



Ram Brand is pleased to announce a new partnership with Case IH Agriculture. This partnership was established through joint efforts with our parent company Fiat Group. The Case IH brand represents a tradition of leadership in the agricultural industry the same way Ram represents a tradition of leadership in the Truck Industry. This alliance of powerful Trucks and powerful Agricultural Equipment goes hand in hand as we launch the All New 2010 Ram Heavy Duty Truck.

This new partnership will allow us the opportunity to reach consumers at over 900 Case IH dealerships across the country. These purchasers of Tractors and Combines may be in the market for a new Ram Truck.

Beginning December 1, 2009 Case IH customers will begin to learn about our great line up of Ram Trucks and upon verification that the customer has purchased an eligible Case IH product between July 1, 2009 and March 31, 2010 they will receive an additional \$1,000 Consumer Bonus Cash Allowance toward the Retail Purchase or Lease of a new Ram Light Duty, Heavy Duty or Cab & Chassis. This \$1,000 Consumer Bonus Cash allowance is in addition to all other offers that are currently available at the time of purchase.

We are excited to have your support as we begin this cross-promotion with Case IH. This is a perfect opportunity to expand our presence in the market place in conjunction with the launch of our All New 2010 Ram Heavy Duty Truck. To learn more about Case IH and their product offerings, please visit www.caseih.com

Please see the attached program rules and announcement letter.

-Ram Brand