

Contact: Nick Cappa  
David Elshoff

## **Ram Brings Outdoorsman Back with Launch of New 2013 Ram 1500**

- Ram Outdoorsman designed for hunters, fishermen, campers and boaters
- Features standard trailer-towing upgrades, interior and exterior lighting enhancements, off-road-oriented tires, and rugged exterior appearance
- Professional Outdoor Media Association members provided first look at popular model

August 2, 2012, Tunica, Miss. - The Ram Truck brand today unveiled the new 2013 update of the popular Ram 1500 Outdoorsman model.

Ram Outdoorsman takes all of the features most useful to hunters, fishermen, campers and boaters, and packages them into one model. Outdoorsman combines convenience, off-road capability and trailer towing hardware in one package with a name that resonates among truck buyers.

Ram Outdoorsman was originally unveiled as a new model two years ago at the Professional Outdoor Media Association's annual conference. Since then, Outdoorsman has been a popular part of the Ram lineup, and has helped the Ram Truck brand gain market share by reinforcing the Company's commitment to outdoor enthusiasts.

"The Ram Outdoorsman makes both a practical and an emotional connection with outdoor enthusiasts," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico -- Chrysler Group LLC. "The Ram team shares our customers' passion for nature and the outdoors. We've designed the Ram Outdoorsman to meet the needs of boaters, campers, hunters and fishermen.

"By offering Ram truck models that appeal to wide range of buyer needs, we've been able to increase our sales, gain market share and attract new buyers to the brand," added Diaz.

### **About the Ram Outdoorsman**

Ram Truck engineers – many of whom count hunting, fishing, boating and other outdoor pastimes among their hobbies – brought together features that they felt would best meet the practical needs of owners who will frequently use their Ram truck for towing and long, remote trips.

Standard trailer-towing upgrades, interior and exterior convenience and lighting enhancements, off-road-oriented tires and underbody protection are combined with a rugged exterior appearance to highlight the Ram Outdoorsman.

For 2013, the Ram 1500 Outdoorsman is available in a choice of two cab sizes (Quad and Crew) and two bed lengths (5 ft. 7 in. and 6 ft. 4 in.).

Ram Outdoorsman is available in Black, Black Gold Pearl, Bright Silver Metallic, Bright White, Copperhead Pearl, Deep Cherry Red Crystal Pearl, Flame Red, Maximum Steel Metallic, Mineral Gray Metallic, Prairie Pearl, True Blue Pearl and Western Brown Pearl exterior paint hues

Interior color choices include Black/Diesel Gray or Canyon Brown/Light Frost. Buyers may opt for vinyl flooring for easier cleanup.

### **Ram Outdoorsman Features**

Towing:

- Standard Class IV receiver hitch properly equips Outdoorsman for towing campers, boats, ATVs and other trailers rated to vehicle's max
- Available integrated trailer brake controller with driver adjustability and easy-to-see instrument panel readout
- Standard lighted 4- and 7- pin harness plugs – a Ram exclusive -- offer multi-trailer adaptability and clean, above-the-bumper covered access any time of the day or night
- Heavy-duty cooling, including mechanical / electrical fan and transmission cooler, for larger loads
- Limited-slip differential for improved off- road and towing performance
- Available trailer-tow mirrors
- Available rear backup camera eases trailer hookups
- Standard trailer-sway control improves towing confidence
- Standard 3.92 axle ratio (4x4 models)
- Extra heavy-duty rear shock absorbers (4x4 models)

