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2013 Ram 1500 Offers Best-in-class Fuel Economy With More Pioneering, Fuel-saving Systems Than Any Other Pickup

- New 2013 Ram 1500 includes significant upgrades to powertrain, frame, suspension, body, electrical architecture and interior
- First-in-segment: eight-speed automatic transmission, stop-start system, thermal management system and active aerodynamics, including grille shutters and air suspension
- New electric power steering system reduces parasitic losses
- Weight reductions allow additional convenience, comfort and entertainment features, and best-in-class fuel-saving technologies
- Class-exclusive air suspension enhances fuel economy, improves ride, gives greater off-road capability and entry/exit convenience
- Pulse-width Modulation (PWM) reduces parasitic loss and improves durability of benefitting systems
- Excellent powertrain warranty – 5 years/100,000 kilometres
- New frame features additional noise vibration and harshness reduction measures, weight saving and greater rigidity for improved handling
- New Keyless Enter 'n Go feature and optional remote central-locking RamBox® cargo management system and tailgate combined with door locks

April 4, 2012, New York, N.Y. - Although the new 2013 Ram 1500 boasts numerous segment-exclusive features, most are under the skin, yet certainly help the new truck stand out from the herd, delivering best-in-class fuel efficiency and exceptional ride and handling.

"For 2013, we looked at available technology and aligned systems with the goal of greatly improving fuel economy," said Fred Diaz, President and CEO, Ram Truck Brand — Chrysler Group LLC. "The Ram 1500 continues to build on segment exclusives, providing everything customers expect in a modern truck, while delivering best-in-class fuel efficiency, more technology, innovation and features."

Aerodynamics

The new 2013 Ram 1500 retains its ruggedly handsome appearance with a new, bolder and more aggressive front end. Extensive wind-tunnel testing honed the 2013 Ram 1500 exterior shape, resulting in continued best-in-class aerodynamics. Also, the cooperative application of active aerodynamics and modern styling led to a 6 per cent aerodynamic improvement on the new truck. The 2013 Ram 1500 Regular Cab 4x2 coefficient of drag (Cd) is 0.363 – compared with a Cd of 0.386 for a 2012 Ram 1500 Regular Cab 4x2.

Exterior

The front air dam of the 2013 Ram 1500 has been extended downward to create a 0.6 per cent improvement in fuel economy. Engineers used a new thermo-plastic material, which is much more malleable, preventing breakage due to contact with curbs, rocks or other objects.

A new wheel-to-wheel tubular side-step design offers aerodynamic improvements over the current version by allowing air to pass around the truck more smoothly. The improvement adds 0.5 per cent to fuel efficiency and also allows customers easy access to the forward portion of the truck bed.

For 2013, Ram 1500 models feature an available segment exclusive, lockable tri-fold tonneau cover. Serving dual-

purpose, the tonneau cover improves fuel economy by 0.8 per cent and adds security and weather protection for bed storage. The unique design is flexible, giving owners the ability to utilize one, two or all three sections of the cover by folding the system on top of itself.

Active Grille Shutters

The new Ram 1500 is the first truck to employ an active grille shutter system, which automatically closes the airflow through the huge grille when cooling is least needed. The system improves fuel economy by 0.5 per cent by reducing drag roughly 3 to 5 per cent and improves warm-up time/defrost time.

When the active grille shutters are closed, airflow is redirected over and around the front of the truck, enhancing aerodynamic performance rather than creating turbulence in the engine compartment. Engine coolant temperature and vehicle speed determine shutter position. The shutters remain closed when less engine cooling is required and aerodynamic drag is most significant; the system will open the shutters when the truck's cooling demands require additional airflow, for example traveling up a hill or pulling a trailer in high-temperature environments.

Air Suspension

The 2013 Ram 1500 offers exceptional ride and handling and is now available with an all-new air suspension system for optimum ride and aerodynamic performance. Another benefit to the new air suspension is the load-leveling capability, which automatically detects load on the suspension from a trailer or payload. The air pressure increases until the vehicle reaches normal ride height, leveling the truck and improving the loaded ride.

