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Ram Truck Experience Comes to the Columbus International Auto Show

March 14, 2017, Columbus, Ohio - Columbus International Auto Show attendees will get to experience the power, capabilities and performance of the award-winning Ram trucks at the Ram Truck Experience test track, returning to the auto show March 16-19.

"We are proud to showcase the most innovative lineup of full-size pickup trucks on the market," said Jeff Hines, Director of the Great Lakes Business Center – FCA US LLC. "The Ram Truck Experience will be engaging and memorable for riders as they experience the refined interior, capabilities and handling of the Ram 1500, 2500 and 3500."

Participants in the Ram Truck Experience will be given rides with a performance driver through an indoor obstacle course that demonstrates various truck capabilities, including: 30-degree wedge to demonstrate traction; rocks and logs to demonstrate articulation and stability; bumps to demonstrate suspension; and a Ram Mountain to demonstrate the ground clearance, approach and departure angles.

Upon completion of the ride, participants will receive a commemorative RAM t-shirt.

There is no additional fee for auto show attendees to participate in the experience. The hours are:

RAM Truck Experience Hours

- Thursday, March 16: 12-8 p.m.
- Friday, March 17: 12-8 p.m.
- Saturday, March 18: 10 a.m. – 8 p.m.
- Sunday, March 19: 10 a.m. – 5 p.m.

The Ram Truck Experience can be found near the Ram display at the Greater Columbus Convention Center (400 N. High Street, Columbus, OH 43215). For more information about the Columbus International Auto Show visit www.columbusautoshow.com.

Ram Brand

In 2009, the Ram 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 vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level 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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