Contact: Nick Cappa

David Elshoff

Designed for Functional Optimization – Ram ProMaster City Van

- Ram ProMaster City combines functionality and versatility with modern styling and professional appeal
- Best-in-class cargo capacity and payload tie directly to customer “why buys”
- Four models, including cargo vans and five-passenger wagon configurations
- Standard dual sliding side doors and 60-40 rear split doors with 180 degrees of movement allow easy access to payload and passenger entry/exit

June 26, 2014, Auburn Hills, Mich. - The new 2015 Ram ProMaster City is the brand’s newest commercial entry and stands as another example of functional collaboration between Ram Truck and Fiat Professional.

The design team started with a purposeful exterior and interior with best-in-class capacities and dimensions, adding Ram cues and outfitting the new small van for the brand’s commercial line.

ProMaster City is available in four versions: Tradesman Cargo Van and Tradesman SLT Cargo Van, Wagon and Wagon SLT, offering versatility and functionality with compact external dimensions allowing easy use in urban areas. But don’t allow the compact size to fool you, Ram’s new small van shines with a long list of best-in-class features, including payload and cargo capacity.

Exterior

The exterior design and relating body systems on the all-new 2015 Ram ProMaster City collectively deliver outstanding versatility, practicality and a level of refinement unexpected in the commercial small van category. Exterior styling is identified by smooth body lines, wraparound bumpers and twin-reflector headlamp clusters. Although the cargo area is carry-over from the Fiat Doblò, from the front door cut forward, the Ram ProMaster City is all new, encompassing the signature crosshair grille and ram’s head logo as the focal point. All badges – prominent in the grille, side doors and rear door – are distinctive, large, chrome-finished and three-dimensional with unique fonts.

“Incorporating brand styling cues into commercial vehicles is a challenge for every designer, but the Ram ProMaster City borrows from the successful Fiat Doblò with relevant features and dimensions,” said Joe Dehner, Head of Ram Truck Exterior Design — Chrysler Group LLC. “The new van has proven itself in other markets, giving us a solid template for the Ram Truck brand.”

The fluid body lines give ProMaster City a strong, modern and professional representation and assure its presence in the Ram Commercial lineup. The tucked front-wheel-drive packaging is compact allowing for a short hood. This design provides a better vantage point of the front corners, useful when maneuverability is key and important to commercial customers. Protective cladding on the side and rear protect the body from knee-level bumps putting this small van at home in tough parking situations.

All doors feature a durable-yet-lightweight design for ease of use. The handles are very easy to grip and can be operated with either hand or with gloves. The front doors are large but lightweight, allowing easy entry/egress for a variety of users, short or tall. Available power side-view mirrors are oversized, giving operators clear vision around the ProMaster City van, and includes wide-angle sections. Segment-exclusive, standard marker lights are visual aids, lighting dark areas on the side of the van when working from either side.

Dual sliding doors enable side access to the cargo area with 26 inches of horizontal opening and outstanding

apertures. Vertically oriented, hinged, 60/40 split rear door access offers the largest opening in the segment and provide efficient curbside/dock, loading/unloading characteristics with a 60-percent door opening away from the curb. This feature provides large opening access to the rear cargo area and uninhibited movement to the curb, a segment exclusive. Both rear doors lock open at 90 degrees and reach nearly the height of the van. With the push of the hinge release on either side, the rear doors open to 180 degrees, parallel with the rear of the van for easy dock loading. Step-in heights at the side (18.8 inches) and rear of the vehicle are among the lowest in their class at 21.5 inches and contribute to the vehicle's exceptional cargo load/unload characteristics.

Key fobs for remote vehicle access include a three-button layout for locking all vehicle doors, unlocking all vehicle doors and unlocking the side sliding and rear cargo doors.

Borrowing from its big brother, the ProMaster City's front and rear bumpers run high on the body to keep functional lighting out of danger, resulting in reduced repair costs and downtime. On the Tradesman model, both bumpers and grille are a black molded-in color (MIC) to maintain appearance with scratch resistance. The SLT packages offer body-colored front and rear bumpers, integrated optional fog lamps, lower black MIC on potential contact locations, body-color exterior mirrors and a silver grille.

Because the new Ram ProMaster City is purchased for commercial use and personal transport, designers created a unique wheel selection for different applications. Three distinct 16-inch variations exist. Tradesman offers two styles in steel: Revolver-hole silver or black with a silver full-face cover. The SLT trim includes a standard black steel wheel with the silver full-face cover or a premium aluminum wheel.

The new van features plenty of real estate on all sides. This space allows for businesses to post signage and graphics – a rolling billboard to help promote the owner's business or sponsor. Three different window options are available on both trim levels. Option one includes front door glass and windshield, option two adds glass to both rear doors, and option three adds two mid-ship side windows for a total of seven windows.

The Ram ProMaster City may be loaded and unloaded multiple times a day, leaving impressive dimensions and capacities as must-have features. The Ram ProMaster City offers a cargo area width of 60.4 inches, a cargo area height of 51.8 inches and a step-in height of 21.5 inches. In addition, on each side of the vehicle there is a small, practical step that allows the user to get into the load area.

