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Ram to Introduce New Model; Code Name: Adventurer

- HEMI® performance and sporty appearance target younger customers and first-time buyers
- Overwhelming response to Ram Tradesman forces launch pull ahead

February 14, 2011, Auburn Hills, Mich. - The Ram Truck Brand today announced that it would launch a new Ram 1500 model aimed squarely at first-time buyers and owners who are looking for a vehicle with performance and style that they can customize and make their own.

The as-yet-to be-named Ram 1500 model has been developed under the code name "Adventurer," and borrows the formula of the highly acclaimed 2011 Ram Tradesman.

The Ram Tradesman -- unveiled Feb. 9, at the Chicago Auto Show -- is a value-priced, HEMI®-powered Ram 1500 regular cab truck that appeals to a cost-conscious, new-vehicle buyer who doesn't want to give up performance and capability. The unnamed new Ram 1500, like the Ram Tradesman, offers buyers a standard HEMI V8 engine with its 20 mpg rating for the same price competitors are charging for their V6 engines.

"We know we have the formula right," said Ram Truck President and CEO Fred Diaz. "Now we just need a great name that promotes pride of ownership. This new Ram model will be an attractive alternative for a younger or first-time buyer looking for performance at an affordable price. Case in point, it will have more horsepower and a lower base price than our competitors' entry-level performance cars with the added benefit of versatility and capability."

Ram Truck executives had planned to introduce the new Ram 1500 model later in the 2011 calendar year, but based on an overwhelming response to the Ram Tradesman, pulled ahead launch plans and opened the dealer ordering process with only a code name - Adventurer - to work with.

"This is going to be a great-looking, sports truck," added Diaz. "A buyer will be able to drive off in a new HEMI-powered Ram Truck with money left over for other things, like Mopar accessories. There's nothing in the market - and that includes other trucks, as well as cars -- that can compete with this truck's blend of style, exhilarating performance and value."

Loaded with Features

In addition to the 5.7-liter HEMI V8 engine with 390 horsepower and 407 lb.-ft. of torque, Ram 1500 "Code Name: Adventurer" comes loaded with features that emphasize its high-performance character.

The first thing drivers will notice is the Ram's racy, monochromatic paint scheme. A body-colored grille with black honeycomb inserts, body-colored front fascia and body-colored rear fascia with chrome-tipped dual exhausts shout "high-performance." The new Ram model will also get fog lamps and 20-inch aluminum wheels with locking lug nuts. There's also a locking tailgate, cargo lamp, rear-bumper step pad, 6" x 9" side-view mirrors and rear wheel-well liners. Standard features also include a 160-amp alternator, 26-gallon fuel tank, 3.55 rear axle ratio, 700-amp maintenance-free battery, four and seven-pin trailer wiring harness, heavy-duty front and rear shock absorbers, front and rear stabilizer bars, power rack-and-pinion steering, halogen headlamps, heavy-duty engine and transmission cooling and a full-size spare tire.

Inside, the new truck will get a heavy-duty vinyl 40/20/40 split-bench seat, and buyers will have a choice of vinyl or carpeted floor covering. Other features include air conditioning, an instrument cluster with tachometer and 120-mph speedometer, 12-volt auxiliary power outlet, four-spoke tilt steering wheel, six-speaker media center with CD and

MP3 player, as well as audio jack input for mobile devices, automatic headlamps, behind-the-seat storage bins, driver and passenger assist handles, power accessory delay, rear dome lamp, rear-view day/night mirror, tinted glass windows, tip start and variable intermittent windshield wipers.

Safety features include advanced multistage front air bags, supplemental front curtain and side air bags, anti-lock four-wheel disc brakes, electronic stability control, height-adjust shoulder belts, sentry key theft deterrent system and tire pressure monitoring warning lamp.

It's available in Bright Silver Metallic, Bright White, Brilliant Black Crystal Pearl, Deep Cherry Red Crystal Pearl; Deep Water Blue Pearl; Flame Red, Hunter Green Pearl and Mineral Gray Metallic.

Options for Personalization

Buyers can choose their own options. In addition to a Class IV receiver hitch, Ram 1500 "Code Name: Adventurer" is available with long list of options.

Factory-installed exterior options include Mopar chrome tubular side steps, Mopar chrome steel bed rails, folding and heated trailer-tow power mirrors with supplemental signals and courtesy lamps, spray-in bedliner and under-rail bedliner.

Inside, buyers can choose a cloth 40/20/40 split-bench seat, Uconnect voice command with Bluetooth, rear-view auto-dim mirror, remote USB port, sliding rear window, cruise control, instrument cluster with vehicle information center display screen, tire pressure monitoring display, power one-touch windows, remote keyless entry, Sirius Satellite Radio and either carpet or rubber floor mats

There's also choice of two optional rear-axle ratios (3.21, 3.92), anti-spin differential, engine block heater and trailer brake controller.

Ram Truck Code Name: Adventurer comes as a regular cab, short-bed model, with a choice of 4x2 or 4x4 drivetrain. When equipped with an optional Class IV hitch, the new Ram will tow a maximum trailer weight of 9,100 lbs.

Manufacturer's Suggested Retail Price for the new truck - Code Name: Adventurer - will start at \$23,830, including \$975 destination charge. It will arrive in Ram Truck dealerships in second quarter 2011.

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