



KW played a crucial role in the Exclusive RAM Media Day in Balocco, Italy with 30 European Journalists

Lugano, Switzerland, October 1, 2024

Balocco, Italy, October 1st, 2024 – In an exclusive event at the renowned Balocco proving grounds, 30 leading automotive journalists from across Europe gathered for the highly anticipated RAM Media Day, supported by KW. This event offered firsthand access to the newest RAM 1500, which has set new benchmarks in durability, technology, and performance in the European market.

With a lineup designed for both work and leisure, the new RAM 1500 showcased its unmatched towing capacity, cutting-edge safety features, and advanced in-cabin technology. Journalists experienced the vehicle's full capabilities, including the revolutionary 3.0-liter Hurricane engine family, designed for optimal performance and efficiency. **All journalists had the opportunity to test the vehicle both on the road and on the track, as well as in off-road conditions,, fully exploring the versatility and power of the new RAM 1500.**

KW Auto provided and homologated 12 vehicles, which were the stars of the event, giving journalists an exclusive hands-on experience with RAM's latest innovations. All available trims were brought to the event, including the European premiere of the all-new RHO trim, a pre-production model that just arrived. KW is actively engaged with its sales network across Europe in launching the new model, with open house events and dedicated weekly showcases.

This event marks a significant milestone as RAM strengthens its presence in Europe, with exclusive insights into upcoming innovations and the premium driving experience that defines the brand. The day concluded with a Q&A session where attendees discussed future trends in the truck segment and the role of RAM in shaping the market.

KW is proud to support RAM's ongoing expansion in Europe, providing local customers with the powerful blend of American heritage and advanced engineering that the RAM brand represents. **On this occasion, discussions also included RAM's future electric program, with the brand announcing a launch scheduled for Q3 2025. We expect to see articles and features in magazines, journals, and social media across Europe as a result of this event.**