

## **Ram Trucks: Setting the Bar on Fuel Efficiency, Power, Payload and Towing**

August 31, 2015, Auburn Hills, Mich. - Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

The brand continues to invest substantially in its hard-working products, infusing them with great looks, refined interiors, durable engines and class-exclusive features that further enhance their capabilities. Chief among those investments for 2016 is a substantial increase in the Ram's already chart-topping power and towing.

"Ram is committed to engineering and innovation leadership, which includes a four-pillar list of best-in-class titles: fuel economy at 29 mpg; torque which we increased to 900 lb.-ft.; payload at 7,390 pounds and towing, for which we've set a new high point of 31,210 pounds," said Bob Hegbloom, President and CEO — Ram Truck Brand, FCA North America. "Ram has loaded its trucks with dozens of features that set them ahead of the competition, including cargo-view cameras, air bag suspension options and, of course, a wide range of powerful, fuel-efficient powertrains."

The full-size half-ton pickup truck segment has evolved from brute capability and acceptable efficiency to an engineering and execution that combine desirable size, configurations, capability, refinement, technology and quality, and now – most importantly – outstanding fuel efficiency.

As a full-line truck manufacturer, the commercial truck market is also extremely important to Ram. The Ram Commercial Truck brand will continue to expand its presence in the vocational truck segment by enhancing the capabilities of Ram's Tradesman series of trucks from half-ton to Class 5, working with its network of 950 commercially focused dealers, expanding commercial and vocational marketing efforts and leveraging Fiat Professional to bring proven commercial vans to North America.

### **2016 Ram 1500**

The Ram 1500 continues to move forward with two mid-year 2015 offerings that carry into the 2016 model year – the Ram 1500 Rebel and Ram 1500 Laramie Limited.

The Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment. Rebel features an all-new grille with a prominent billet silver "RAM" letter badge. Departing from the brand's iconic "cross-hair" designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface, which incorporates a billet silver skid plate, new front tow hooks and new LED fog lamps. Black bezel bi-functional projector headlamps with LED marker lights lie beneath an aluminum, twin-snorkel sport hood. Continuing around to the rearview is a bold new "RAM" stamped tailgate with blacked-out lettering.

The Rebel's trail-running capability gets a boost with 1.0-inch raised ride height for improved off-road approach, departure and breakover angles. Bilstein-supplied front and rear shocks – with unique tuning and a new steering calibration – are matched to the Rebel's increased ride height. A softer rear stabilizer bar provides improved dynamics. Beefy 33-inch (LT285/70R17E) Toyo Open Country A/T All-terrain tires are mounted to the all-new 17-inch silver and black cast aluminum wheels.

Inside, Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating elements. High-durability technical grain vinyl seats are finished in Radar Red and Black with Sedoso fabric inserts embossed with the Toyo tire tread pattern matching Rebel's actual footprint.

Ram Truck brand also has taken the Ram Laramie Limited – the benchmark in truck opulence – to an even higher level of sophistication and attention to detail. The Limited's all-new grille is the most prominent change to the exterior. As the leading point, its new billet port grille breaks from the long tradition of a crosshair styling with bold "RAM" lettering. The side profile of the Limited is dressed in chrome body-side molding, mirrors, door handles, window molding and standard wheel-to-wheel side steps. Matching the new front grille theme, a new tailgate design is fixed with a 20-inch-wide, bright chrome "RAM" badge so onlookers can clearly identify the truck, coming and going. A new chrome accent strip lines the base of the gate.

Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. A new console bin houses a cellular phone and tablet holder, which can be concealed with a new tambour wood sliding door. The door is made from Black Argento wood, the chosen timber for the Limited interior. The collective silver pinstripe theme runs throughout the cockpit.

All 2016 models will inherit the new center console design. Laramie Longhorn will use its own variant of the tambour door found on the 2015 Laramie Limited. Bluetooth connectivity is now available on entry-level radios for handsfree driving in all Ram 1500 trucks.

The 2016 Ram 1500 leads pickup truck fuel economy with the exclusive 3.0-liter EcoDiesel V-6 engine delivering 240 horsepower and 420 lb.-ft. of torque at 29 miles per gallon (mpg). 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 and towing capability up to 9,200 pounds.

Ram Truck offers the best value in half-ton trucks with a starting price of \$24,970, plus \$1,195 destination, and includes a standard 5.7-liter HEMI® V-8 engine.

### **2016 Ram 2500/3500 Heavy Duty**

The Ram Truck brand's goal is to build the best trucks in the industry. In the heavy-duty pickup segment, that equates to the best capability, highest towing and most power. In 2016, Ram continues to offer the most capable three-quarter and one-ton pickups in the segment:

- Power – Best-in-class 900 lb.-ft. of torque with 6.7-liter Cummins
- Towing – Best-in-class 31,210 pounds with Ram 3500
- Towing – Best-in-class 17,981 pounds with Ram 2500
- Payload – Best-in-class 7,390 pounds with Ram 3500
- Power – Best-in-class 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI V-8
- Capacity – Best-in-class Gross Combined Weight Rating (GCWR) of 39,100 pounds with Ram 3500
- Ram 2500 and 3500 Heavy Duty trucks offer more innovative features than the competitors' trucks, including a five-link coil suspension with optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

The 2016 model year brings a new Ram Laramie Limited design offering. The benchmark for premium trucks is taken to an even higher level of sophistication and attention to detail. Featuring high-quality materials, such as all-black, full leather seating, real wood interior components and unique badges, Limited is a "black-tie" luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

The Limited's all-new grille is the most prominent change of the exterior. As the leading point of the new Limited, its new billet port grille breaks from the long tradition of a crosshair styling, with bold "RAM" lettering. A new front park-assist system, mounted in the bumper, gives audible warning of nearby objects.

