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## **2007 Dodge Ram 3500 Chassis Cab: Marketing**

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### **MARKET POSITION**

The all-new 2007 Dodge Ram 3500 Chassis Cab was designed from the ground up for the traditional chassis- cab buyer seeking a capable, durable, reliable, commercial-quality vehicle. The 2007 Dodge Ram 3500 Chassis Cab offers a powerful lineup of award-winning engines, a commercial-grade chassis engineered to perform in the most demanding conditions, and bold, "big rig" Ram styling, defining the new commercial standard.

### **Demographics / Target Customer**

#### Small-Business Customer

- 10 vehicles or less in fleet, including one to three chassis cabs
- Entrepreneur, independent businessperson with hands-on management style
- Wants dealer to be his one-stop shopping point (i.e., truck, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/ farming; manufacturing/tool and die; and service and delivery (florist, dry cleaner, package/parcel, etc.)

#### Small-Fleet Customer

- 10-49 vehicles in fleet, including three or more chassis cabs
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with an original equipment manufacturer's dealer commercial sales staff or with a large-fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/ farming,; manufacturing/tool and die; service and delivery (florist, dry cleaner, package/ parcel, etc.); utilities/government/municipalities; and fire/rescue/emergency medical service

### **MARKET ADVANTAGES**

- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR of 10,200 lbs.
- Best-in-class standard V-8 power (HEMI with 330 horsepower)
- Best-in-class rear frame strength (50-ksi steel)
- Best-in-class 52-gallon fuel tank
- Best-in-class interior cab room (121.7 cu. ft. for Quad Cab models)

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