Contact: Nick Cappa

David Elshoff

Ram Truck Launches New Ram Commercial Truck Division

- Ram Commercial offers full line of industrial-strength trucks built for workers and businesses to provide maximum capability and productivity while delivering low total cost of ownership
- Ram Commercial incorporates a dedicated team including sales, marketing, product development and world-class customer support
- Ram Commercial offers exclusive pre- and post-sale solutions with BusinessLink and On the Job customer service programs

November 27, 2012, Auburn Hills, Mich. -

Ram Truck is launching a new division to focus on commercial truck development, sales and support in a growing market. Embodied by the Tradesman trim level available on all models, the new Ram Commercial organization offers a full line of industrial-strength trucks and vans.

The new Ram Commercial division integrates a growing network of Ram BusinessLink dealers focused on the needs of commercial customers. Ram Commercial also will help offset the cost of doing business with On The Job incentives, specifically designed to lower the expense of commercial upfits. Both programs address professional needs for every job.

Timing of Ram Commercial launch aligns with the upcoming launch of the all-new Ram ProMaster and positive commercial demand. With the entire auto industry growing by two million units year over year in 2012, and further growth expected in 2013, commercial business will be key as it represents about one quarter of the total volume.

“Ram Truck is committed to delivering the best value proposition with low total cost of ownership across the entire product line up. From the Ram 5500 Chassis Cab to the Ram C/V, we’re providing best-in-class capability and technology,” said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. “We’ve not only taken steps to expand and improve our product offerings but created and built upon customer service solutions, following through with BusinessLink and On the Job programs for customers who use their truck as a critical tool for business.”

Ram Commercial targets countless businesses in a variety of industries, including service and repairs, construction, transportation/shipping, large-medium-small businesses and agriculture. The economy has incurred pent up demand to replace aging commercial fleets and vehicles that are no longer offered in the market. This has created opportunity and Ram Commercial will be there with a variety of capable and efficient vehicles.

A vehicle is designated “commercial” under one of the following circumstances:

- Titled in a company or corporation
- Used for business but titled in an individual's name (sole proprietor)
- Exceeds 26,000 lbs. GVWR
- Used to haul any hazardous material

Ram Commercial Lineup

The Ram Truck brand continues to establish its own identity and clearly define its customer. The brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500

pickups; 3500, 4500 and 5500 Chassis Cabs, Ram C/V and Ram ProMaster vans are designed to deliver a total package.

Ram C/V

When it comes to capability, the Ram C/V Tradesman out-works competitive vans on a number of fronts by delivering best-in-class payload, cargo space and towing. Equipped with the award-winning Pentastar V-6 engine mated to a 6-speed automatic transmission, the Ram C/V Tradesman also delivers best-in-class horsepower, torque and driving range of up to 500 miles on a single tank of fuel.

Ram ProMaster

Ram Commercial is tapping into Fiat Professional, one of the largest producers of commercial vehicles in the entire world, offering more than 110 years of experience. That knowledge will help Ram enter new segments and expand the product line. Based on the Fiat Ducato, the Ram ProMaster fullsize van will be transformed for the North American market and offered by Ram Commercial with best-in-class attributes. Now in its third generation with more than four million sold worldwide, this van is a proven, award-winning workhorse with titles in efficiency.

Ram 1500

For 2013, the Ram 1500 grabs the title of best-in-class fuel economy of 25 MPG for the half-ton segment with a number of exclusive technologies including a new V-6 engine, eight-speed transmission, stop-start system, air suspension and active grille shutters. The Ram 1500 Tradesman commercial workhorse adds more value by giving commercial customers a standard hard working V-8 that tows more than competitors' standard V-6 engines, yet achieves 20 MPG. Tradesman also includes a spray-in bedliner, class 4 trailer hitch, 4 and 7 pin trailer connectors and offers the innovative RamBox storage system at a discount. By offering a standard V-8 engine, business owners not only benefit from added standard capability but improved resale value.

