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2013 Ram 1500 Debuts with Next Generation Uconnect® System and New Customizable Vehicle Information Centre

- Voice-recognition technology, steering wheel controls, touchscreen displays and traditional controls provide Ram 1500 customers with a variety of ways to interact with their mobile phones, music and navigation system
- Ram 1500 now available with a premium, customizable, full-colour 7-inch vehicle information centre
- Addition of Powernet vehicle architecture system allows for more responsive Vehicle System Control
- Chrysler Group offers Ram 1500 customers SiriusXMTM Satellite Radio with exclusive programming including a number of French language channels

April 4, 2012, New York, N.Y. - The 2013 Ram 1500 offers a truckload of innovative, industry-leading technology, adding all-new features to an already world-class interior.

"Our Uconnect® systems have received accolades from the automotive and consumer electronics industry because they are easy to learn, easy to use, responsive and accurate," said Marios Zenios, Vice President, Uconnect Systems and Services — Chrysler Group LLC.

"Customers are provided with multiple ways to connect to portable devices, content and applications while remaining focused on the driving," added Zenios.

New, Smart Uconnect Media Centres

Building upon base radio capability, two new Uconnect Media Centres will be offered to provide Ram customers with a range of features and connectivity options to best suit their needs, they include:

The **Uconnect Media Centre R3** features an 8.4-inch colour touchscreen and offers customers the flexibility to purchase navigation after the vehicle sale. The Media Centre also provides Ram customers with multiple ways to connect their truck; SiriusXMTM Satellite Radio; voice recognition technology to provide hands-free operation of mobile phones, music and a variety of ways to access digital music content including SD, USB and 3.5 mm auxiliary input in the media console, all standard.

The **Uconnect Media Centre R4** features an 8.4-inch colour touchscreen with standard navigation and provides Ram customers with multiple ways to connect their truck; SiriusXMTM Satellite Radio; voice command technology to provide hands-free operation of mobile phones, music, texting and navigation; a variety of ways to access digital music content including SD, USB and 3.5mm auxiliary inputs as well as a remote USB port in the media console, all standard.

The responsive 8.4-inch touchscreen includes the award-winning user interface designed by Chrysler Group Human Machine Interface engineers, featuring large icons and visual cues allowing consumers intuitive control of system features.

Also enhancing driver convenience, Uconnect features one-step voice command of navigation, the ability to listen and respond to text messages, combined with familiar knobs for climate and comfort controls.

A Variety of Ways to Control Your Content

Uconnect controls are placed on the steering wheel. Customer research has shown a preference towards audio controls located at the rear of the steering wheel and Ram was the first truck manufacturer to integrate these rocker

switches for ease of use. Audio system controls, including next station, radio preset and previous station or track, are located on the left. Volume up or down and change audio source are located on the right. This means Ram truck drivers can keep their hands on the wheel while they enjoy a variety of entertainment content sources.

Voice Command

The available Uconnect Voice Command is a voice-activated communication system that allows drivers to control their mobile phone, music and navigation system while staying focused on driving. When a compatible Bluetooth mobile phone is initially connected to the system, the phone book within the mobile phone is automatically downloaded, synchronizing as many as 1,000 phone book entries, which can then be selected by simply saying a contact name. The feature also allows drivers to switch radio modes, tune to AM, FM, and available SiriusXMTM Satellite Radio. The hands-free option promotes driver focus, freedom, value and flexibility.

SiriusXMTM Satellite Radio

SiriusXMTM Satellite Radio offers customers extensive channel lineup including commercial-free music, sports, comedy, Rock and Roll Hall of Fame Radio, ESPN's Sports Center, and Carlin's Corner, as well as a number of French language channels.

Sophisticated Navigation System

The Uconnect Media Centre R3 offers customers the flexibility to purchase navigation either at or after the vehicle sale. The Uconnect Media Centre R4 offers navigation standard including 3D imagery of landmarks, city models and digital terrain (available only in VP4 radios). Both Media Centres utilize the large, 8.4-inch screen to deliver directions, lane guidance and points of interest. Directions are given audibly and also appear in the Vehicle Information Centre – so information is available when the driver needs it. The updated system features enhanced graphics and a one-step voice entry system so Ram customers can easily say the address and navigate on the go.

Media Console Offers a Variety of Options

Neatly integrated within the upper storage tier of the center console, a new multimedia input includes USB, SD card and auxiliary connections. The USB allows control of iPod or other media device through the large touchscreen displays and steering-wheel-mounted audio controls. A more powerful 2.5 amp, USB port and 12-volt outlet also provide mobile recharging for electronic devices. In addition, MP3 and WMA audio files on a USB memory device may also be played and controlled via the Uconnect system.

New 7-inch Vehicle Information Centre

Filling the gauge cluster in front of the driver is an available 7-inch, colour, premium vehicle information screen, featuring a new customizable function that enables Ram 1500 customers to personalize information inside the instrument cluster. Similar to the premium Uconnect Systems, select 7-inch instrument cluster background screens are branded with a Ram Truck theme. Ram's new information display is designed to visually communicate information, using graphics and text, quickly and easily.

The vehicle information display offers drivers a wide range of customization options, from a basic digital speed read out to specific vehicle status information. Operation of the display is clearly communicated to users with easy-to-understand icons and instructions. Using buttons on the steering wheel, drivers can customize the screen with as much or as little information as they desire. The system is intuitive and can be arranged for a variety of views. Up to three analog vehicle status gauges can be added to the display. The main screens found inside the instrument cluster menu are: digital speed, vehicle information and fuel economy, trip A information, trip B information, trailer-tow information, audio, stored messages and screen customization. Additionally, the four corners of the display can be customized to show information at a glance, including current fuel economy, outside temperature, time and compass direction.

Once a main screen is chosen, it becomes the default setting, remembering the user's selection upon restarting the truck. Vehicle concerns are instantly reported to the driver via pop-up warning messages on the display. Text warning messages are automatically stored so a driver can review the message at their convenience.

Alpine® Premium Audio Systems

The 2013 Ram 1500 offers an audiophile-quality audio system to immerse passengers in premium sound. Using Alpine high-performance speakers and an advanced digital signal processing (DSP) amplifier, the optional Alpine 10-speaker premium audio system includes:

- A 12-channel amplifier with advanced DSP for 7.1-adapted surround sound
- Three 3.5-inch speakers located in the instrument panel
- Two 6 x 9-inch speakers located in the front doors
- Two 2.5-inch rear surround speakers located in the headliner
- Two 6 x 9-inch speakers located in the rear doors
- One 8-inch dual voice coil (DVC) subwoofer positioned in a sealed enclosure under the rear seat

All-new Powernet Electrical Architecture

As the Ram 1500 continues to offer more feature content, it created the need for a technology that allows more information to be electronically communicated within the truck. The new Powernet system, used for the first time on a Ram 1500, allows both high- and low-speed data networks to be equipped with as many as 40 individual modules, all designed to improve vehicle performance and enhance the comfort and safety of driver and passengers. Within the Powernet high-speed network, each module (e.g., electronic stability control) processes its individual data and transmits the appropriate commands within the vehicle to activate any additional systems (e.g. anti-lock brake system and cruise control). Uconnect leverages Powernet to deliver fast response time, and share critical information between the 8.4-inch touchscreen and the Vehicle Information Centre.

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.

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