobile experience for Hispanic consumers. During the Latin Grammy awards, viewers who have the Shazam App on their mobile phones or tablets will be able to tag the Juanes ads for expanded content on the new Ram Truck landing pages about the artist as well as information on the Ram 1500 truck. The free Shazam App can be downloaded in advance from the Ram landing pages, Shazam.com and every major app store.

The bilingual “A Todo, Con Todo” campaign will run globally. In addition to airing in the United States, the spots featuring Juanes will begin airing in Mexico on Nov. 16, and will be rolled out in Latin America in early 2013.

The “A Todo, Con Todo” TV ads were produced in Spanish and English and will run on national Spanish-language TV networks Univision and Telemundo, and local TV stations in key Hispanic markets. The spots also will be available for viewing on the Ram Truck brand’s YouTube channel, www.youtube.com/RamTrucks.

“A Todo, Con Todo” radio ads featuring an instrumental version of Juanes’ “Cumbia Sexy” song will air in major U.S. Hispanic markets. Print ads for the campaign will appear in national Spanish- and English-language Hispanic magazines, including Automundo and ESPN Deportes La Revista, and in English- and Spanish-language newspapers in top-volume U.S. Hispanic markets for Ram trucks.

Trucks are one of the top-selling segments among Latinos and the Ram 1500 and 2500 are among the best performing Chrysler Group nameplates with these consumers, Diaz explained. Ram first introduced the “A Todo, Con Todo” concept in a Hispanic ad campaign in 2011.

“A Todo, Con Todo” TV Ads

The 60-second “Anthem” TV spot opens as Juanes drives through a town in a 2013 Ram light-duty truck. While people go about their daily activities, the voiceover says, “We all have our own set of challenges and to reach the big stage requires talent, desire, determination.” As Juanes loads an all-terrain vehicle into the bed of the truck and heads into the backcountry, the announcer continues, “finding a way to rise above, push our limits further. The 2013 Ram 1500. Because success is not the destination, it’s our journey. Ram. A Todo, Con Todo.”

The 30-second“Big Stage” ad highlights how the best-in-class 25 mpg highway fuel economy of the new 2013 Ram 1500 provides more control and fewer stops on one’s “drive for success.”
“Suspension,” the third spot featuring Juanes and “Cumbia Sexy,” debuts later. The 30-second ad celebrates how the class-exclusive active air suspension found in the new Ram 1500 helps make “rising to the challenge a regular occurrence.”

The Ram Truck brand also will launch other Hispanic-market programs this fall as part of the “A Todo, Con Todo” campaign, including a partnership with Univision Radio, sponsorship of La Banda Ram on the Yahoo! En Español channel, and sponsorship of the Mexican Fútbol soccer League.

The "A Todo, Con Todo" campaign was created by Dallas-based Richards/Lerma agency, the Hispanic marketing arm of The Richards Group.

**About Juanes**

With six solo albums to his credit and multi-platinum sales of over 15 million copies, Juanes is the world’s leading all-Spanish language rock artist -- both a GRAMMY and 17-time LATIN GRAMMY winner with eight #1 singles on Billboard’s “Hot Latin Songs” chart. Juanes is also frequently recognized as one of the Spanish-speaking world’s leading social media voices with an online following of over 10 million fans. The Colombian superstar’s dedication as a global activist also extends far beyond his passionate lyrics and is seen in his wide ranging charitable work for his own Mi Sangre Foundation and as a co-founder of the "Paz sin Fronteras" (Peace Without Borders) organization, which utilizes music to unite populaces regardless of political or geographic divides and advocates that all people are entitled to the basic human right of peace.

“JUANES MTV Unplugged” was released in May 2012 and quickly debuted at #1 on Billboard’s “Top Latin Albums” chart and in 18 countries throughout Latin America. The CD/DVD finds Juanes collaborating with Latin music legend Juan Luis Guerra, who acted as music director, and sharing duets with special guests Joaquín Sabina and Paula Fernández. The album’s first single “La Señal” reached #1 on the “Hot Latin Songs” chart, giving Juanes the 8th #1 song of his career. Juanes has been called “the single most important figure of the past decade in Latin music” (Los Angeles Times); “the first truly international rock star to emerge from Latin America” (Associated Press); and "Latin America's hottest singer-songwriter... a soulful poet with electric guitar” (New York Times).

**About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct 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.

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. 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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