

Contact: Daniel Labre
LouAnn Gosselin

Chrysler Canada: New Ram 1500 Combines Ruggedly Handsome Looks and Styling with New Interior and Technology Features

- New exterior design cues improve an already great-looking truck and enhance aerodynamic performance
- New front end includes larger Ram grille, headlight upgrades, bumper and fascia
- New six-foot-four-inch bed option on Crew Cab
- All-new premium lighting system includes bi-functional halogen projector bulbs, new taillamp designs and LEDs at all four corners
- Extensive interior redesigned with new features, technologies and styling upgrades
- All-new interior themes with new colours and materials
- A first for pickups – all-new exclusive eight-speed transmission with dash-mounted, rotary e-shift dial
- New 8.4-inch Uconnect® Touch system with background screens tailor-made to specific Ram Truck models and themes
- New configurable premium vehicle information centre with 7-inch touchscreen now available on SLT, standard on Sport, Laramie and Laramie Longhorn models
- All-new HVAC controls feature simple, improved function to meet highest Human Machine Interface (HMI) standards
- New multi-media port with USB, SD card and auxiliary inputs

April 4, 2012, New York, N.Y. - The new 2013 Ram 1500 continues to maintain its ruggedly handsome appearance with all-new interior and exterior design aesthetics, improved aerodynamics and all-new, segment-leading technology — and every Ram 1500 truck benefits from new content specifically designed to match each model's unique style.

Exterior

Ram Truck brand designers started with the Ram grille, making it not only larger – with the same overall width, but approximately one inch taller – “saddled” within the new upper fascia panel for a more integrated appearance. The lower outboard corners have been beveled for a more “gusseted,” durable appearance.

“The Ram 1500 has the most recognizable design on the road today and we want to preserve that claim,” said Joe Dehner, Head of Ram Truck and Dodge Design, Product Design Office — Chrysler Group LLC. “With understated changes, the best looking light-duty truck out there continues to maintain its ‘ruggedly handsome’ appearance with new improvements to aerodynamics.”

The classic Ram crosshair horizontal and vertical grille bars are now flush at the top and bottom of the grille surround. The bars themselves are more sculpted and artfully cross in the middle to create a perfect location for an updated interpretation of the Ram badge, which now incorporates sculpted bevels around the shield.

Four new grille designs are available on the 2013 Ram 1500. ST, SLT and R/T have a new moulded in Black “Hex-Link” design. Big Horn and Sport both receive a “Billet-Perforated” texture available in two different finishes specific to their model. The Laramie model features the “Hex-Perforated” texture in Chrome and Laramie Longhorn offers an upscale “Wave-Mesh” texture.

The new front bumper design supports the saddled Ram grille theme with new vertically oriented fog lamps for improved light spread, distance and brightness. Larger openings around the front tow hooks (four-wheel-drive

models) allow for easy access to the hooks. The bumper is available in four different finishes specific to each model – satin black, body-coloured, two-tone accent or chrome.

The 2013 Ram 1500 quad headlamp design has improved light spread, pattern consistency, distance and 30 per cent more lumens. An all-new premium headlamp lighting system is a bi-functional halogen projector design with 15 amber LEDs for park/turn/position lamp and three amber LEDs for the side marker. A vertically ribbed inner lens softens the glow of the LEDs. The new lamp is standard on Sport (with unique Black bezels) and Laramie Longhorn while optional on Laramie. The Ram design team carefully crafted the interior bezel and housing to create a visually entertaining, yet functional piece of hardware. Also, a Ram shield logo is moulded into the housing and the Ram name moulded into the inside of the outer lens.

Each Ram 1500 model features new wheel designs that incorporate the “gusseted” theme from the Ram grille.

Exterior door and fender badges are relocated to a “portrait” style format from the current “landscape” format, yielding not only a cleaner appearance but more usable real estate on the door for a commercial customer’s signs and graphics. A new HEMI® fender badge is larger and finished in chrome with red and black accents.