The new air suspension system features five height settings that operate automatically or may be controlled manually via console or key fob controls:

Normal Ride Height (NRH): 220.9 mm (8.7 inches) of clearance (measured from the base of the door sill) is the default, load-leveled ride height

Aero Mode: Lowers the vehicle 27.9 mm (1.1 inches) from NRH. Aero Mode improves fuel efficiency by up to one percent and is activated by vehicle speed, adjusting for optimal performance and fuel economy

Off-road 1: Lifts the vehicle 30.4 mm (1.2 inches) from NRH for added height in clearing obstacles

Off-road 2: Delivers more off-road capability, increasing ground clearance by 50.8 mm (2 inches over NRH)

Park Mode: Lowers the vehicle 50.8 mm (2 inches) from NRH for easy entry/exit and cargo loading

The new air suspension system adds up to 101.6 mm (4 inches) of lift span, offering best-in-class step-in height of 533.4 mm (21 inches), best-in-class ground clearance of 271.7 mm (10.7 inches), best-in-class departure angle of 27.8 degrees, and best-in-class breakover angle of 24.2 degrees supported by four-corner air springs that provide a cushioned, premium ride.

Additionally, a separate button on the key fob gives the operator the ability to manually lower the truck, allowing for ease of passenger entry and bed loading.

Electric Power Steering

The 2013 Ram 1500 features electric power steering (EPS). By using an electric motor to power the truck's rack and pinion steering system, the engine is relieved from the task of a constantly turning a hydraulic pump, improving fuel efficiency up to 1.8 per cent and adding 5 horsepower. Also, the introduction of EPS reduces complexity by removing the previous hydraulic pump, high-pressure hydraulic hoses and cooling apparatus. This greatly streamlines manufacturing and maintenance. With EPS, each Ram 1500 model can be specifically calibrated to optimize steering effort and precision regardless of body or powertrain configuration. Additionally, EPS senses constant input from the driver, for example a crown in the road and compensates for improved comfort.

Weight Reduction

Weight reduction is an important variable in the fuel economy equation. Reducing the weight of components improves fuel economy and allows for more content without affecting payload or towing capability.

Contingent on model, a newly redesigned frame benefits from a weight reduction of up to 13.6 kilograms (30 pounds) by using advanced high-strength steels. Also benefitting from advanced metal, new box floor cross-members in the bed eliminates 3.1 kilograms (7 pounds) and a new front bumper design removes 1.8 kilograms (4 pounds).

Additionally, aluminum upper and lower control arms in the front suspension contribute to additional weight reduction and handling. The Ram 1500 also features an aluminum hood saving 11.7 kilograms (26 pounds).

Underneath the hood, the combination of the new Pentastar® VVT V6 and new TorqueFlite 8 transmission reduce weight by approximately 34.4 kilograms (76 pounds). The V8 and TorqueFlite 8 together reduce weight by more than 13.6 kilograms (30 pounds).

The weight reductions not only allow for more convenience, comfort and entertainment features but also best-in-class fuel-saving technology such as thermal management, stop-start and active aerodynamics.

Pulse-width Modulation

Pulse-width modulation (PWM) is a new fuel-saving technology for the Ram 1500, which reduces parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems. Fuel delivery and the forward cooling fan are two systems that take advantage of PWM, adding a 0.4 per cent improvement in fuel efficiency.

Fuel Delivery

The primary fuel pump is responsible for ensuring a constant pressure of fuel at the engine's injectors. Although the truck is not always at full throttle, the pump must continuously run at operating capacity to compensate for when the engine requires full throttle fuel delivery. The PWM system includes a sensor at the fuel rails dictating fuel pressure requirements, allowing the primary fuel pump to operate on-demand, much like a light dimmer switch. This efficient operation not only results in reduced parasitic loss by relieving the alternator and reducing unnecessary load on the engine, but also greatly improves the durability of the fuel pump system by significantly reducing duty cycles.

