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New 2014 Ram ProMaster Expands Ram Commercial Offerings with New Full-size Van Featuring Best-in-Class Fuel Economy, Turning Radius and a Low Total Cost of Ownership

- The new 2014 Ram ProMaster puts Ram Truck back into the expanding, purpose-built, full-size van segment with Best-in-Class features focused on the commercial customer
- Developed from the successful, long-standing Fiat Ducato with 30-plus years of reliable service and more than 4.5 million units sold, Ram ProMaster combines proven functionality and versatility with modern styling
- Segment-exclusive front-wheel drive
- Features a low total cost of ownership and Best-in-Class:
- V6 Power – 1500 ProMaster
- Cargo Capacity – 1500 ProMaster
- Turning radius
- Step-in height with the lowest load floor
- Delivers exceptional capability with a payload capacity up to 2334 kg (5,145 lb), maximum towing capacity of up to 2313 kg (5,100 lb)
- Award-winning 3.6-litre PentastarTM VVT V6 with 280 horsepower - unmatched among Ram ProMaster competitors
- North American debut of world-class, torque-rich 3.0-litre I-4 Turbo EcoDiesel
- Long-term protection with a 5 year/100,000 kilometres Powertrain Limited Warranty

February 6, 2013, Windsor, Ontario - The new 2014 Ram ProMaster is Ram Commercial's latest addition to its popular commercial vehicle lineup. Coming from a strong background of commercial vehicles produced by Fiat Professional, the Ram ProMaster is based on the Fiat Ducato, which has been in production for more than 30 years. ProMaster boasts numerous Best-in-Class features that are appreciated by the hard-working customers of Ram's new van. Best-in-class power and cargo capacity (1500 ProMaster), step-in height, turning radius and a low total cost of ownership all combine to deliver a proven solution for businesses and fleets.

"As Ram takes a larger presence in the commercial truck market, the 2014 Ram ProMaster is a great addition, contributing to a one-stop shop of commercial-duty Ram trucks and vans," said Fred Diaz, President and CEO — Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "The ProMaster answers to key segment demands with Best-in-Class features, quality, durability, capability and low total cost of ownership."

Ram Truck 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 Truck enter new segments and expand its product line. The new 2014 Ram ProMaster is based on the front-wheel-drive Fiat Ducato, which is one of the most popular full-size vans in Europe. The 2013 Ram ProMaster is the Company's first shared truck collaboration with Fiat Professional.

Now in its third generation with more than 4.5 million sold worldwide, Ram will offer a proven, award-winning workhorse with an incredible combination of durability, value, efficiency, and capability like no other in its class. Additionally, the 2014 Ram ProMaster is the only offering in its competitive set to provide both a chassis cab and cutaway from the factory.

Engineered for the North American market
Conceived and developed in Italy, Ram's new van also spent quality time proving itself on this side of the Atlantic undergoing extensive, extreme-duty testing to prepare for its North American debut as the Ram ProMaster. Engineering the new ProMaster for the Ram Truck brand required a number of changes for new capabilities, powertrains, environments, duty cycles and customers.

Chassis
The 2014 ProMaster is available in two roof heights, three wheelbases, and four body lengths. Additionally, the ProMaster offers both a chassis cab and cutaway direct from the factory. Its unibody frame architecture makes it significantly lighter than the competition and as a result, the ProMaster boasts an impressive payload capacity up to 2334 kg (5,145 lb) and a maximum towing capacity up to 2313 kg (5,100 lb). The gross combined weight rating (GCWR) for the 3.6-litre PentastarTM VVT V6 is 5216 kg (11,500 lb) and 5670 kg (12,500 lb) for the 3.0-litre I-4 Turbo EcoDiesel. A unibody architecture has additional advantages, including stability and strength from front to rear, a reinforced plenum area for optimized engine packaging, and "truer" tuning of chassis systems and related hardware when compared to more common body-on-frame applications.

Front-wheel drive
The unibody system is an enabler for the ProMaster's segment exclusive front-wheel-drive system. The body-integral construction and multiple configurations allow the new 2014 Ram ProMaster to be up-fitted for virtually every conceivable job. Without rear driveshafts or rear differentials, the proven drive system creates a number of advantages including:

- Best-in-class step-in height and lowest load floor
- Enhanced traction in inclement weather
- Uninterrupted rear cargo space
- Overall weight reduction and lower maintenance costs

Cargo area
Thanks to its unique front-drive system, body-integral construction and the multiple of configurations offered, Ram's new 2014 ProMaster can be upfit for virtually every conceivable commercial need. Proportionally, the ProMaster brings a new standard to the large commercial van-based segment. The ProMaster is available in two roof heights, 2286 mm (90 inches) or 2565 mm (101 inches) with a high standard roof height and the most vertically oriented side walls in the cargo van category (nearly 90 degrees in relation to the cargo compartment floor).

