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## **With Segment's Biggest Brakes, Improved Fuel Economy and New Engine, 2009 Dodge Ram 3500 Chassis Cab Set to Continue Class 3 Dominance**

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Loaded with premium power and performance, the 2009 Dodge Ram 3500 Chassis Cab is set to continue its dominance in the Class 3 chassis cab segment.

"Featuring a new HEMI® engine, improved fuel economy, bigger brakes and class-leading GVWR (Gross Vehicle Weight Rating), the 2009 Dodge Ram 3500 Chassis Cab delivers superior commercial capability, durability and performance to the Class 3 commercial vehicle market," said Scott Kunselman, Vice President – Dodge Trucks.

With a powerful lineup of renowned engines and an upfit-friendly commercial-grade chassis, the 2009 Dodge Ram 3500 Chassis Cab continues to be the ultimate work truck for the commercial customer looking for a powerful, capable and versatile performance vehicle.

The 2009 Dodge Ram 3500 Chassis Cab boasts numerous class-leading attributes including the highest standard single-rear-wheel GVWR of 10,200 lbs., best-in-class frame steel strength (50,000-psi steel), largest standard fuel tank (52 gallons) and a segment-exclusive standard exhaust brake (with the Cummins turbodiesel engine).

### **WHAT'S NEW FOR 2009**

- New 5.7-liter HEMI® V-8 with Variable Valve Timing delivers increased horsepower and torque ratings with improved fuel economy
- Optional 3.42 (with manual transmission) and 3.73 (with automatic transmission) axle ratios for improved fuel economy
- New brake system extends service intervals and delivers maximum stopping power while delivering better fuel economy
- Standard Gross Combined Weight Rating (GCWR) increased to class-leading 24,000 lbs.
- All-new ambulance prep package
- Power Take-Off (PTO) pump rating increases 55 percent
- Cummins 6.7-liter diesel engine available with Remote Start (automatic only)
- PTO prep package now available with Laramie trim-level trucks
- New tailpipe and resonator when equipped with HEMI V-8
- Standard speed control (optional speed control delete)

### **DESIGN**

Communicating a distinctively bold and powerful statement, the 2009 Dodge Ram 3500 Chassis Cab's design combines commercial vigor and unmatched versatility with unique upfit-friendly enhancements to provide a streamline assembly process that reduces costs for upfitters, second-stage manufacturers and customers.

Two cab-axle lengths of 60 and 84 inches are available. A segment exclusive, all chassis components are below the top of the frame surface, providing versatility for virtually any upfit application. Available in three trim lines – ST, SLT and Laramie – the 2009 Dodge Ram 3500 Chassis Cab's lineup consists of 4x2, 4x4, single-rear-wheel, dual-rear-wheel, regular and Quad Cab® models.

## ENGINEERING

The 2009 Dodge Ram 3500 Chassis Cab comes standard with a new-generation 5.7-liter HEMI® V-8 with VVT (Variable Valve Timing) that will appeal to fleets requiring a gas engine. The new engine provides more power and torque with better fuel economy. The new engine incorporates a 9 percent higher compression ratio (10.5:1), Variable Valve Timing and an active intake manifold. These technologies, combined with engine and powertrain integration improvements, result in a 4 percent improvement in fuel economy. Preliminary results also show peak torque increases 8 percent to 404 lb.-ft. (548 N•m) and peak power increases 15 percent to 380 horsepower (283 kW). At 2,000 rpm, torque improves 6 percent to 350 lb.-ft. (475 N•m).

In addition, the legendary Cummins diesel delivers 305 horsepower (227 kW) at 3,000 rpm and 610 lb.-ft. of torque (827 N•m) at 1,600 rpm.

The 2009 Dodge Ram 3500 Chassis Cab offers a heavy-duty AISIN six-speed automatic transmission (diesel only) with Power Take-Off (PTO) capability and a six-speed manual transmission with PTO capability. An available electronic-shift transfer case is offered and a factory-installed exhaust brake contributes to both safety and extended brake pad life. The 2009 Dodge Ram 3500 Chassis Cab has an extended driving range due to its best-in-class standard 52-gallon fuel tank.