Cooling Fan

For 2013, the radiator's electric cooling fan also features PWM, allowing the high-current fan to operate at variable speeds. As in fuel delivery, the fan does not need to operate at full capacity during all drive cycles. Although most automotive fan systems have the ability to function at a variety of speeds, few will closely monitor the engine temperature and make slight changes in speed to compensate for subtle temperature changes. The combination of a PWM fan, active grille shutters, engine and transmission thermal management system, and an electronic thermostat provide an advanced temperature-control solution for the 2013 Ram 1500.

Low-rolling resistance Tires

The 2013 Ram 1500 features standard low-rolling resistance tires to minimize wasted energy and decrease required rolling effort. Tread patterns, advanced materials and millions of kilometres of testing result in greater fuel efficiency.

Chassis

The 2013 Ram 1500 uses a newly designed frame with improved, low-torsion (stiffness) attributes that increase stability and handling precision while decreasing noise, vibration and harshness (NVH) up to 30 per cent, depending on drive cycle. Front rails feature 20 per cent increased yield strength from the use of high-strength steel. Among other features, the new frame design incorporates new powertrain, new air suspension and new body mounting technology.

Portions of the frame are hydroformed for dimensional accuracy (hydroforming reduces the amount of welding that leads to distortion), and side rails are fully boxed. The front frame section incorporates advanced, high-strength steel that maintains overall strength and durability while saving approximately 13.6 kilograms (30 pounds). To further improve NVH, new larger body mounts are located on the front frame rails and at the C-pillar.

Two frame lengths are available: 3,048 mm (120-inch) and 3,556 mm (140-inch). The new 2013 Ram 1500 is capable of handling outstanding towing and payload capacities, 4,740 kilograms (10,450 pounds) and 884 kilograms (1,948 pounds) respectively.

In 2009, the Ram 1500 introduced an exclusive multi-link, coil-spring rear suspension and the competition has been

trying to catch up ever since. Standard on Ram 1500 models, the innovative rear suspension provides improved ride and handling characteristics with no loss of capability. A coil-spring design centralizes and absorbs bumps and impacts, while reducing the amount of friction in the spring system. This design also weighs 18.1 kilograms (40 pounds) less than a leaf-spring configuration.

New standard front independent suspension combines new aluminum upper control arms and retuned geometry with coil springs for improved responsiveness and handling. New, more robust ball joints on the front suspension yield greater durability and are engineered with improved sealing methods.

Brake System

A new brake system relocates the ABS pump for improved NVH and is engineered for shorter brake pedal travel. Also, a new hydraulic-boost compensation unit enhances brake pedal feel and performance under emergency stop events.

Four-wheel disc brakes are standard on all 2013 Ram Truck models. Front rotors measure 336 mm (13.2 inches) in diameter and are clamped with dual-piston calipers, while rear rotors are 351 mm (13.8 inches) and utilize single-piston calipers.

Additional New Features

For 2013, Ram 1500 customers can enjoy the convenience of power folding mirrors and a combination power rear-sliding window with defrost. Also available is a new six-foot-four-inch bed option on the Crew Cab model, allowing for maximum passenger and bed hauling capability. For 2013, the central locking system includes RamBox® and tailgate power locks, creating a convenient solution for locking down exterior doors and storage with the push of a button. Auto rain-sensing wipers and SmartBeam® also find their way into the feature availability list, adding to a truckload of content offered in the new 2013 Ram 1500.

Powertrain Warranty - 5 years/ 100,000 Kilometres

The 2013 Ram 1500 is backed with a 5-year / 100,000 Kilometres Powertrain Limited Warranty. The Powertrain Limited Warranty covers the cost of all parts and labour needed to repair a covered powertrain component — engine, transmission and drive system. Coverage also includes free towing to the nearest Ram Truck dealer, if necessary. The warranty also is transferable allowing customers who sell their truck during the warranty period to pass the coverage onto the new owner.

The standard 3-year / 60,000 Kilometres Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Manufacturing

The 2013 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Mich.), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab models of the 2013 Ram 1500 are built at the Saltillo Truck Assembly Plant, Saltillo, Mexico.

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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