### **2016 Ram 3500/4500/5500 Chassis Cab**

Ram 3500, 4500 and 5500 Chassis Cab trucks are the brand's halo trucks for capability. Engineered and designed for extreme daily work, the Ram Chassis Cabs are built for an unrelenting duty-cycle with direct customer input.

The Ram Chassis Cab line is specifically designed to meet the needs of construction, landscaping and heavy delivery businesses. They offer best-in-class Gross Combined Weight Ratings (GCWR) of 37,500 pounds, best-in-class towing capability of 29,600 pounds, best-in-class rear frame strength of 50,000 psi and best-in-class dual-tank fuel capacity of 74 gallons.

2016 Ram Chassis Cab trucks can be ordered with an optional ParkSense Package, which now includes a new front park-assist system. This exclusive feature further enhances safe operation and complements the current backup camera offering. The feature improves total cost of ownership and reduces potential damage by audibly warning the driver of impending contact.

Handsfree driving is a must and Ram Chassis Cab trucks offer the latest infotainment technology. New for 2016, entry-level radios are now available with Bluetooth.

Ram chassis cab trucks – part of Ram's lineup of commercial trucks – meet and exceed customer demands for capability, total cost of ownership, quality, reliability and dependability (QRD) and power and performance.

### **2016 Ram ProMaster**

The 2016 Ram ProMaster continues to answer the call of businesses everywhere as it solidifies its place in Ram Commercial's popular truck and van lineup. The 2016 model continues Ram Commercial's commitment to upfitter friendliness with new features driven by customer input.

Airport and hotel shuttle customers and mobility upfitters requested a window version of the largest ProMaster configuration. The 2016 Ram ProMaster now adds side window availability to 159-inch, high roof, extended configuration.

RV upfitters and executive transportation companies asked for upscale appearance. Ram ProMaster delivers with a chrome grille option. Upfitters also sought more electrical function and capability when adding power hungry conversions. Again, Ram ProMaster answers with provisions for a second battery at the rear of the cab and new 20-amp auxiliary switches easily accessible on the dash panel.

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

- Best-in-class fuel economy
- Best-in-class step-in height and lowest load floor
- Best-in-class standard ceiling height
- Lower maintenance costs

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 has helped Ram enter new segments and expand the product line. Based on the Fiat Ducato, the Ram ProMaster full-size van is optimized 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 and capability.

### **2016 Ram ProMaster City**

The 2016 Ram ProMaster City is Ram's newest addition to its commercial vehicle lineup, and contributes to the expanding, purpose-built, van segment with a number of best-in-class, functional elements tied directly to commercial customer demand. ProMaster City opens a door for incremental growth of Ram's sales volumes.

Replacing the Ram C/V as a Ram Truck's Class 1 van offering, the Ram ProMaster City competes with compact commercial and passenger vans with best-in-class attributes in the areas that count: payload capacity, cargo area,

performance and fuel economy.

Based on the successful Fiat Doblò, a two-time International Van of the Year winner with more than 1.3 million units sold, the Ram ProMaster City will incorporate familiar Ram Truck design elements and offer features, systems and powertrains preferred by North American customers. The Ram ProMaster City is the brand's second shared collaboration with Fiat Professional. The Ram ProMaster full-size van was the first.

Whether the job is delivering packages, organizing and hauling the tools of a professional tradesman or carting the band's gear to the next gig, the Ram ProMaster City van is designed and engineered to tackle big jobs with best-in-class cargo area, payload capacity and standard highway fuel economy. It does so while delivering versatile functionality, durability and superior ride and handling.

### **Ram Commercial**

Including a product range that spans from half-ton pickups to Class 5 chassis-cab trucks, ProMaster and ProMaster City cargo vans and wagons, the Ram Commercial Truck brand now offers products designed to meet the needs of small businesses, work truck fleets and demanding buyers whose commercial vehicle may be his or her company's lifeblood.

The Ram Commercial division integrates a growing network of Ram BusinessLink dealers focused on the needs of commercial customers. Ram Commercial also helps 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.

Ram Truck is committed to delivering the best value proposition with low total cost of ownership across the entire product lineup. From the Ram 5500 Chassis Cab to the Ram C/V, Ram Truck is providing best-in-class capability and technology. The Ram Truck team has not only taken steps to expand and improve its 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 is focused on four pillars of excellence:**

The right products, including a full-line of new commercial trucks and vans

The right message: best-in-class fuel economy, power, towing and torque

The right network: approximately 900 dedicated Ram Commercial dealers

The right leverage: taking full advantage of Fiat Professional products and expertise

### **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 tradeshow, commercial websites and trade publications. The division is supported throughout the entire network, including local advocates, operation managers, sales specialists and an extensive dealer network.

Top reasons for purchase in the segment:

- Value
- Quality, reliability and dependability
- Cargo space and payload
- Total cost of ownership
- 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 three times 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 and van.

### **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 perform at any time. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs; Ram ProMaster City and Ram ProMaster vans are designed to deliver a total package.

### **About BusinessLink**

BusinessLink is a free program that connects business owners with a network of FCA dealers that are specially equipped to work with small businesses. Nationwide, FCA US's more than 950 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-day 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"**

FCA'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 FCA's 2,600 dealerships. Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most FCA 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.

### **About Ram Truck Brand**

Since its launch as a stand-alone division in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2016 model year, Ram continues to beat the competition in the most sought-after titles:

- Best-in-class fuel economy with exclusive EcoDiesel – 29 mpg with Ram 1500
  - Best-in-class towing capability – 31,210 pounds with Ram 3500
  - Best-in-class payload – 7,390 pounds with Ram 3500
  - Best-in-class torque – 900 lb.-ft. with Ram 3500 equipped with Cummins diesel engine
- 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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