The ProMaster features a standard sliding door on the passenger side with an optional sliding door on the driver's side. The sliding door openings are based on roof height – 1245 mm (49 inch) x 1524 mm (60 inch) for the low roof model and 1245 mm (49 inch) x 1778 mm (70 inch) for high roof models. In the rear, an available two-position rear clamshell door swings open up to 260-degrees, folding almost flat to the side of the van. All three door openings enable fork lift pallet loading and unloading, and spaciousness that leads the competitive set.

Upfitter friendliness
Ram Truck is well known for being one of the most upfitter-friendly brands in the truck market. The Ram ProMaster continues the tradition and features an integrated cab configuration for unmatched up-fitter/conversion solutions. Adding to the ProMaster's design for adaptability, virtually all primary vehicle systems are packaged forward of the cargo area.

Electronic stability control
The standard electronic stability control (ESC) system on the new Ram ProMaster is a sophisticated four-channel (independent control to all four corners of the vehicle) active handling system that links the vehicle's dynamic control systems to assist the driver in maintaining control under demanding or adverse conditions such as wet, snow-covered or icy roads, tight turns, and evasive manoeuvers. In effect, the ESC determines the driver's intentions and optimizes overall vehicle control to keep the dynamic forces within select limits in any driving situation – nearly transparent so control seems almost intuitive.

Powertrain
The 2014 Ram ProMaster van's powertrain lineup features a standard 3.6L PentastarTM VVT V6 and an available 3.0L I-4 Turbo EcoDiesel engine. The engines are paired, respectively, with a proven six-speed automatic transmission and an electronically controlled six-speed automated manual.

EcoDiesel
The 2014 Ram ProMaster marks the North American introduction of the potent 174-horsepower 3.0-litre inline 4-cylinder EcoDiesel engine that generates peak torque of 295 lb-ft at just 1,400 rpm. The engine features a number of refinements, including internal engine components, turbo and emission controls.

Pentastar™
The standard 3.6-litre Pentastar VVT V6 is rated at 280 horsepower with 258 lb-ft of torque. This dual overhead cam with 24-valves delivers the capability required of a commercial van without compromising refinement – hallmarks that have contributed to its ranking among Ward's 10 Best Engines for three years running. Reducing vehicle operating costs was paramount in the minds of the powertrain engineers who contributed to Ram ProMaster's development. Recommended oil-change intervals range up to 16,000 kilometres, but an intelligent oil-servicing system that monitors vehicle usage will trigger an alert when service is most appropriate.

Transmissions
The smooth-shifting 62TE automatic transmission is upgraded to accommodate the Ram ProMaster's impressive weight ratings. Specifically, its 3.86 final-drive ratio enables comfortable grade transit under full freight. The transmission more readily adopts the most appropriate ratio for a given driving situation and the numerically lower overall top gear ratio delivers a more economical highway operation.

The trailer/tow program comes standard with 62TE and the new M40 automated manual, which is not only exclusive to the 3.0-litre Turbo EcoDiesel, it stands alone in the Ram ProMaster's competitive set.

The unique M40 gearbox delivers the efficiency of a manual transmission with the functionality of an automatic. At its core, it is a manual, but gear shifts and clutch functions are accomplished with electro-hydraulic actuation system. However, the driver can opt for manual shift-lever inputs when desired.

Shift logic is adjusted according to grade steepness. The result is a well-connected driving experience that delivers the fuel economy required of a commercial van such as the Ram ProMaster.

Design
The Ram design team started with a functional exterior and interior, adding distinct Ram styling while adapting the new full-size van for North America.

Exterior
The front of the new 2014 ProMaster is identified by visually durable bodylines, a broad wraparound bumper and twin-reflector headlamp clusters. True to the Ram Truck brand, the ProMaster leads with a bold, hexagon-shaped crosshair grille, featuring the Ram's head logo proudly displayed as the focal point of the crosshair. The cab-forward, short dash to front axle design pushes the nose inward and the headlamps upward. This design provides higher passenger seating positions and better visibility – obviously important for commercial users – thanks to a more confident vantage point from which to operate the vehicle.