Ram Heavy Duty

The 2013 Ram Heavy Duty brings increased capability and innovative new features to the heavy-duty segment with an uncompromising attitude that remains the standard for all full-size heavy-duty pickups. Ram Heavy Duty also delivers the performance and amenities customers demand, for example the most off-road capable pickup on the market – the award-winning Ram Power Wagon. Ram 2500/3500 Heavy Duty Tradesman models are hard-working trucks that business owners can depend on. The Heavy Duty Tradesman models feature a 17,000 lb. Class 5 hitch, 4 & 7 pin trailer connector, cruise control and available class-exclusive RamBox cargo management system. Ram Commercial also offers the only factory-engineered and built CNG (compressed natural gas) powered truck. The Ram 2500 Heavy Duty CNG pickup offers cost and emissions benefits, using an abundant, domestically sourced fuel while reducing America's dependence on foreign oil. All Ram Heavy Duty trucks offer the proven Cummins 6.7-liter diesel. Ram 3500 offers a best in class 850 lb.-ft. of torque and a 15,000 mile oil change interval delivering an unmatched total cost of ownership advantage. When mated with the available Aisin heavy duty 6-speed automatic transmission, Ram 3500 tops the charts with best-in-class towing and payload that far exceeds the competition. The Ram Heavy Duty is the only pickup in the market available with a manual transmission.

Ram Chassis Cab

For 2013 the Ram Truck brand also increases the capabilities of its hardest-working trucks – the Ram 3500, 4500 and 5500 Chassis Cab trucks. Led by the Tradesman trim level, Ram Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and drivability. Building on Ram Chassis Cabs already proven equation of durability, upfitter friendliness, efficiency and best-in-class capabilities, Ram's commercial-grade work trucks are engineered for maximum uptime, low cost of ownership, optimum performance and enhanced best-in-class commercial capability. Owners can proudly display their company logo and rest with the confidence of knowing that it will get the job done day-in and day-out.

Ram Chassis Cab best-in-class features include:

Best-in-class vehicle system interface module (VSIM) and upfitter friendly design

Best-in-class capabilities

Best-in-class total cost of ownership

Best-in-class 15,000-mile oil change intervals on Cummins diesel

Best-in-class powertrain warranty – 5 years/100,000 miles

Ram Truck Total Cost of Ownership (TCO)
Commercial customers in particular face balancing the challenges of opportunity costs, fuel pricing, reduced budgets, new technology and durability. Total Cost of Ownership (TCO) calculations are helpful in making purchase and operational decisions. Ram Truck offers best-in-class TCO for commercial truck owners. The Ram 1500 features a standard V-8 engine, with best-in-class entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature a 15,000-mile oil change interval and a best-in-class diesel exhaust brake increases frictional brake life by 3x the market average. Ram truck also offers the most upfitter friendly solutions in the industry, reducing the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram offers a best-in-class 5-year/100,000-mile powertrain warranty, proof of the quality built into each truck.

Approximate Commercial Business Breakdown:

- Service and repairs – 24 percent
- Construction – 19 percent
- Transportation/Shipping – 17 percent
- Large-Medium Businesses – 8 percent
- Small Businesses – 8 percent
- Schools-Organizations-Non-profits – 7 percent
- Machinery/Electronic Products – 6 percent
- Forestry/Mining/Oil/Gas – 3 percent
- Farming/Agriculture – 2 percent
- Wood/Metal/Stone Products – 2 percent
- Food and beverage – 1 percent
- Other – 3 percent

Ram Commercial Marketing
In many cases, the owner is not the operator, which creates a unique sales and marketing dynamic. Ram Commercial offers a complete approach with a company-wide strategy supported by all organizations and a dedicated sales force. Marketing efforts speak directly to commercial buyers both visually and verbally, and improved customer targeting benefits from laser-focused channels, such as tradeshows, commercial websites and trade publications. The new division is supported throughout the entire network including local advocates, operation managers, sales specialists and an extensive dealer network.

About Ram Truck Brand
The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

Follow Ram and Chrysler Group LLC news and video on:

Ram Trucks: http://www.ramtrucks.com
Ram Zone blog: http://www.ramzone.com
Twitter: http://twitter.com/chrysler and http://twitter.com/RamTrucks
YouTube: http://www.youtube.com/ramtrucks and http://www.youtube.com/pentastarvideo
Facebook: http://www.facebook.com/RamTrucks

Flickr: http://www.flickr.com/photos/ramtrucks
Chrysler Connect blog: http://blog.chryslergroupllc.com

About BusinessLink
BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's 600 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer.

Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.

Find a local BusinessLink dealer at (877) 2THELINK.

About "On The Job"
Chrysler Group's "On The Job" vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Custom upfit allowances, service contracts, Mopar certificates and cash allowances are just a few of the stackable incentives that business owners can use at any of Chrysler Group's 2,317 dealerships. Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use.

For On The Job program information, call (877) ONTHEJOB.

-###-
Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com