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## **Bold Exterior Design and All-new Interior Wrap Heavy Duty Segment Best-In-Class Capability**

- New Tradesman model available for Ram 2500 and Ram 3500 Heavy Duty
- Exterior design changes include new grilles, lighting upgrades and new wheel selections
- All-new premium lighting system includes bi-functional halogen projector bulbs, new tail lamp designs and LEDs at all four corners
- Best-in-class interior redesigned with new themes, colors, materials, features, technologies and styling upgrades
- Next generation 8.4-inch Uconnect system with background screens tailor-made to specific Ram Truck models
- New configurable premium vehicle information center with 7-inch, color, multiview display now available on SLT, standard on Laramie and Laramie Longhorn
- All-new HVAC controls feature simple, improved function to meet highest Human Machine Interface (HMI) standards
- New multimedia port with USB, SD card and auxiliary inputs

September 26, 2012, Auburn Hills, Mich. - The new 2013 Ram 2500 and 3500 Heavy Duty models uphold a bold presence while retaining comfort and styling with exterior design changes. The new Ram Heavy Duty features new interior and all-new segment-leading technology – every model offers new, specific content.

### **Exterior**

Four new grille designs are available on the 2013 Ram Heavy Duty. Tradesman and SLT have a new molded-in Black “Hex-Link” design. Big Horn and Power Wagon both receive a “Billet-Perf” design available in two different finishes specific to their model. The Laramie model features the “Hex-Perf” texture in chrome. Laramie Longhorn offers an upscale “Wave-Mesh” texture.

“The Ram Heavy Duty features an exterior design that reflects best-in-class capabilities while keeping aesthetics in mind,” said Joe Dehner, Head of Ram Truck and Dodge Design, Product Design Office — Chrysler Group LLC. “Although we consider what the truck will be used for when creating the Heavy Duty’s presence, we also understand that our customers enjoy a great looking truck.”

The 2013 Ram Heavy Duty quad headlamp design has improved light spread, pattern consistency and distance. An all-new premium headlamp and lighting system features bi-functional halogen projectors, 15 amber LEDs for park/turn/position and three amber LEDs for the side marker. A vertically ribbed inner lens softens the glow and retains the improved visual component of the segment exclusive LEDs. The new lamp is standard on Laramie Longhorn and optional on Laramie. The Ram design team carefully crafted the interior bezel and housing to create a functional piece of hardware with appeal. The Ram shield logo is molded into the housing and the Ram name is molded into the inside of the outer lens.

New power folding 6x9-inch outside mirrors help to monitor traffic and obstacles on the side of the truck and allow a better view of the trailer when towing.

A tailgate handle-mounted rear camera back-up system has been upgraded for 2013 with higher definition and dynamic imaging in the 8.4-inch display. Also, a new center high-mounted stop light (CHMSL) camera provides a view of the bed for easier fifth wheel or gooseneck trailer connection as well as monitoring bed loads.

Ram 3500 models feature new, crafted 18-inch and 20-inch wheel designs that incorporate the trim-level themes.

Exterior door and fender badges are relocated to a portrait style format from the current landscape format, yielding not only a cleaner appearance but more usable real estate on the door for a commercial customer's signs and graphics. A new HEMI® fender badge is larger and finished in chrome with red and black accents.

For 2013, Ram Heavy Duty offers 12 exterior colors, including five new shades. Black Gold Pearl, Copperhead Pearl, Maximum Steel Metallic, Prairie Pearl and Western Brown Pearl are all new, and available in a monotone and/or two-tone, depending on the model.

The new, wheel-to-wheel, polished stainless steel running boards have a sturdy box cross-section design with a hexagon tread pattern. Front and rear custom end caps feature Ram logos. Compared with the current version, the new wheel-to-wheel running board design offers aerodynamic improvements and provides customers' improved access to the forward portion of the truck bed.

An all-new premium tail lamp is standard on Laramie Longhorn and optional on Laramie. The stop/tail/turn functions consist of 15 red LEDs with three red LEDs for the side marker. A frosted inner lens creates visual entertainment and softens the glow of the segment exclusive LEDs.

### **Interior**

New Ram HD features and technologies create an opportunity for a redesigned interior with material upgrades, improved fit and finish, new colors, HVAC controls and new multi-media systems.

"What began as a mild refresh quickly became an all-new interior with premium materials, richer colors, new technology and additional features," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "We've treated each trim level interior from the Tradesman to the Laramie Longhorn with fresh and specific cues that retain the durable nature of Ram HD."

Rear occupants enjoy the same quality, fit and finish as the driver. With points of contact a priority, new premium materials, colors and designs are now on all four doors. Soft-touch materials enhance armrests and upper bolsters with expanded use of premium surfaces. The Tradesman is available in Black/Diesel interior trim; SLT is available in Canyon Brown/Light Frost or Black/Diesel; Laramie customers can choose from all Black or Canyon Brown/Light Frost; Laramie Longhorn has new Cattle Tan/Black or Canyon Brown/Light Frost options.

