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## **2015 Ram 1500 Offers Best-in-class Fuel Efficiency with Gasoline and Diesel-powered Pickups**

- Fuel economy is the No. 1 unmet customer need in half-ton trucks, and Ram owns the top two spots, beating competitors' small pickups with exclusive 3.0-liter V-6 EcoDiesel at 28 miles per gallon (mpg)
- 2015 Ram 1500 offers greatest value in half-ton trucks starting at \$23,970, plus \$1,195 destination, and includes a standard 5.7-liter HEMI® V-8
- Class-leading powertrain:
- Best-in-class fuel economy with 3.0-liter EcoDiesel engine, featuring 28 mpg
- 240 horsepower, 420 lb.-ft. of torque and a TorqueFlite eight-speed automatic transmission
- 3.6-liter Pentastar V-6 engine features best-in-class gasoline fuel economy at 25 mpg with standard eight-speed transmission
- 5.7-liter HEMI V-8 with Fuel Saver Technology and variable-valve timing (VVT) provides 395 horsepower, 410 lb.-ft. of torque
- First-in-segment Fuel Saver Technology, TorqueFlite eight-speed automatic transmission, stop-start, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension
- Class-exclusive air suspension enhances fuel economy, improves ride control and off-road capability along with entry/exit and loading, and features automatic load leveling
- Best-in-class aerodynamics, coefficient of drag (Cd) at 0.360
- 2015 Ram 1500 3.0-liter V-6 EcoDiesel towing capacity of up to 9,200 pounds
- 2013 and 2014 back-to-back winner – Motor Trend Truck of the Year
- Unsurpassed powertrain warranty – five years/100,000 miles

September 1, 2014, Auburn Hills, Mich. - The 2015 Ram 1500 leads pickup truck fuel economy with winning powertrains: exclusive 3.0-liter V-6 EcoDiesel with 240 horsepower and 420 lb.-ft. of torque at 28 miles per gallon (mpg) and Pentastar 3.6-liter V-6 with 305 horsepower and best-in-class gasoline fuel economy of 25 mpg. Ram 1500 holds the top two spots in half-ton truck fuel economy, even beating small trucks.

The 3.0-liter EcoDiesel engine is mated to the TorqueFlite eight-speed automatic transmission. Together, the powertrain system delivers an outstanding combination of fuel efficiency at 28 mpg, unsurpassed torque of 420 lb.-ft. and up to 9,200 pounds of towing capability.

Ram Truck offers the best value in half-ton trucks with a starting price of \$23,970, plus \$1,195 destination and includes a standard 5.7-liter HEMI® V-8. The exclusive V-6 EcoDiesel with TorqueFlite eight-speed automatic transmission is priced \$2,850 greater than a similarly equipped Ram 1500 with a 5.7-liter HEMI V-8 with Torqueflite eight-speed transmission.

The 2015 Ram 1500 capitalizes on a truckload of exclusive, pioneering, fuel-saving systems, including: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics with grille shutters and air suspension.

The Ram 1500 earned Motor Trend's Truck of the Year in 2013 and 2014, the first time a vehicle of any type has taken the coveted award back-to-back. The Ram 1500 also won the Truck of Texas in 2013 and 2014 – a rare double, back-to-back combination in the pickup segment.

### **Powertrain**

Aptly branded EcoDiesel, the 3.0-liter powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V-6 that produces 240 horsepower and 420 lb.-ft. of torque is more efficient than all V-6 gasoline engines in the half-ton category. This abundant torque from a 3.0-liter engine is the enabler for 9,200 pounds of towing capacity while delivering fuel economy of 28 mpg on the highway.

Like the 3.6-liter Pentastar V-6 and 5.7-liter HEMI V-8 gasoline engines already offered on the Ram 1500, the EcoDiesel V-6 is mated to the TorqueFlite 8, the only eight-speed automatic transmission offered in the half-ton class.

The EcoDiesel, developed and manufactured by VM Motori (a Chrysler supplier since 1992) is one of the most advanced diesel engines in the marketplace. Equipped with a diesel oxidation catalyst, diesel particulate filter, and selective catalytic reduction, it is emissions-compliant in all 50 states.

The 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award three years in a row) with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and best-in-class gasoline fuel economy of 25 mpg.

The legendary 5.7-liter HEMI V-8 with fuel-saving cylinder shut-off and VVT provides 395 horsepower and 410 lb.-ft. of torque.