#### Capability:

- Powered by the legendary 5.7-liter HEMI V8 engine with a choice of a six-speed automatic transmission or the all-new 8-speed TorqueFlite 8
- Electronic shift-on-the-fly transfer case (4x4 models)
- Standard 17-inch cast aluminum wheels and 10-ply "LT" tires: light-truck-rated tires handle bigger loads and offer stronger sidewalls to resist punctures when driving over sharp, rocky terrain; on/off-road tread pattern provides traction on all highway and trail surfaces
- Full-sized spare provides more security and functionality than restricted-use spare in the event of a flat
- Tow hooks for retrieving disabled or immobile vehicles, clearing trails
- Higher front air dam and single rear exhaust for higher off-road obstacle clearance
- Mud / slush mats protect front and rear carpets from dirt and moisture
- 32-gallon fuel tank for extended operating range
- Premium cloth front seats with a choice of buckets or a 40/20/40 split bench
- Front center seat cushion or console storage help organize gear
- Power 10-way driver seat for comfort on long trips
- Power lumbar adjust for additional long-trip comfort
- Rear 60 / 40 split folding seat for more flexibility in hauling passengers and cargo
- Remote start and security group adds alarm system and convenience of a comfortable cabin after a day in the field or on the water
- Standard front suspension and transfer case skid plates on 4x4 models provide protection from off-road damage (4x4 models)
- Additional lighting including:
  - o Standard fog lights for improved inclement weather illumination
  - o Enhanced quad halogen headlamps provide maximum visibility in remote areas
  - o Ash tray lamp illuminates small items in center console
  - o Exterior mirrors with courtesy lamps provide visibility outside truck's cabin
  - o Glove box lamp
  - o Rear dome lamp with on-off switch
  - o Sun visors with illuminated vanity mirrors
  - o Underhood lamp
- Dash-mounted 115-volt auxiliary power outlet to charge batteries and electronic devices without the need for special DC car chargers
- 180-amp alternator
- Auto-dimming, power heated folding exterior mirrors with supplemental signals clear fog and ice
- Leather wrapped steering wheel with fingertip audio controls reduces driving distractions
- Overhead console with universal garage door opener, which can also be programmed to open multiple garage doors and electric gates
- Rear view auto-dim mirror
- Power sliding backlight on four-door models now available with integrated defroster
- SiriusXM satellite radio with standard Bluetooth connectivity and audio inputs for mobile devices, two power outlets and a 1.5-amp USB port

- New 7-in. vehicle information center with driver-programmable screens
- Tire pressure monitor

Unique look:

- Two-tone paint with Mineral Gray Metallic lower (also available in Monotone)
- Mineral Gray painted scratch-resistant steel bumpers
- Body colored upper front fascia and grille surround with black hex-link inserts
- Black door handles and mirrors minimize glare
- Wheel lip moldings
- Outdoorsman badge proudly announces owner's passion

Options:

- Trailer tow mirrors
- Trailer brake control
- ParkSense rear park-assist system and ParkView rear back-up camera with dynamic gridlines
- Heated front seats (new feature for 2013)
- Heated steering wheel (new feature for 2013)
- High-definition radio (new feature for 2013)
- Navigation
- Premium speakers with subwoofer
- Sirius XM Travelink with real-time information including gas prices, weather and sports
- Uconnect Access with embedded cellular connection provides automatic crash notification, 911 emergency calls, road-side assistance Wifi hot spot and application downloads
- RamBox, available on the 2013 Ram 1500 Outdoorsman, is the ultimate place for outdoor enthusiasts to stow their gear; lockable and lit, RamBox frees up interior space for passengers

### **About RamBox**

RamBox provides secure storage options for tradesmen, craftsmen, sportsmen, athletes and outdoorsmen. RamBox can store golf clubs, fishing rods, sports gear, tool boxes and more.

RamBox is a segment-exclusive cargo management system that includes three key elements:

- Two weatherproof, lockable, drainable, lighted storage bins that run the length of the pickup bed and are as wide as the wheel well, creating a total of 8.6 cubic feet of space;
- An adjustable bed divider / extender that fits on the lowered tailgate that adds two feet of addition length to secure longer loads;
- And a cargo rail system with sliding, adjustable cleats for tie-down versatility.

RamBox side bins create storage along each side of the pickup bed space previously left untouched because of wheel-well intrusion. RamBox bins fit the length of the pickup bed and incorporate the space over each wheel well to secure cargo within a lit, lockable and drainable container. Lids include swing hinges with intermediate and full open positions that lift the lid 90 degrees perpendicular to each side.

RamBox also functions as a cargo management system. Side bins are large enough to hold items including a set of golf clubs, helmets, toolboxes, kayak paddles, fishing rods, chainsaws or beverage cans and ice. A bed divider creates individual compartments in the pickup bed to separate payload equipment such as tools or equipment. This unit also unfolds to function as a bed extender, creating an additional two feet of length to the pickup bed. It can be conveniently stowed in the front of the bed when not in use. And the cargo rail system uses sliding cleats for infinitely adjustable tie-down capability.

RamBox is available on both 5-ft.-7-in. and 6-ft.-4-in. bed lengths.

New for 2013, RamBox features AllSecure, a one-button central locking system that remotely controls the locks for

doors, tailgate and RamBox. A factory-installed tri-fold tonneau cover and spray-in bedliner are also available.

### **About the new 2013 Ram 1500**

For 2013, the new Ram 1500 offers buyers best-in-class fuel efficiency, new technology and new features without sacrificing capability.

