



Ram Announces Strategic Partnership with TKO, Connecting WWE, UFC, and PBR Fans to the Strength, Durability, and Performance of Ram Trucks

Ram Named Official Truck Partner of WWE, UFC, and PBR

December 11, 2025, NEW YORK and AUBURN HILLS, Mich. - Ram is proud to announce a dynamic partnership with **TKO Group Holdings (NYSE: TKO)**, that brings together **WWE**, a global leader in sports entertainment, **UFC**, the world's premier mixed martial arts organization, and **PBR**, the world's premier bull riding organization. This collaboration unites three of the most electrifying sports and entertainment properties with the strength and durability of Ram Trucks, creating unforgettable experiences for fans across the country.

With this agreement, Ram earns the distinction of becoming the first multi-year auto partner across WWE, UFC, and PBR under TKO ownership. The groundbreaking partnership begins in January 2026, when Ram will be integrated within major live events and premier content across all three brands.

"I'm proud to announce that starting in 2026, Ram is becoming the **Official Truck Partner of UFC, PBR and WWE**," said **UFC President and CEO Dana White**. "We are talking about three of the biggest sports and entertainment companies in the world teaming up with one of the baddest truck companies in the country. I love the direction Ram is headed in 2026, and I'm very happy to be in business with them."

"Ram is built for those who push for the last tenth, and that's exactly what WWE Superstars and UFC and PBR athletes do every day," said **Tim Kuniskis, Head of American Brands, SRT Performance, NA Marketing and Retail Strategy**. "Our partnership with TKO allows us to connect with millions of passionate fans and celebrate the grit, power, and determination that define both Ram and these iconic sports."

As the Official Truck Partner of WWE, UFC, and PBR, Ram will deliver exclusive fan activations, custom content, and on-site experiences that showcase the bold capability of Ram trucks. From the iconic WWE ring and world-famous UFC Octagon to the PBR bucking chute, Ram will be at the center of the action.

Elements of the partnership include:

- Brand Integration at live events, broadcasts, and digital platforms across WWE, UFC, and PBR.
- Exclusive Ram-branded content featuring athletes and personalities from all three brands.
- Fan engagement opportunities, including VIP experiences and interactive activations at major events.

As the Official Truck Partner of WWE, Ram will maintain a significant presence across *Friday Night SmackDown* and various Premium Live Events, including *WrestleMania*® and *SummerSlam*®, beginning with its first major activation at *Royal Rumble*® in January 2026, where it will serve as a presenting partner of the PLE.

Similar to WWE, UFC will showcase Ram within its biggest events, with Ram serving as a presenting partner for selected future UFC numbered events as UFC begins its historic broadcast partnership with Paramount in the United States. UFC will also provide Ram with unique, unprecedented access to UFC events and the flexibility to integrate UFC athletes into its marketing efforts to develop once-in-a-lifetime hospitality programs within its dealer network.

In addition, Ram will entitle the *PBR RAM Challenger Series* and also present the high-energy event openings in PBR's four major U.S. tours with Ram trucks visible on the dirt.

Ram Brand

Ram offers a full lineup of pickups and commercial vehicles: light-duty Ram 1500, heavy-duty 2500/3500, 3500/4500/5500 Chassis Cab and ProMaster vans.

Ram light-duty and heavy-duty pickups offer products in the fastest growing segment within the pickup space—Sport trucks. Ram introduced the largest variety of off-road performance trucks the brand has ever offered, including the new Ram 1500 RHO with more horsepower per dollar than any other performance off-road pickup.

In the commercial business, Ram offers the Chassis Cab line with features to help customers and upfitters. Ram Professional is making considerable changes in process, execution and resources with a focus on commercial offerings, dedicated B2B-focused expertise, and sales and service support, which are critical to growing in this segment.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- America's Best Full-size Truck and Van Powertrain Limited Warranty 10 years/100k miles
- Segment-first: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Ram 1500 and Heavy Duty: Best ride and handling with five-link solid rear axle with available, segment-exclusive, active-level air suspension
- Ram 1500 RHO: Best off-road performance per dollar
- Ram ProMaster: The most cargo space available in any traditional full size cargo van
- Ram Power Wagon: Most off-road capable full-size pickup

Ram is improving market competitiveness and growth while maintaining pricing power through products, services and electrified offerings. Aligned under the global presence of the Stellantis Pro One commercial vehicle organization, Ram currently offers a wide range of products globally, from the Ram 700 compact pickup to the Ram 5500 Chassis Cab and a range of ProMaster vans.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

Follow Ram and company news and video on:

Company blog: blog.stellantisnorthamerica.com

Media website: media.stellantisnorthamerica.com

Ram Truck brand: ramtrucks.com

Facebook: facebook.com/RamTrucks

Instagram: @ramtrucks

Twitter: @RamTrucks, @StellantisNA

YouTube: youtube.com/RamTrucks, youtube.com/StellantisNA

About TKO

TKO Group Holdings, Inc. (NYSE: TKO) is a premium sports and entertainment company. TKO owns iconic properties including UFC, the world's premier mixed martial arts organization; WWE, the global leader in sports entertainment; and PBR, the world's premier bull riding organization. Together, these properties reach 1 billion households across 210 countries and territories and organize more than 500 live events year-round, attracting more than three million fans. TKO also services and partners with major sports rights holders through IMG, an industry-leading global sports marketing agency; and On Location, a global leader in premium experiential hospitality.

About WWE

WWE® is the global leader in sports entertainment. The company creates and delivers original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, Premium Live Events, digital media, and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion households worldwide in more than 20 languages through world-class distribution partners including Netflix, ESPN, NBCUniversal, USA Network and The CW. WWE is part of TKO Group Holdings (NYSE: TKO). Additional information on WWE can be found at wwe.com and corporate.wwe.com.

About UFC®

UFC® is the world's premier mixed martial arts organization (MMA), with more than 700 million fans and approximately 330 million social media followers. The organization produces more than 40 live events annually in some of the most prestigious arenas around the world while distributing programming to more than 950 million broadcast and digital households across more than 210 countries and territories. UFC's athlete roster features the world's best MMA athletes representing more than 75 countries. The organization's digital offerings include UFC FIGHT PASS®, one of the world's leading streaming services for combat sports. UFC is part of TKO Group Holdings (NYSE: TKO) and is headquartered in Las Vegas, Nevada. For more information, visit UFC.com and follow UFC at [Facebook.com/UFC](https://www.facebook.com/UFC) and @UFC on X, Snapchat, Instagram, and TikTok: @UFC.

About PBR (Professional Bull Riders)

PBR is the world's premier bull riding organization. More than 800 bull riders compete in more than 200 events annually across the televised PBR Unleash The Beast tour (UTB), which features the top bull riders in the world; the PBR Pendleton Whisky Velocity Tour (PWVT); the PBR Touring Pro Division (TPD); and the PBR's international circuits in Australia, Brazil, and Canada. In 2022, the organization launched PBR Teams—10 teams of the world's best bull riders competing for a new championship—as well as the PBR Challenger Series with more than 60 annual events nationwide. PBR events are broadcast on CBS Television Network and Paramount+. PBR is a part of TKO Group Holdings (NYSE: TKO). For more information, visit PBR.com, or follow on Facebook at [Facebook.com/PBR](https://www.facebook.com/PBR), X at [X.com/PBR](https://twitter.com/PBR), Instagram at [Instagram.com/PBR](https://www.instagram.com/PBR) and YouTube at [YouTube.com/PBR](https://www.youtube.com/PBR).