

All-new 2009 Dodge Ram Named 2009 International Truck of the Year

- Beats new 2009 Ford F-150 and Subaru Forester

January 9, 2009, Detroit - This evening, the all-new 2009 Dodge Ram earned the 2009 International Truck of the Year, awarded by International Car of the Year (ICOTY) jurors. The Dodge Ram beat the new 2009 Ford F-150 and Subaru Forester for top honors.

The ICOTY board consists of nationally renowned automotive editors and journalists from a variety of respected publications and broadcast outlets.

"Our all-new 2009 Dodge Ram continues to haul in awards," said Scott Kunselman, Vice President – Jeep®/Truck Product Team, Chrysler LLC. "We're glad third-party organizations, including ICOTY, recognize Dodge Ram's game-changing innovations, functionality, safety and value."

The all-new 2009 Dodge Ram includes the first-in-segment RamBox™ cargo management system that includes versatile, weatherproof, lockable, illuminated, drainable storage bins, pickup bed dividers, a two-foot bed extender, and a cargo rail system with sliding adjustable cleats. The 2009 Ram also includes the first-in-segment coil-spring, five-link rear suspension fitted to a solid rear axle providing ride and handling not found on any other pickup truck. A new 5.7-liter HEMI® V-8 engine with fuel-saving MDS technology provides more horsepower (390 hp) and torque (407 lb.-ft.) and its best-in-class aerodynamics – .387 Cd – helps improve fuel economy and performance.

In addition, the all-new 2009 Dodge Ram includes first-in-segment, factory-installed four-inch dual exhaust styled dramatically into the rear bumper, first-in-segment store-in-the-floor storage bins with nearly twice as many bins (42) than the previous model (26) and 35 safety and security technologies. Standard features include side-curtain air bags and Electronic Stability Program (ESP), which includes all-speed traction control, trailer sway control, hill start assist and anti-lock brake system (ABS). Significantly upgraded interiors with segment-first surround-sound audio system and live SIRIUS Backseat TV™ round out the interior.

The all-new 2009 Dodge Ram 1500 Crew Cab recently earned 5-star ratings for driver and front-passenger protection in a frontal crash, the highest ratings in the U.S. government's safety crash test program.

In addition to winning the 2009 International Truck of the Year award, the all-new Dodge Ram has picked up several key awards since its introduction:

- Truckin' magazine's Truck of the Year
- Texas Auto Writer's Association (TAWA) – 2009 Full-Size Pickup Truck of Texas
- Edmunds.com – Inside Line Editors Most Wanted 2009
- Autobytel.com – 2009 MyRide/Autobytel Editor's Choice Awards - Truck of the Year
- Maxim – Achievement in Party-Enabling Technology (RamBox)
- Ward's AutoWorld – Ward's 10 Best Engines of 2009 (2009 Dodge Ram 5.7 HEMI engine)
- Automobile Journalists Association of Canada – Best New Pickup
- Sobre Ruedas – Sobre Ruedas Best Pickup Truck for '08

Dodge Brand

With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, trucks, SUVs, commercial vehicles and sales-leading, fifth generation minivan in 2009. This year, Dodge will add to the award-winning Ram lineup with the introduction of the all-new 2010 Dodge Ram 2500 Heavy Duty and 3500 Chassis Cab.

Dodge introduced several new vehicles in 2008, including the all-new 2009 Dodge Journey, the 2009 Dodge Challenger and the 2009 Dodge Ram. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler

minivans sold, Chrysler LLC has solidified its leadership in the segment. The 2009 Dodge Grand Caravan continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2009 Dodge Grand Caravan is also the first minivan in the segment to feature the all-new Blind Spot Monitoring and Rear Cross Path advance safety systems.

Also in 2008, the Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

About the International Car of the Year Awards

The ICOTY Awards were founded in 1996. Coined the “Academy Awards of Cars,” ICOTY has become the largest auto awards show production in the United States. For more info, visit www.icotyawards.com.

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