Ram 1500 – the most recognizable pickup on the road – delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems including first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

### **POWERTRAIN**

The new 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award two years in a row) with variable-valve timing (VVT) offers best-in-class standard 305 horsepower, with 269 lb.-ft. of torque and best-in-class fuel economy for V-6 trucks. New V-6 features 42 percent more horsepower, 13 percent more torque and at least 20 percent better fuel economy when compared to the previous 3.7-liter V-6 powertrain.

The legendary 5.7-liter HEMI® V-8 with fuel-saving cylinder shut-off and VVT provides 395 horsepower, 407 lb.-ft. of torque and best-in-class fuel economy for V-8 trucks (at least 10 percent better fuel economy when compared to 2012 V-8 powertrain).

The class-exclusive eight-speed automatic transmission (TorqueFlite 8), standard equipment with 3.6-liter V-6 Pentastar, doubles the amount of gears compared to previously available four-speed automatic transmission, which improves drivability and enhances fuel efficiency. The new eight-speed also is available with the 5.7-liter V-8 HEMI – the Company's first application with a V-8 (TorqueFlite 8 with V-8 is late availability). The exclusive new transmission is operated by an innovative, dash-mounted rotary e-shift dial, which enables quick blind-shift transitions from "Reverse" to "Drive" when towing or navigating out of mud, snow or busy parking lots.

Owners will appreciate an innovative rotary e-shift dial for trucks equipped with the new TorqueFlite 8-speed transmission that replaces both column and floor shifters. The exclusive rotary e-shift enables intuitive operation with a direct and confident feel, even with gloves on. The convenient, dash-mounted, easy-to-understand and operate system provides total control of the sophisticated eight-speed transmission and is Ram Truck's innovative approach to electronic shifters, already used in Class 6-8 trucks. This new design allows quick blind-shift transitions from "Reverse" to "Drive" when towing or navigating out of mud, snow or busy parking lots and crowded worksites. The new rotary e-shift dial also yields space for more functional and usable storage in the console.

Another segment exclusive with the eight-speed transmission is a new thermal management system that is designed to quickly raise engine and transmission fluid temperatures. By raising fluid temperatures, parasitic losses resulting from high-viscosity engine oil and transmission fluid can be reduced, improving fuel efficiency by 1.7 percent. As the engine temperature increases to pre-determined levels, warm engine coolant is circulated through a thermal exchange unit, which also contains dedicated pathways for transmission fluid. As the thermal exchange unit heats up, it also heats up the transmission fluid. This action dramatically reduces warm up time for the transmission, improving fuel economy, drivability and shift quality. In most powertrain configurations, the transmission heats up independently of the engine, delaying warm-up time and reducing efficiency.

Adding to industry firsts in a pickup truck is the application of stop-start, another fuel saving feature available on select 2013 Ram 1500 models. This new system improves fuel economy by up to 3.3 percent, an increase of about one mile-per-gallon to the truck's city drive cycle.

Stop-start increases fuel efficiency by shutting the engine off when the truck comes to a complete stop. Amenities (radio, gauges, heating or air conditioning, etc.) continue to operate, making the operation transparent to the driver. The engine restarts automatically when the driver releases the brake, allowing seamless acceleration.

Enabling components have been upgraded for heavy-duty operation on models equipped with the stop-start feature.

### **ENGINEERING**

Although the new 2013 Ram 1500 boasts numerous segment-exclusive features, many aren't readily visible, but deliver best-in-class fuel efficiency, ride and handling.

#### Aerodynamics

The new 2013 Ram 1500 continues to maintain its ruggedly handsome appearance with new exterior design elements. 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 six percent aerodynamic improvement on the new truck. The 2013 Ram 1500 Regular Cab 4x2 coefficient of drag (Cd) is .363 – compared with a Cd of .386 for a 2012 Ram 1500 Regular Cab 4x2.

#### Air Suspension

Best-in-class ride and handling gets even better. The 2013 Ram 1500 is now available with an all-new air suspension system featuring five height settings for optimum ride and aerodynamic performance. The feature operates automatically, or may be controlled manually via console or key fob controls:

Normal Ride Height (NRH): 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 0.6 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 truck 1.2 inches from NRH for added height in clearing obstacles

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

Park Mode: Lowers the vehicle 2 inches from NRH for easy ingress/egress and cargo loading

The new air suspension system adds up to 4 inches of lift span, offering best-in-class step-in height of 21 inches, best-in-class ground clearance of 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.

