

Cabela's and Ram Trucks Partnership Announced

Ram Trucks now the official truck of Cabela's; partnership to include co-sponsored events

SIDNEY, Neb. ([PRWEB](#)) February 15, 2016 -- Cabela's and Ram Trucks announced today the two companies have entered into a partnership that has made Ram Trucks the official truck of Cabela's. Under this partnership, Cabela's and Ram Trucks will co-sponsor events, giveaways, contests, sweepstakes and more.

“Ram Trucks are well known and respected by outdoor enthusiasts, and we are thrilled to make them the official truck of Cabela's,” said Corey Bergstrom, VP of Digital and E-Commerce at Cabela's. “This partnership will offer several benefits to Cabela's, Ram Trucks and, most importantly, to our passionate customers who love the outdoors just as much as we do. This full-circle connection is something we take immense pride in through our legendary products and customer service as the World's Foremost Outfitter.”

Ram Trucks will be featured prizes in Cabela's contests and sweepstakes, and will have a presence at Cabela's local and national retail events. Additionally, Cabela's pro-staffers, including Ram Trucks partners Jim and Eva Shockey, will support the partnership with appearances at co-sponsored events.

“More than 80 percent of Ram owners list hunting, fishing or camping among their most cherished hobbies,” said Bob Hegbloom, Head of Ram Trucks – FCA North America. “Ram truck owners tell us they're passionate about hunting and the outdoors, and our Ram team is no less enthusiastic. As the official truck of Cabela's, Ram is able to reinforce its support of this industry, and this partnership provides the opportunity to be involved with the outdoor enthusiasts that make up Cabela's customer base.”

Ram Trucks has joined Ranger Boats, Geico, KOA, Pepsi and Cenex has official brand partners of Cabela's. Visit www.cabelas.com for additional information or to shop Cabela's online.

About Cabela's

Cabela's Incorporated, the World's Foremost Outfitter® of hunting, fishing and outdoor gear, offers thousands of products, including hunting, fishing, camping, shooting, hiking, boating and wildlife-watching gear, as well as clothing and outdoor-themed gifts and furnishings. The company is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service.

About Ram

The Ram Truck brand has emerged as a full-size truck leader by investing substantially in innovative new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their segment leadership. Ram tops the competition with the industry's best fuel economy: 29 mpg; most torque: 900 lb.-ft.; and highest towing: 31,210 lbs.

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