



**RAM TEXAS RANGER CONCEPT TRUCK
AT THE
TEXAS RANGER HALL OF FAME AND MUSEUM
JUNE 19TH & 20TH**

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Waco, Texas – A one-of-a-kind **Texas Ranger edition Ram truck** will be displayed to the public at the Texas Ranger Hall of Fame on Friday, June 19th and Saturday, June 20th during the annual Texas Ranger Reunion. The Museum and its grounds are open from 9am to 5pm.

Allen Samuels Dodge Chrysler Jeep Ram dealership in Waco is partnering with the Texas Ranger Hall of Fame this weekend. Alongside the Texas Ranger Ram concept truck will be the 2015 Ram 1500 Lone Star and Laramie Longhorn editions and information on Ram Trucks.

Following the display at the Museum, the Texas Ranger Ram concept truck will be on display the following week on the show room floor of Allen Samuels Dodge Chrysler Jeep Ram at 201 W Loop 340 in Waco. Please stop by to take a look at it as it begins its tour of Texas.

The Texas Ranger concept truck is representative of Ram's recognition and support for the renowned law enforcement agency and the Texas Ranger Hall of Fame and Museum that represents them.

In partnership with the FCA Foundation, Ram is helping to perpetuate and promote the heritage of the Texas Rangers via their Texas Ranger Hall of Fame in Waco. Ram Truck Brand President and CEO Bob Hegbloom announced this support at the 2014 State Fair of Texas and presented the Texas Ranger Hall of Fame and Museum with a check for \$100,000.

At the 2015 Dallas Auto Show, Mr. Hegbloom unveiled a hand assembled concept truck honoring the Texas Rangers. "The Ram team developed this commemorative concept truck to highlight our support of the Texas Rangers heritage. Both inside and out, the Ram Texas Ranger Edition celebrates the Rangers and their iconic silver-star Texas Ranger badge." The truck will tour Texas and build awareness of the Texas Rangers Hall of Fame the forthcoming Texas Ranger Bicentennial™. Ram executives have not ruled a future production run based on elements of the concept truck.

The Ram Texas Ranger edition is painted in shades of a white and silver representing "the white hats and silver badges that the good guys always wear." Texas Ranger badge motifs are found throughout the truck interior, on the fenders, tailgate and 20-inch wheels. The upholstery is stitched and decorated with patterns reminiscent of 1800s saddles and tack. Silver five-peso Mexican coins, from which the badges are made, are inset into the doors.

The Texas Ranger Hall of Fame and Museum is the official historical center of the Rangers and is preparing for the **Texas Ranger Bicentennial™** in 2023. The Texas Rangers are America's oldest state law enforcement agency, are gearing up for their landmark 200th anniversary.

About the Texas Rangers: Today the Texas Ranger is one of the most cherished symbols of the Lone Star State, tracing their founding back to 1823. The first Rangers were minutemen and scouts protecting farms, ranches and settlements on a hostile frontier. Remarkably, Texas Rangers have upheld the law in three centuries and are the only American lawmen to have served under five flags—Mexico, the Republic of Texas, the United States, Confederate Texas and the US again. The current 150 Texas Rangers and 63 staff are a division of the Texas Department of Public Safety. They operate out of seven headquarters and Border Security command centers around Texas. Rangers have responsibility for investigating major and unsolved crimes, serial crimes, public corruption and officer involved shootings. They coordinate all border security operations, SWAT, reconnaissance and special response teams.

About the Texas Ranger Hall of Fame and Museum: The Hall of Fame and Museum was established as the official historical center of the Texas Rangers in 1964. It has grown to include a museum, Company “F” Texas Ranger headquarters, the Texas Ranger Hall of Fame (a State monument), the Armstrong Texas Ranger Research Center (library and archives), an educational center serving nonprofits and a banquet facility.

About the Texas Ranger Reunion and Texas Ranger Association Foundation: Since the 1980s the Texas Ranger Association Foundation has sponsored an annual reunion of active and retired Texas Rangers in Waco. The Foundation provides scholarships to the children of Texas Rangers, emergency relief, and preserves and perpetuates the heritage of the Texas Rangers through the Texas Ranger Hall of Fame and Museum.

About Ram Truck Brand: Since its launch as a stand-alone division in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry. Focusing on core customers and the features they find most valuable, Ram is committed to offering the industry’s the best fuel economy, payload and towing capacity. Ram’s claims include:

Best-in-class fuel economy with exclusive EcoDiesel – 29 mpg with Ram 1500

Best-in-class towing capability – 30,000 pounds with Ram 3500

Best-in-class payload – 7,390 pounds with Ram 3500

Best-in-class torque – 865 lb.-ft. with Ram 3500 equipped with Cummins

About Allen Samuels: Since his first dealership some 25 years ago in Waco, Allen Samuels has revolutionized the automobile industry by creating a model for customer service, buyer satisfaction and community involvement. The Waco Dodge Chrysler Jeep Ram dealership opened in 2009 on Valley Mills Drive and relocated to its new state-of-the-art location two years later. Located at Loop 340 and Highway 84, it’s one of the highest performing stores in Texas. Ted Teague is the General Manager and leads an award winning team of highly trained sales associates and service technicians.