Enhanced capability and performance is assured as the 2009 Dodge Ram 3500 Chassis Cab's standard GCWR has been increased to a class-leading 24,000 lbs.

Bringing even more "big-rig" feel, commercial capability and enhanced safety, the brake system on the 2009 Dodge Ram 3500 Chassis Cab is upgraded with larger rotors and calipers and thicker brake pads.

Dodge Ram 3500 Chassis Cab's all-new brakes are up-sized to provide more stopping power, increased brake-pad life and improved fuel economy. To improve stopping power, front and rear rotor sizes are increased 2 percent to 360 mm (front) and 358 mm (rear) – larger than rotors found on an equivalent Ford chassis cab. In addition, front calipers are up-sized 7 percent to include large twin 60 mm pistons for maximum stopping power.

New brake pads are 14 percent thicker (12.5 mm) with a 36 percent larger surface area (99 square cm). Compared to a Ford F-350, front pads have a 77 percent larger surface area (99 vs. 56 square cm). The new brakes also reduce brake drag which results in a fuel economy improvement of 0.5 mpg. This new brake system, together with the standard exhaust brake, delivers outstanding stopping control and enhanced safety.

## PRODUCT HIGHLIGHTS

Powerhouse powertrain package for another Dodge Ram with class-leading attributes

- Choice of 6.7-liter Cummins turbodiesel (610 lb.-ft. of torque) or new HEMI® V-8 with VVT
- Standard GCWR increased to a class-leading 24,000 lbs.
- Class-leading brakes
- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR (10,200 lbs.)
- Best-in-class frame steel strength (50,000-psi steel)
- Best-in-class standard 52-gallon fuel tank
- Standard exhaust brake system with Cummins diesel

Segment's most upfit-friendly chassis cab delivers commercial performance and capability

- Industry-standard 34-inch rail spacing and flat frame rails
- Segment-exclusive Stain Repel Seat Fabric
- Bold, Dodge Ram design combined with an enhanced commercial-grade chassis provides versatility for virtually any upfit application
- Upfit-friendly design enables a streamline assembly process that reduces costs for upfitters, second-stage manufacturers and customers

## 2009 DODGE RAM 3500 CHASSIS CAB LINEUP

## Dodge Ram 3500 Chassis Cab ST

### Standard Features

- 40/20/40 vinyl seats
- 7-inch x 10-inch manual exterior mirrors
- Argent front bumper
- Argent steel wheels
- Black grille
- Four-wheel Anti-lock-Brake System (ABS)
- HEMI® V-8 with VVT
- Instrument panel black bezel
- Manual door locks
- Manual windows
- Six-speed manual transmission
- Speed control
- Trailer tow wiring (7 wires)
- Two speakers
- Vinyl floor covering

### Optional Features (available on all models)

- 22.5-gallon mid-ship fuel tank
- 220-amp alternator
- 6.7-liter Cummins turbodiesel
- Exhaust brake system (with diesel engine)
- Five-speed automatic transmission (with gas engine)
- Limited Production Options (LPO) include passenger airbag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors
- Power Take-Off (PTO) capability
- PTO prep package
- Six-speed automatic transmission (with diesel engine)
- Snow plow prep package
- Spare tire and tools
- Vinyl seats and flooring (SLT only)

## Dodge Ram 3500 Chassis Cab SLT

### Standard Features

In addition to standard features on the ST, the Ram 3500 Chassis Cab SLT adds:

- 17-inch chrome-clad steel wheels with bright skins/chrome center cap
- 40/20/40 cloth seats with Stain Repel Seat Fabric
- Air conditioning
- Bright chrome grille with black inserts
- Carpet floor covering
- Floor mats
- Four speakers
- Keyless entry
- Power heated mirrors
- Power windows/locks
- Sentry Key® engine immobilizer
- Tilt wheel

### Optional Features

- 17-inch chrome-clad aluminum wheels
- Adjustable pedals
- AM/FM radio with six-disc CD player
- AM/FM radio with six-disc CD player and navigation system
- Bucket seats with leather upholstery

- Fog lamps
- Infinity® sound system
- PTO prep package
- SIRIUS Satellite Radio
- Six-way power driver seat
- uconnect phone