The 2015 Ram ProMaster City is available in nine exterior colors: Bright White, Bright Red, Black Metallic, Silver Metallic, Deep Red Metallic, Blue Night Metallic, Quartz Gray Metallic, Broom Yellow (fleet) and Earth Brown (fleet).

Interior

The Ram ProMaster City Tradesman and SLT trim levels use a simplified color palette and offer variations in the seating insert materials. This is achieved by creating differentiation in pattern design and feel between the two. Proven over generations of detailed development on Fiat Doblò, the Ram ProMaster City seats feature ergonomic padding and offer a multitude of adjustment options, including heat. The durable fabric is trench seamed and all surface finishes have been developed for a premium, low-gloss, lasting appearance with easy-to-clean qualities.

Inspiration for the all-black with gray accents came from items that can be found in a vocational environment: tool boxes, hand tools and lumber. The new van achieves a commanding presence that promotes roominess, ergonomics and practicality for increasingly demanding customers who depend on their vehicle as a partner for vocational use or to transport passengers.

"Operators of a new Ram ProMaster City will need to stay focused on daily tasks, so we want the cabin to be a place of comfort, convenience and functionality," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "Without question, the goal is to create an interior for the person who will spend many hours at the wheel and/or working in and out of the cargo area."

The front passenger compartment, including the door panels, is silenced thanks to acoustic treatments and a standard carpeted floor.

The climate control and interior lighting are effective and visibility is outstanding for a small van. The elliptical main cluster is located under a prominent antiglare dome and allows information to be read easily and immediately under all lighting conditions. Orange back-lighting allows the pupil to focus more quickly when changing from the dark road to the brightly-lit dashboard. From left to right the display features coolant temperature, speedometer, tachometer and fuel gauges. The bottom includes a digital display of the trip computer with clock, odometer or trip counter.

The easy-to-use automatic transmission shift lever is located on the elevated center console. As the console drops down toward the rear, a smaller console rises between the front seats and contains two cup holders and two 12-volt power outlets within easy reach.

Temperature and humidity levels contribute significantly to creating ideal driving conditions. The Ram ProMaster City HVAC system is adjusted for the North American customer. Heating and air conditioning controls are well within reach for a multitude of users and the controls are oversized for quick blind-adjustment changes, even if the operator is wearing gloves. Just above the HVAC controls, an integrated switch bank incorporates functions such as electronic stability control (ESC) on/off, hazard lights and heated seat controls. Optional power mirrors are operated with controls located at the base of the A-pillar.

An oversized handle on the driver-side door panel is easy to use and a well-placed armrest provides support for the driver and passengers. A large lower storage compartment is located at the forward base of the door.

Behind the front seats, ProMaster City cargo models offer a load compartment with an easy, four-way access, best-in-class cargo volume of 131.7 cubic feet and cargo width of 60.4 inches. Because goods always need to be transported securely, the new van is fitted with accommodations to hold down goods on the floor. Six tie-down rings with a 1,000-pound combined rating, fold away to maintain a flat floor for easy loading and unloading operations. The cargo compartment incorporates minimized acoustic-backed side wall and rear door moldings, and vertical mount locations for flexible up-fit capability. Available partitions with window option also offer passengers excellent protection against the possibility of load shift in the cabin. A high roof height enables ease of movement when working in the cargo area and contributes to best-in-class standard cargo capacity. Ideal for locksmiths, caterers, package delivery, telecommunications, heating and cooling, painters or florists, the best-in-class 48.4-inch width between wheel wells allow the ProMaster City to load up a full-size pallet. Wagon models feature four tie-down rings, a full-length headliner and carpet that covers the floor. Panel moldings cover the rear of cargo area, up, over and around the wheel wells and additional storage trays at seated shoulder level incorporate a retractable cover to keep cargo out of view.

Uconnect

Ram ProMaster City customers can make the best use of their valuable time by leveraging Uconnect's easy-to-learn, easy-to-use communications, entertainment and navigation features.

Uconnect 5.0 Touchscreen

- Communication: Handsfree calling in the all-new 2015 Ram ProMaster City is made convenient via reliable Bluetooth technology. Similarly, the truck's handsfree text-reply feature enables customers to quickly deliver one of 18 messages, ranging from "I'm on my way," to "I can't talk right now," to "I need directions"
- Navigation: A full-color, five-inch touchscreen is available with global positioning satellite (GPS) navigation, providing Ram ProMaster City customers the ability to chart timesaving routes to their destinations
- Entertainment: A standard-equipment four-speaker sound system – two tweeters in the A-pillars and two mid-range speakers in the front door panels – channels available SiriusXM Radio into the Ram ProMaster City's spacious cab. An AM/FM radio, with crisp monochromatic display, comes standard. And listening was never easier than with Chrysler's Group's industry-exclusive steering-wheel-mounted audio controls

Additional convenience comes in the form of USB and auxiliary ports. A 2.5-amp USB port on the instrument panel affords recharging capability for mobile devices, such as smartphones or tablets, while an available second auxiliary port accommodates additional media connectivity. Uconnect Web, powered by Autonet Mobile, also is available to U.S. customers.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest J.D. Power APEAL study,which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

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.

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