

Contact: Nick Cappa  
David Elshoff

## **Ram Truck Continues to Offer Upfitter-friendly Solutions for Customers with New Back Panel Cutaway Instructions on Chassis Cab Trucks**

- Developed by Ram commercial vehicle engineering, new solution preserves structural integrity of truck
- Direct result of upfitter and customer requests, continuing Ram Truck's commitment to customer responsiveness
- Cutaway solution addresses need for ambulance and other commercial truck applications
- Cutaway removes more than 80 percent of the back panel of Ram Chassis Cab (regular cab), allowing walk-through access

March 5, 2012, Indianapolis - The 2012 Ram 3500, 4500 and 5500 medium-duty (Class 3, 4 and 5) Chassis Cab commercial trucks are now available with an engineering-approved, upfitter-friendly solution for customers who require back panel removal on regular cab trucks.

"The new Ram Chassis Cab rear panel cutaway instructions were created as a direct response to customer input and are produced by Ram engineering," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. "This is just one more example of our efforts to maintain leadership in upfitter solutions for commercial trucks."

All regular cab versions of the Ram 3500, 4500 and 5500 Chassis Cab model can be modified by a qualified upfitter to properly remove 80 percent of the rear panel using the cutaway instructions. Because the instructions were created and approved by Ram commercial truck engineers, the cutaway design retains the structural integrity of the truck.

The new cutaway guidelines are an important guide for upfitters who build vehicles such as ambulances, recreational vehicles, box trucks or other walk-through applications. "From the factory" instructions offer aftermarket companies an appropriate solution when designing features and the body modification around Ram Chassis Cab trucks.

### **30,000-lb. GCWR and Max Tow**

The Ram 4500/5500 Chassis Cab models now offer a GCWR upgrade is part of an optional "Max Tow" package, and is available on both regular and crew cab models and in 4x2 and 4x4 configurations.

The Ram Max Tow package includes a new transfer case gear set and chain and sprocket upgrades, recalibrated transmission software and an enhanced collection of thermal management devices.

Ram 4500 and 5500 Chassis Cab trucks come equipped with the proven, commercial-grade 305 horsepower (228 kW) @ 2,900 rpm and 610 lb.-ft. (827 N•m) @ 1,600 rpm 6.7-liter Cummins Turbo Diesel engine.

Max Tow is available on Ram Chassis Cab trucks equipped with the optional, commercial-grade Aisin six-speed automatic transmission and 4.88 rear-axle ratio. A 4.44 axle is standard on 4500 models and not available with the Max Tow package. A class-exclusive six-speed manual transmission is standard on Ram 4500 and 5500 Chassis Cab models.

The 30,000-lb. GCWR gives the Ram Chassis Cab a 4,000-lb. increase in trailer-towing capabilities, up to a maximum of 22,300 lbs. on a Ram 4500 or 5500 Chassis Cab equipped with a six-speed automatic transmission and unsurpassed GCWR on Class 4 Chassis Cab trucks.

Ram 3500 Chassis Cab trucks are powered by the 5.7-liter HEMI® V-8 and will add a new six-speed automatic

transmission in 2012 that will increase GCWR to 18,000 lbs. – a 1,000-lb. increase – as well as provide an increase in fuel economy. With a standard 383 horsepower, 400 lb.-ft. of torque 5.7-liter HEMI V-8 engine, the Ram 3500 Chassis Cab delivers best-in-class horsepower and torque. The Cummins Turbo Diesel is available as an option on Ram 3500 Chassis Cab trucks.

### **Designed for Towing**

Ram Chassis Cab trucks are specifically designed for towing, with features such as the strongest exhaust brake in the industry – 49 percent stronger than the nearest competitor – and the largest brake rotors and pads in their class. Ram has also upgraded the trailer brake controller on Chassis Cab trucks to include electric-over-hydraulic capability, to further enhance its towing ability.

“Customers are always focused on towing more,” added Diaz. “It’s a simple matter of economics. More towing and payload means fewer loads. And fewer loads mean lower fuel bills. For commercial customers, cost of ownership is a primary consideration.”

### **Ram Chassis Cab Trucks Deliver Best-in-Class Performance**

Ram Chassis Cab trucks offer class-leading performance in many key areas, including a best-in-class combination of brake pad wear, brake fade resistance and exhaust brake performance. They also deliver best-in-class fuel economy. In a recent head-to-head comparison, the Ram 5500 Chassis Cab was 10 percent more fuel efficient than its direct competitor – and that can add up to thousands of dollars a year in owner savings.

Among Ram’s best-in-class features:

- Best-in-class standard Gross Vehicle Weight Rating (GVWR) of 19,500 lbs.
- Ram Chassis Cab brakes last twice as long as the competition under severe use
- Ram Chassis Cab trucks have 160 percent less brake fade than the competition
- Ram Chassis cab trucks stop in less distance in both wet and dry conditions when carrying a heavy payload
- The Ram Chassis Cab’s diesel exhaust brake is more effective than the competition’s
- Ram Chassis Cab offers a better turning radius – by 10 feet – than competitors
- Ram Chassis Cab trucks offer the largest standard fuel tank – 52 gallons for superior operational range
- Ram Chassis Cabs offer the lowest cost of ownership in the segment, based on significant owner expenses, including fuel economy, brake wear and tire wear
- Ram Chassis Cab trucks come with the best powertrain warranty in the business: five years / 100,000 miles

### **Cummins Turbo Diesel**

The Cummins Turbo Diesel engine, with its proven inline-six architecture and cast iron block and head, has been providing decades of reliable service in everything from agriculture and construction equipment to over-the-road heavy trucks.