For 2013, the Ram 1500 offers 12 different colours, including five new shades. Black Gold Pearl, Copperhead Pearl, Maximum Steel Metallic, Prairie Pearl and Western Brown Pearl are all new, and available in a monotone and/or two-tone, depending on the model.

The new, polished stainless steel running boards have a sturdy-looking box cross-section design with a hexagon tread pattern. Front and rear custom end caps feature “Ram” logos. Also, the new wheel-to-wheel running board design offers aerodynamic improvements over the current version and provides customer’s improved access to the forward portion of the truck bed.

A new 6-ft.-4-in. bed option is now available on Crew Cab models giving customers the ability to combine Ram 1500’s largest available cab with a longer bed length.

An all-new premium taillamp is standard on Sport (with unique Black finish) and Laramie Longhorn, optional on Laramie. The stop/tail/turn functions consist of 15 red LEDs with three red LEDs for the side marker. A frosted inner lens creates visual entertainment and softens the glow of the LEDs.

Interior

For 2013, new features and technologies create an opportunity for a redesigned interior with material upgrades, improved fit and finish, all-new interior themes with different colours and materials, all-new HVAC controls and new multi-media systems. The 2013 Ram 1500 also features an exclusive eight-speed transmission with a new rotary e-shift dial design.

“The 2013 Ram 1500 gave us the opportunity to build on an already best-in-class interior while integrating new technologies and features,” said Klaus Busse, Head of Interior Design — Chrysler Group LLC. “We’ve added richer colours and uniquely exceptional materials to give our customers a premium feel that stays true to the hardy nature of a Ram Truck.”

Rear occupants can enjoy the same quality, fit and finish as the driver. With points of contact a priority, new premium materials, colours and designs are now on all four doors. Soft-touch materials enhance armrests and upper bolsters with expanded use of premium surfaces. ST is available in Black/Diesel interior trim. SLT is available in Canyon Brown/Light Frost or Black/Diesel and the Sport model features all-Black materials. Stepping up to Laramie, customers can choose from all Black or Canyon Brown/Light Frost. Laramie Longhorn has new Cattle Tan/Black or Canyon Brown/Light Frost options.

The 2013 Ram 1500 features a new 8.4-inch Uconnect® Touch system with background screens tailor-made to specific Ram models and themes. To make room for the new big screen, the centre stack is upgraded with matching materials found throughout the interior. To complement the range of Ram 1500 models, the interior design team created new, individualized themes with different colours and materials. ST receives Dark Foundry colouring with an Iron Grey Metallic bezel. SLT features premium Anodized Driftwood paint with Satin Chrome accents. Sport uses Dark Diesel Anodized with Light Black Chrome and Piano Black finishes for a “street truck” feel. Laramie features

Light Anodized Driftwood paint, adding a contemporary Wenge wood pattern. Laramie Longhorn now features real Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Silver Pebble paint covers the bezel and blends with the rich tones used throughout the cockpit. The Ram design team sought out a very rare Walnut veneer with a unique burl that was unintentionally created by ranchers using existing trees as fence posts for barbed wire. Eventually, the trees grow over the rusting metal wire, creating a swirl colouring pattern and tone that is not found anywhere else.

Surrounded by a chrome tracer, the all-new HVAC controls take lessons learned from other Chrysler Group Uconnect Touch applications and feature simple, improved function, meeting the highest Human Machine Interface (HMI) standards. The HVAC system includes a redundant architecture allowing the operator to use either the 8.4-inch touchscreen or manual controls to alter the truck's environment. Below the upgraded HVAC arrangement is a new switch bank with relocated, easy-to-use controls for a number of features depending on vehicle models and options. The top row is for functional features and includes air-suspension lift, stop/start, stability control, park sense and tow/haul. The bottom row is for "comfort" controls and includes: air suspension lower, heated steering wheel, heated seats and ventilated seats. All buttons in the comfort bank also are redundant in Uconnect Touch. Contiguous to the switch bank is a prominently placed, adjustable integrated trailer brake control allowing the driver to add or reduce trailer brake function on the fly. The new console centre stack also includes a 115-volt outlet and new drawer at the base of the stack with a smooth, premium feel, tool box-slide action. The new drawer features 12-volt outlets on either side and an optional powered USB on the driver side.

