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## Ram Offers Additional Paint Options to Commercial Customers

- Ram Heavy Duty pickups and Chassis Cab trucks now available in 'National Fire Safety Lime Yellow'
- Commercial customers will be able to order Ram H.D. pickups and Chassis Cabs in 31 different colors, including 19 'Special' paint colors
- Four Case New Holland colors among those being added

November 29, 2010, Auburn Hills, Mich. -

Based on customer demand, the Ram Truck brand has announced that it will add a "National Fire Safety Lime Yellow" paint option to 2011 Ram commercial trucks, including 2500/3500 Heavy Duty pickups and 3500/4500/5500 Chassis Cab trucks. The color, part of the Company's low-volume paint program, is commonly used on emergency and other government agency vehicles, and is available for immediate order.

"Commercial truck buyers are at the center of our business," said Ram Truck Brand President and CEO Fred Diaz. "To be successful in this business, you have to listen to your buyers. Emergency vehicles provide a vital community service. That's why Ram Trucks offer proven, reliable, durable products that meet the needs of the municipalities that rely on them. Not only are Ram Trucks hard workers, but because our customers asked for a high degree of personalization, they're also available in thousands of configurations to meet a wide range of uses."

Ram Truck manufacturing operations can fulfill special paint orders with a minimum batch size of 10 trucks, although any one customer may order as few as a single vehicle (including National Fire Safety Yellow).

Ram Truck offers the following special low-volume paint color options for 2500 through 5500 models:

- Black
- Bright Red
- Dark Brown
- Detonator Yellow
- Light Cream
- Light Green
- Omaha Orange
- School Bus Yellow
- Timberline Green Pearl
- Yellow
- National Fire Safety Lime Yellow

The Ram Truck team is also in the process of introducing eight additional colors to the low-volume paint palette in the near future, which will bring the total to 31 available paint colors. The new colors, coming soon on Ram Heavy Duty and Chassis Cab trucks include:

- Case IH Red
- Case Construction Power Tan
- New Holland Agriculture Blue
- New Holland Construction Yellow
- D.T. Green
- Green Angel
- S.R. Green

- Robin Egg Blue

The availability of Ram Trucks in Case and New Holland paint colors provides customers, dealers and service operations with a convenient way to create a visually coordinated vehicle collection

"When a Case IH farmer sees red, he knows he's getting efficient power and productive comfort - - from his tractor down to his truck." -- Duane Nelson, Case IH Director of Global Brand Management.

"To New Holland Ag farmers, 'blue' means smart design and strong-built, qualities they want in all their hard-working vehicles." -- David Greenberg, Senior Marketing Director for New Holland Agriculture, North America.

"To Case Construction Equipment customers, Power Tan means power, productivity and reliability -- the same attributes associated with tough and dependable Ram Trucks." -- Ion Warner, Senior Marketing Director, CNH Construction.

"New Holland Construction delivers products that are built around the customer. With a great portfolio of construction equipment, New Holland exceeds customer expectations, just like Ram trucks." -- Ion Warner, Senior Marketing Director, CNH Construction.

Additional special paint colors will be added to the Ram commercial truck palette based on customer demand and 10-order minimum batch size requirements.

Ram Truck specialty paints are a \$400 option.

Ram Heavy Duty and Chassis Cab trucks are also available in the following standard and optional colors:

- Bright Silver Metallic
- Bright White
- Brilliant Black Crystal Pearl
- Deep Cherry Red Crystal Pearl (\$225 option)
- Hunter Green Pearl
- Deep Water Blue Pearl (\$225 option)
- Flame Red
- Mineral Gray Metallic
- Rugged Brown Pearl
- White Gold Metallic
- Saddle Brown Pearl (pickups only)
- Sagebrush (Laramie Longhorn pickups only)

#### **About the Ram Truck brand**

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities.

The Ram Truck brand added to its award-winning truck lineup with the introduction of an all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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