#### Dodge Ram 3500 Chassis Cab Laramie

##### Standard Features

In addition to standard features on the SLT, the Ram 3500 Chassis Cab Laramie adds:

- Chrome grille with chrome inserts
- Dual-zone temperature control
- Fog lamps
- Glove box, ashtray, underhood lamp
- Leather power/heated seats
- Leather-wrapped steering wheel
- Luxury front floor mats
- Security alarm
- Steering-wheel radio controls
- Woodgrain instrument panel bezel

## **SAFETY AND SECURITY**

Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Anti-lock Brake System (ABS)
- BeltAlert
- Child-protection Rear-door Locks
- Constant Force Retractors (CFR)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- Lower Anchors and Tethers for CHildren (LATCH)
- Multi-stage Air Bag System
- Frame-rail Tips
- Seat Belt Pretensioners
- Security Alarm
- Sentry Key® Engine Immobilizer
- Three-point Seat Belts
- uconnect phone

## **COLOR AVAILABILITY**

- Brilliant Black
- Bright Silver Metallic
- Bright White
- Electric Blue
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray Metallic
- Patriot Blue

- Special fleet paint capability

## **MANUFACTURING INFORMATION**

- 2009 model production start: August 2008
- Production location: Saltillo Truck Assembly Plant in Saltillo, Mexico
- 6.7-liter Cummins turbodiesel engine: Cummins Engine Plant, Columbus, Ind.
- HEMI® V-8 with VVT: Saltillo Engine Plant in Ramos Arizpe, Mexico
- Six-speed automatic transmission: AISIN Transmission Facility in Ogawa, Aichi, Japan
- Six-speed manual transmission: Sao Bernardo do Campo Plant in Sao Paulo, Brazil
- Five-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.

## **MARKET POSITION**

The 2009 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 2009 Dodge Ram 3500 Chassis Cab offers a powerful engine lineup, a commercial-grade chassis engineered to perform in the most demanding conditions, upfit-friendliness and bold, “big-rig” Ram styling, defining the new commercial standard.

## **DEMOGRAPHICS/TARGET CUSTOMER**

Small-business Customer

- Ten 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 of purchase (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

- Ten to 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 OEM dealer commercial sales staff or 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/EMS

## **MARKET ADVANTAGES**

- All chassis components below top of frame surface (segment exclusive)
- Highest standard single-rear-wheel GVWR (10,200 lbs.)
- Best-in-class frame steel strength (50,000-psi steel)
- Best-in-class standard 52-gallon fuel tank
- Class-leading brakes
- Standard diesel exhaust brake system
- Segment-exclusive Stain Repel Seat Fabric
- Upfit-friendly design enables a “streamline assembly process” that reduces costs for upfitters, second-stage manufacturers and customers

## **PRODUCT CHRONOLOGY**

#### 2008 MODEL YEAR

- Standard exhaust brake system
- Power Take-Off (PTO) prep package includes standard cruise control
- New colors – Sunburst Orange and Detonator Yellow
- Low-volume paint options for large fleets
- Dark Maple Burl woodgrain interior accents for Laramie models
- Tire Pressure Monitoring (TPM) system is standard on models with less than 10,000 lbs. GVWR

#### 2007 MODEL YEAR

- All-new 2007 Dodge Ram 3500 Chassis Cab launched to Class 3 chassis cab segment
- Available with both two-wheel-drive and four-wheel-drive models
- Two available cab-axle lengths (60 inches and 84 inches)
- Single-rear-wheel and dual-rear-wheel versions
- Regular Cab and Quad Cab configurations
- Three trim lines (ST, SLT and Laramie)
- Distinguishing characteristics include:
  - o Available new 6.7-liter High Output Cummins turbodiesel
  - o All-new commercial-grade chassis
  - o Upfit-friendly design
  - o Exclusive flat, “clean” frame rails with industry-standard 34-inch rail spacing
- Class-leading advantages include:
  - o Highest standard single-rear-wheel GVWR (10,200 lbs.)
  - o Best-in-class standard V-8 power (330-horsepower HEMI®)
  - o Best-in-class interior room (121.7 cubic feet for Quad Cab models)
  - o Best-in-class frame steel strength (50,000-psi steel)
  - o Largest standard fuel tank (52 gallons)

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