Ram Trucks powered by Cummins diesel engines have been the benchmark of power, durability, reliability and fuel economy since 1989, the first model year that Ram offered the Cummins engine. This partnership is defined by more than two decades of long-lasting, hard-working history.

Cummins has produced over 1.7 million Cummins Turbo Diesel engines for Ram Trucks. Today, over 80 percent of Ram Heavy Duty truck customers purchase their truck with the legendary Cummins Turbo Diesel.

### **Upfitter Friendly**

Maximum upfit-friendliness is achieved with industry-standard 34-inch frame rail spacing and flat, clean frame rails on a proven one-piece C-channel rear-frame rail boasting a best-in-class 50,000-psi steel strength. All chassis components are below the frame surface allowing easy adaptability and versatility for virtually any upfit application.

Further improving upfitter-friendliness, 2012 Ram 3500, 4500 and 5500 Chassis Cabs feature four all-new upfitter switches integrated on the instrument panel. Each of these four upfitter switches are linked to an auxiliary Power Distribution Center (PDC) located under the hood which includes one fused 20 amp battery feed and one fused relay-controlled 20 amp ignition. In addition to these feeds, the PDC supports four new customizable switches. Two switches are ignition-fed and the remaining two are either battery or ignition. Switch outputs are found under the hood

in a connector for further ease of upfit. A seven-circuit trailer harness and a special upfitter jumper cable – a wiring harness for ancillary power needs -- are both standard.

Electrical connections are user-friendly thanks to one fused battery feed and one fused ignition feed routed into the cab and to the rear of the chassis. Upfitter wire circuits and electrical schematics are identified in the Body Builder Guide. With built-in tandem PTO capability, all models feature a heavy-duty cooling system in order to meet additional heat loads that are often generated from PTO upfits and/or extreme hauling.

All regular cab versions of the Ram 3500 4500 and 5500 Chassis Cab model come from the factory with instructions for upfitters on proper removal of the rear panel. Because the instructions were created and approved by Ram commercial truck engineers, the cutaway design retains the structural integrity of the truck. The new cutaway option is an important feature for upfitters who build vehicles such as ambulances recreational vehicles, box trucks or other walk-through applications.

A special capped auxiliary fuel line on the fuel tank makes upfitting even easier, facilitating the use of auxiliary equipment running on fuel. The fuel filler is routed through the frame and an optional 22-gallon mid-ship fuel tank frees up more space behind the rear axle for special upfit applications. Fuel and brake lines are routed together on the frame's driver side to make better use of space along the frame, which also provides clearance for rear exhaust routing.

Ram Chassis Cab also employs an intelligently engineered, Cummins commercial-grade DEF system that is placed out of the way of upfit zones, saving time and money in the upfit process.

### **Special Paint Colors Available**

Based on customer demand, the Ram Truck brand has added a number of special, low-volume paint colors, including "National Fire Safety Lime Yellow" to its commercial truck palette.

Ram Truck manufacturing operations can fulfill special paint orders with a minimum batch size of 10 trucks, although any one customer may order as few as a single vehicle.

Ram Truck offers the following special low-volume paint color options for 2500 through 5500 models: Black, Bright Red, Dark Brown, Detonator Yellow, Light Cream, Light Green, Omaha Orange, School Bus Yellow, Timberline Green Pearl, Yellow and National Fire Safety Lime Yellow.

The Ram Truck team is also in the process of introducing eight additional colors to the low-volume paint palette in the near future, which will bring the total to 29 available paint colors. The new colors, coming soon on Ram Heavy Duty and Chassis Cab trucks include: Case IH Red, Case Construction Power Tan, New Holland Agriculture Blue, New Holland Construction Yellow, D.T. Green, Green Angel, S.R. Green and Robin Egg Blue.

### **Programmable Features**

For 2012, the Ram Chassis Cab has a customer-selectable maximum speed. Ram Chassis Cabs can be ordered from the factory with or programmed by a Ram Truck dealer at no charge with 55, 60, 65, 70 or 75 mph speed limits. Ram 4500 and 5500 Chassis Cab trucks have a best-in-class standard 87 mph top speed, an important feature for fire, ambulance and other safety and rescue roles. A five-minute shutdown timer is also available.

### **About BusinessLink™**

BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's 489 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer. Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.

Find a local BusinessLink dealer at (877) 2THELINK or on the web at [www.chryslerbusinesslink.com](http://www.chryslerbusinesslink.com).

**About "On The Job"**

Chrysler Group's "On The Job" vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Custom upfit allowances, service contracts, Mopar® certificates, and cash allowances are just a few of the stackable incentives that business owners can utilize at any of Chrysler Group's 2,317 dealerships. Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use.

For On The Job program information, call (877) ONTHEJOB or click on  
[http://www.chryslercommercialvehicles.com/en/commercial\\_incentives/](http://www.chryslercommercialvehicles.com/en/commercial_incentives/)

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>