The Ram 1500's new, class-exclusive eight-speed transmission created the need for an innovative rotary e-shift dial in the cockpit to replace the centre console gate shifter – a first for pickups. The new shifter works in both bench and bucket seating configurations. Realizing this is a dramatic change in the way trucks have historically shifted gears, the interior design team accepted the challenge with a new shift knob, naturally and prominently placed to the driver's right, at the lower left-hand side of the centre stack, in place of the previous transfer case shift knob. The rotary dial enables intuitive operation with a direct and confident feel. "Park" is located at the furthest left, then turning clockwise to "Reverse", "Neutral" and "Drive" at the furthest right. This new design allows for quick and easy shifting for operators wearing gloves or for "rocking" the truck between "Drive" and "Reverse." Two designs were created for the knob. ST, SLT and Sport feature a black rubber over mould with chrome surround while all Laramie models include a solid, spun-aluminum knob finished in silver. Electronic Range Select for the new eight-speed transmission is located on the face of the steering wheel, right side, allowing individual gear selection. The transfer case retains full capability with LED lit "4WD Auto," "4WD Lock," "4WD Low," "2WD" and "Neutral" push buttons located directly under the e-shift knob.

New technology also moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information centre screen is now standard on ST and SLT and displays vehicle operating functions. The new thin-film transistor (TFT), 7-inch screen is now available on SLT, standard on Sport, Laramie and Laramie Longhorn models. The 7-inch screen features fully customizable function and configurability. Similar to the 8.4-inch Uconnect Touch, select 7-inch cluster background screens are tailor-made to specific Ram models, with designs that match the truck's theme.

With the console shifter out of the way, all 2013 Ram 1500 trucks with bucket seats offer additional storage capacity in its place. Six-passenger capability continues to be available with the 40-20-40 bench seat. For models without the eight-speed transmission and e-shift, a floor or column shifter is available.

Two new steering wheels are available. Electronic Range Select for the new eight-speed transmission is located on the face, right side. ST and SLT receive a urethane wheel with a Black or Canyon Brown bezel. Optional on SLT and standard on Sport models is a leather wheel with either Black or Canyon Brown painted bezel. Laramie includes a leather wheel with Anodized paint in Black or Canyon Brown and Laramie Longhorn features a Silver Pebble bezel, two-tone real wood and two-tone stitching in Black or Canyon Brown. Premium steering wheels offer a heating option. Seating colours and feel are upgraded with richer, darker colours, including a new premium cloth material. ST is available in Dark Slate and Black. SLT is available in Dark Slate and Black as well as Canyon Brown with Light Frost door panels. Sport and Laramie models feature all Black; Laramie models offer Light Frost leather and Canyon Brown. Laramie Longhorn seating features Cattle Tan leather or Canyon Brown.

The centre consoles for both the bucket and 40-20-40 bench seat configurations are all-new with efficient storage in mind. The new bucket seat console utilizes the extra space as additional storage. The bench seat design includes

three new cup holders built into the console lid that features a washable rubber bellow lining, allowing storage for most cup sizes as well as other personal items. Folding back the centre console and centre front seat base reveals a large storage bin that houses the CD player. Both versions of the console feature two tiers of storage and are available with a new multi-media port with USB, SD card and auxiliary inputs in the upper tier. Additionally, a 2.5-amp USB power port and 12-volt outlet are available to meet device-charging needs.

Lastly, new for 2013, all Ram 1500 models feature Sapphire Blue LED lighting on switches and the rear view mirror. Sport, Laramie and Longhorn are adorned with white LED lighting for dome, map and foot wells. All Laramie and Longhorn models feature additional Sapphire Blue ambient lighting throughout the interior, an enhancement for premium trim levels.

About the Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar® vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

-###-

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