The front bumper is a three-piece styled modular design, resulting in reduced repair costs and downtime. Durable front-wheel arches are styled with the bumper to protect the doors. A unique step is designed into both front bumper corners, making it easy to clean the windscreen from either side.

The new full-size van features plenty of real estate on all four sides. This space allows for businesses to post signage and graphics, making the van a rolling billboard to help promote the owner, trade or vocation.

Interior
The functional and innovative features continue inside the Ram ProMaster. Although much was borrowed from the Fiat version, Ram designers made alterations for North American customers. Interior design and function is of primary importance for a light commercial vehicle in which the driver normally spends long hours at the wheel, often under demanding conditions. The cabin of the ProMaster was therefore designed with comfortable driving ergonomics, important because the ProMaster is a place of work.

Because goods always need to be transported in total safety, the new Ram ProMaster van is fitted with

accommodations to hold down goods on the floor. Up to 17 tie-down rings with a 454 kg (1,000 lb) rating fold away creating a flat floor for easier loading and unloading of cargo. Available partitions also offer passengers excellent protection against the possibility of load shift in the cabin.

Safety

Safety and security were two of the guiding principles followed by engineers throughout the development of the new 2014 Ram ProMaster van. Ram's new full-size van offers more than 35 active and passive safety and security features. The ProMaster also includes standard Electronic Stability Control, hosting a number of technologies such as trailer-sway control. Security also means notification of the traffic around you. Ram ProMaster features available ParkView® backup camera and ParkSense® Rear Park Assist with audible warning, which are very useful when manoeuvring a large van.

Uconnect

ProMaster customers can make the best use of their valuable time by leveraging Uconnect's easy-to-learn, easy-to-use interface – acclaimed for its convenience and sensible design. Hands-free calling in the all-new 2014 Ram ProMaster is made convenient via reliable Bluetooth technology. Similarly, the truck's hands-free text-reply feature enables customers to quickly deliver messages. A full-colour, five-inch touchscreen is available with global positioning satellite (GPS) navigation, providing Ram ProMaster customers the ability to chart time-saving routes to their destinations.

Best practices

In total, the Ram ProMaster test fleet accumulated millions of kilometres enabling the Ram and Fiat teams access to real-world data. This includes testing done in laboratories in Turin, Italy and Auburn Hills, Mich., at Fiat and Chrysler Group proving grounds, as well as reliability testing on public roads in many different climates in Europe and the United States.

The 3/60 Reliability Testing, appropriately named as each test car accumulates 60,000 kilometres (equivalent to three years of use) in about three months, is conducted day and night by teams of drivers. To reflect typical daily driver scenarios, the test drivers do not originate from the engineering ranks and are intentionally chosen from diverse backgrounds to represent customers of different ages, sizes and ethnicities. The test drivers scrutinize all the customer functional aspects of each vehicle as well as overall driving evaluations. This includes radio and navigation system checks, seat-belt buckling, heating and ventilation operation and opening and closing storage compartments and windows.

Configurations

The 2014 Ram ProMaster offers 13 different configurations:

ProMaster 1500 Cargo Van 118- inch wheelbase low roof
ProMaster 1500 Cargo Van 136-inch wheelbase low roof
ProMaster 1500 Cargo Van 136-inch wheelbase high roof

ProMaster 2500 Cargo Van 136-inch wheelbase high roof
ProMaster 2500 Cargo Van 159-inch wheelbase high roof

ProMaster 3500 Cargo Van 159-inch wheelbase high roof
ProMaster 3500 Cargo Van 159-inch wheelbase extended body high roof

ProMaster 3500 Chassis Cab 136-inch wheelbase
ProMaster 3500 Chassis Cab 159-inch wheelbase
ProMaster 3500 Chassis Cab 159-inch extended body wheelbase

ProMaster 3500 Chassis Cab Cutaway 136-inch wheelbase
ProMaster 3500 Chassis Cab Cutaway 159-inch wheelbase
ProMaster 3500 Chassis Cab Cutaway 159-inch extended frame wheelbase

Manufacturing

Start of production for the 2014 Ram ProMaster is scheduled for second quarter of 2013. All configurations will be produced at the Saltillo Commercial Truck Assembly Plant in Saltillo, Mexico.

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 Cargo Van and Ram ProMaster vans are designed to deliver a total package.

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.

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