The 2013 Ram Heavy Duty features the next-generation 8.4-inch Uconnect system with background screens tailored to specific Ram models and themes. To make room for the new big screen, the center stack is upgraded with matching materials found throughout the interior. Complementing the range of Ram Heavy Duty models, the interior design team created new, individualized themes with different colors and materials. Tradesman receives Iron Gray Metallic coloring throughout the cabin. SLT features premium Anodized Driftwood paint with Satin Chrome accents. Laramie features Light Anodized Driftwood paint, adding a contemporary Wenge wood pattern. Laramie Longhorn now features real Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Silver Pebble paint covers the bezel and blends with the rich tones used throughout the cockpit.

The Ram design team sought out a very rare walnut grain with a unique burl that was unintentionally created by ranchers using trees as fence posts for barbed wire. Eventually, the trees grow over the rusting metal wire, creating a swirled graining pattern and tone that is not found anywhere else. Surrounded by a chrome tracer, the all-new HVAC controls take lessons learned from other Chrysler Group Uconnect applications and feature simple, improved function meeting the highest Human Machine Interface (HMI) standards. The HVAC system includes a redundant architecture allowing the operator to use either the 8.4-inch touchscreen or manual controls to alter the truck's environment.

Below the upgraded HVAC arrangement is a new switch bank with relocated, easy-to-use controls for a number of features depending on vehicle models and options. The top row is for functional features and includes exhaust brake, tow/haul and electronic stability control (ESC). The bottom row is for comfort controls and includes heated steering wheel, heated seats and ventilated seats. The bottom row also can be optioned as an auxiliary switch bank for all five spots. All buttons in the comfort bank also are redundant in the Uconnect system. Contiguous to the switch bank is a prominently placed adjustable integrated trailer brake control, allowing the driver to add or reduce trailer brake

amount on the fly. The new console center stack includes a 115-volt outlet and new drawer at the base of the stack with a smooth, premium-feel tool box-slide action. The new drawer features 12-volt outlets on either side and an optional powered USB on the driver's side.

All Ram Heavy Duty trucks continue to use a column shifter for the automatic transmission. Electronic Range Select (ERS) is now located on the face of the steering wheel, right side, allowing individual gear selection. Diesel models offer a manual six-speed transmission, the only manual transmission offering in the segment. On all models, the transfer case retains full capability with a rotary e-shift to control "4WD Auto," "4WD Lock," "4WD Low," "2WD" and "Neutral".

New technology moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information center screen is now standard on Tradesman and SLT, and displays the vehicle operating functions. The new thin-film transistor (TFT), 7-inch screen is now available on SLT, standard on Laramie and Laramie Longhorn models. The 7-inch screen features fully customizable function and configurability. Similar to the 8.4-inch Uconnect system, select 7-inch cluster background screens are tailor-made to specific Ram models with designs that match the truck's theme.

Two new steering wheels are available. Tradesman and SLT models receive a urethane wheel with a Black or Canyon Brown bezel. Optional on SLT is a leather wheel with either Black or Canyon Brown painted bezel. Laramie includes a leather wheel with Anodized paint in Black or Canyon Brown and Laramie Longhorn features a Silver Pebble bezel, Satin real wood and X-stitch in Cattle Tan or Tan. Premium steering wheels also offer a heating option.

Seating colors and feel are upgraded with richer, darker colors, including a new premium cloth material. Tradesman models are available in Diesel vinyl with the option for SLT's cloth in Diesel. The SLT is available in Diesel as well as Canyon Brown. Laramie models feature all Black and offer the option of Light Frost leather. Laramie Longhorn seating features Cattle Tan leather with Black welting/stitching or Canyon Brown with Tan welting/stitching.

Six-passenger capability is available with the 40-20-40 bench seat. The center consoles for both the bucket and 40-20-40 bench seat configurations are all new with efficient storage in mind. The new bucket seat console uses the extra space as additional storage. The bench seat design includes three new cup holders built into the console lid that features a washable rubber bellow lining allowing storage for most cup sizes as well as other personal items. Folding back the center console and center front seat base reveals a large storage bin that houses an optional CD player. Both versions of the console feature two tiers of storage and are available with a new multi-media port with USB, SD card and auxiliary inputs in the upper tier. Additionally, a 2.5-amp USB power port and 12-volt outlet are available to meet device-charging needs.

Lastly, new for 2013, all Ram Heavy Duty models feature Sapphire Blue LED lighting on switches and the rear view mirror. Laramie and Laramie Longhorn are adorned with white LED lighting for dome, map and foot wells. All Laramie models feature additional Sapphire Blue ambient lighting throughout the interior, an enhancement for premium trim levels.

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