

The Chrysler Foundation



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Ram Truck Announces Texas Rangers Partnership

The collaboration will assist Ranger Museum in preserving Ranger heritage and helping foster its future.

DALLAS (Sept. 25, 2014) – Ram Truck announced today at the State Fair of Texas that it will partner with the Texas Rangers, aiding the preservation of the history of the renowned law-enforcement organization. Ram Truck Brand President and CEO Bob Hegbloom marked the event by presenting the Texas Ranger Hall of Fame and Museum with a check for \$100,000.



“Ram is proud to be associated with the Texas Ranger Division and the Texas Ranger Hall of Fame and Museum. Like the Texas Rangers, Ram has deep ties to the Lone Star State,” said Hegbloom. “Texas Rangers are icons. They are heroes. They are recognized around the world as one of the foremost law-enforcement agencies.” Ram’s support will help perpetuate and promote the heritage of the Texas Rangers via the Texas Ranger Hall of Fame and Museum in Waco.

“Ram Truck’s leadership and commitment to Texas, and in particular, the Texas Ranger Hall of Fame and Museum speaks to the spirit of the people behind the brand,” said Chief Hank Whitman, Texas Rangers, retired - Chairman Texas Ranger Hall of Fame and Museum Board. “The Texas Rangers are a dedicated, enduring group of rugged individuals. Ram’s

support is only fitting, as we see the same values in their people and the hard-working trucks they build.” 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 Ram Truck brand, our owners, our dealers and The Chrysler Foundation are committed to making a difference in the communities where we do business,” added Hegbloom. “Texas is truck country – Ram Truck country – and today’s announcement allows Ram in partnership with The Chrysler Foundation to assist the Texas Ranger Hall of Fame and Museum in making a positive contribution to preserving Texas Ranger heritage and helping foster its future.”

The Texas Rangers, America’s oldest state law enforcement agency, are gearing up for their landmark 200th anniversary. Today’s elite Rangers trace their founding to 1823. The first Rangers were minutemen and scouts protecting farms, ranches and settlements on a hostile frontier. Remarkably, Rangers have upheld the law over the span of three centuries; they are the only American lawmen to have served under five flags: Mexico, the Republic of Texas, the United States, Confederate Texas and the U.S. again.

The Texas Ranger is one of the most cherished symbols of the Lone Star State, a positive and enduring icon of Texas and America. Many families take immense pride in having a relative who was, or is, a Texas Ranger. Past and present ranks include Texans of Hispanic, Anglo-European, African, American Indian and Asian ancestry.

The Texas Ranger Division is a major division within the Texas Department of Public Safety with lead criminal investigative responsibility for the following: major incident crime investigations, unsolved crime/serial crime investigations, public corruption investigations, officer involved shooting investigations, and border security operations.

The Texas Ranger Division is comprised of 213 full time employees; including 150 commissioned Rangers and 63 support personnel; including administrative staff, Border Security Operations Center, Joint Operations and Intelligence Centers, and the Special Weapons and Tactics team.

ABOUT THE TEXAS RANGER HALL OF FAME AND MUSEUM

The museum, which will celebrate the 50-year anniversary of its creation on Sept. 27, was established as the official historical center of the Texas Rangers in 1964. Since its founding, the Texas Ranger Hall of Fame has grown to include: a museum, Texas Ranger company headquarters, State Hall of Fame, library and archives, an educational center serving

nonprofits and a banquet facility. Today, the site has more galleries and the land holds buildings for a variety of services: more galleries, more research, more education and community involvement among them. An educational center not only hosts student groups (students in fourth and seventh grades in the state study Texas history), but is a place to help community organizations with training or conferences.

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. In preparation 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™.

Follow the Texas Ranger Hall of Fame and Museum on:

Museum website: www.texasranger.org

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ABOUT THE CHRYSLER FOUNDATION

The Chrysler Foundation, the charitable arm of Chrysler Group LLC, has established a proud legacy of empowering people and investing in local communities. The Chrysler Foundation focuses its support on four key areas: Education: K-12 and post-secondary education initiatives that encourage the study and pursuit of careers in business, design, science, technology, engineering, mathematics or supply-chain management; Military: support for the nation's service members and their families in need; Multicultural / Diversity: initiatives that promote inclusion and advancement opportunities for diverse populations; and Youth Development: organizations and programs that provide mentoring and related assistance to aid youth in the transition to adulthood. Since its inception in 1953, The Chrysler Foundation has awarded more than \$500 million in charitable grants.

ABOUT THE RAM TRUCK BRAND

Since its launch as a stand-alone division of Chrysler Group LLC 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. Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities. Moving into the 2015 model year, Ram continues to beat the competition in the two most sought-after titles, fuel economy and towing capacity:

- Best-in-class fuel economy with exclusive EcoDiesel - 28 mpg with Ram 1500
- Best-in-class towing capability - 30,000 pounds with Ram 3500

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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