The class-exclusive eight-speed automatic transmission (TorqueFlite 8) – standard equipment with 3.0-liter V-6 EcoDiesel and 3.6-liter V-6 Pentastar – doubles the amount of gears compared to the previously available four-speed automatic transmission, which improves drivability and enhances fuel efficiency. The eight-speed also is available with the 5.7-liter HEMI V-8.

The 2015 Ram 1500 has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (EcoDiesel V-6)
- Exclusive offering of an eight-speed automatic transmission
- Unsurpassed V-6 torque
- Best-in-Class capability and fuel economy in a base V-6 gasoline engine (Pentastar V-6 mated to eight-speed transmission)
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-liter V-6) engines

### **Engineering**

#### **Parasitic Loss Reduction**

Pulse-width modulation (PWM) is a fuel-saving technology for the Ram 1500, which reduces parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems. The forward cooling fan takes advantage of PWM, adding a 0.2 percent improvement in fuel efficiency.

The 2015 Ram 1500 owns PWM technology and a host of efficiency, comfort and emissions-friendly refinements. These include a variable displacement air-conditioning compressor pulse-width modulated vent blower and humidity sensor.

#### **Variable displacement compressor (VDC)**

As opposed to a "fixed" displacement compressor, the variable displacement compressor (VDC) automatically varies its pumping capacity to meet air conditioning demands rather than working in an on/off fashion. As a result, the variable displacement compressor lessens loads on the engine, reducing parasitic losses for enhanced fuel efficiency and helping to maintain a consistent cockpit temperature. The technology also reduces related noise and vibration annoyances.

When the interior cabin temperature is higher than what's desired (outside the automatic temperature control setting), the VDC increases refrigeration capacity until the desired temperature is reached. Once the temperature is reached, the VDC automatically reduces its capacity to maintain the desired temperature rather than shutting off completely.

The overall result is smoother compressor transitions, less noise and greater fuel efficiency.

#### Pulse-width modulated blower

Like the VDC, the pulse-width modulated (PWM) blower continually controls fan speeds for optimal performance in all driving scenarios; quiet, efficient operation; and virtually unnoticeable performance. Not unlike other PWM applications that debuted on the 2013 Ram 1500, the pulse-width blower ensures an infinite amount of varying fan speeds to satisfy every customer-requested condition in relation to the air conditioning system.

#### Humidity sensor

The humidity sensor is packaged behind the rearview mirror, and works in tandem with the PWM blower and VDC to continually measure the potential for humidity being formed on the windshield interior. While the sensor enables noticeable de-fogging benefits, it also enables the VDC and PWM blower to run at the most optimal speeds to expedite humidity reduction.

#### Air-conditioning Refrigerant

Beginning in 2014, the Ram 1500 is the first in its competitive set to carry F1234yf refrigerant, an application developed to help reduce greenhouse emissions.

### **Design**

The 2015 Ram 1500 retains its ruggedly handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style.

For 2015 Ram 1500s in SLT (with Luxury Group) and Laramie get a new instrument panel welcome screen with high-quality, model specific digital graphics.

The Ram 1500 offers 11 different colors, including one new shade: Black Forest Green. Blue Streak and Granite Crystal are available in a monotone and/or two-tone depending on the model. Other colors include: Maximum Steel Metallic and Western Brown Pearl and are all available in a monotone and/or two-tone, depending on the model.

### **Unsurpassed powertrain warranty – five years/100,000 miles**

The 2015 Ram 1500 is backed with a five-year /100,000-mile Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram dealer, if necessary. The warranty also is transferable allowing customers who sell their truck during the warranty period, to pass the coverage onto the new owner.

The standard three-year / 36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

### **Quality**

The 2015 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center's state-of-the-art scientific labs in Auburn Hills, Michigan, including the Noise/Vibration/Harshness Lab, Electromagnetic Compatibility Facility, Wind Tunnel and the Road Test Simulator (RTS).

For example, the RTS recreates the abuse a truck endures at the hands of a 95th percentile driver – meaning someone who drives the vehicle in more severe conditions than 95 percent of all customers. The RTS can put a lifetime of wear and tear on a truck in about one month's time. The Ram development team is committed to finding and fixing any issues before the customer does.

## **Manufacturing**

The 2015 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab models of the 2015 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

## **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.

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