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FOR IMMEDIATE RELEASE:

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Dodge Ram Unveils New Texas Ranger Concept Truck

Waco, Texas (March 25, 2015) – The Ram Truck brand today unveiled a one-of-a-kind Texas Ranger concept truck to commemorate and promote the brand's partnership with the renowned law-enforcement agency and the Texas Ranger Hall of Fame and Museum.

Introduced by Ram Truck Brand President and CEO Bob Hegbloom at the 2015 Dallas Auto Show, the Ram Texas Ranger concept truck brings the legendary spirit of the Rangers to the road with the iconic silver Lone Star Ranger badge.

The truck's exterior features large five-point milled-aluminum badge emblems mounted to the front driver and passenger-side fenders, with a third badge adorning the tailgate. Each of the four polished-aluminum 20-inch wheels also gets a milled-aluminum Texas Ranger center cap. The Laramie Longhorn Texas Ranger edition truck is painted in a white and silver metallic two-tone scheme that embodies the white hats and silver badges worn by the good guys.

The interior boasts etched Canyon Brown and Tan leather, plus tooled-metal details including four real Mexican five-peso silver coins inlaid within the wooden portions of the door bolsters and a host of other special Ranger features. The Ram Texas Ranger edition was designed as a one-of-a-kind concept truck that will tour Texas to help build awareness for the Ranger Museum.

At the 2014 State Fair of Texas, Ram Truck announced a new partnership with the Rangers, where President and CEO Bob Hegbloom marked the event by presenting the Texas Ranger Hall of Fame and Museum with a check for \$100,000. In partnership with the FCA Foundation, Ram's support is helping to perpetuate and promote the heritage of the Texas Rangers via the Texas Ranger Hall of Fame and Museum in Waco.

In preparation for the 200th anniversary of the Texas Rangers, the Texas Public Safety Commission has appointed the Texas Ranger Hall of Fame and Museum as their representative and steward for the Texas Ranger Bicentennial™. Efforts are underway to renovate and expand the exhibits and educational facilities of the Texas Ranger Hall of Fame in Waco. The goal is to leave a Bicentennial legacy by supporting efforts of the museum to further preserve the Texas Ranger heritage for future generations.

Follow the Texas Ranger Hall of Fame and Museum at www.texasranger.org or on Facebook at: www.facebook.com/txrangermuseum.

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