Another benefit to the new air suspension is 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.

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 reduced tailgate lift-over height.

#### 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 constantly turning a hydraulic pump, improving fuel efficiency up to 1.8 percent and adding five horsepower. Also, the introduction of EPS reduces complexity by removing the previous hydraulic pump, high-pressure hydraulic hoses and cooling apparatus.

#### 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.

A newly redesigned frame benefits from a weight reduction of up to 30 pounds by using advanced high-strength steels. Also benefitting from advanced metal, new box floor cross-members in the bed eliminates seven pounds and a new front bumper design removes four pounds. Additionally, aluminum lower control arms in the front suspension contribute to additional weight reduction and handling. The Ram 1500 also features an aluminum hood saving 26 pounds.

Underneath the hood, the combination of the new Pentastar V-6 and new TorqueFlite 8 transmission reduces the weight by approximately 76 pounds. The V-8 and TorqueFlite 8 together reduce weight by more than 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 percent improvement in fuel efficiency.

#### 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 miles 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 percent, depending on drive cycle. Front rails feature 20 percent increased yield strength from the use of high-strength steel. Among other features, the new frame design incorporates a 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 30 pounds. To further improve NVH, new larger body mounts are located on the front frame rails and at the C-pillar.

New standard front independent suspension combines redesigned upper control arms, aluminum lower 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.

#### DESIGN

The new 2013 Ram 1500 retains 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 classic Ram crosshair horizontal and vertical grille bars are now flush at the top and bottom of the grille surround.

The new front bumper design supports the “saddled” Ram grille theme with new vertically oriented fog lamps for improved light spread, distance and more lumens. Larger openings around the front tow hooks (four-wheel drive models) allow for easy access to the hooks.

The 2013 Ram 1500 quad headlamp design has improved light spread, pattern consistency, distance and 30 percent 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.

For 2013, the Ram 1500 offers 12 different colors, including five new shades. Black Gold, Copperhead, Maximum Steel Metallic, Prairie and Western Brown 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 box cross-section design. Also, the new wheel-to-

wheel exclusive 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-foot-4-inch bed option is now available on Crew Cab models giving customers the ability to combine Ram 1500's largest available cab with the largest four-door/bed combination. All-new premium tail lamps are standard and consist of 15 red LEDs with three red LEDs for the side marker.

## Interior

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

Rear occupants can enjoy the same quality, fit and finish as the driver. With points of contact a priority, new premium materials, colors and designs are now on all four doors. Soft-touch materials enhance armrests and upper bolsters with expanded use of premium surfaces.

The 2013 Ram 1500 features the next generation 8.4-inch Uconnect system with background screens tailor-made to specific Ram models and themes. To make room for the new big screen, the center 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 colors and materials.

For the Laramie Longhorn, the Ram design team sought out a very rare Walnut grain with a unique burl that was unintentionally created by ranchers using trees as fence posts for barbed wire. Eventually, the trees grow over the rusting metal wire, creating a swirl coloring pattern and tone that is not found anywhere else.

The all-new HVAC controls take lessons learned from other Chrysler Group Uconnect 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. All buttons in the comfort bank also are redundant on the Uconnect system.

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 Ram 1500's new, exclusive eight-speed transmission created the need for an innovative rotary e-shift dial in the cockpit to replace the center console gate shifter – a first for pickups. The new shifter works in a multitude of seating configurations and will replace floor and column shifters for use in the eight-speed transmission. 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 center stack, in place of the previous transfer case shift knob. The rotary dial enables intuitive blind-shift transitions between "Drive" and "Reverse" with a direct and confident feel. The transfer case retains full capability with push buttons located directly under the e-shift dial.

New technology also moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information 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 screen, select 7-inch cluster background screens are tailor-made to specific Ram models, with designs that match the truck's theme.

## UCONNECT

Introducing Uconnect Access: A Powerful New Platform That Provides Multiple Ways to Connect

The Uconnect Media Centers R3 and R4 provide the Ram 1500 with a built-in cellular connection so vehicle occupants are automatically connected to a variety of new services and the internet with WiFi hotspot capability. The new Uconnect Media Centers provide a direct connection to emergency services when the new 911 button found on the rearview mirror is pushed. Ram 1500 customers also will automatically receive regular vehicle health reports and be able to remotely lock or unlock truck doors, start the vehicle, and flash lights from any distance via the web or a smartphone application.

Ram truck owners will be able to access select, certified in-vehicle applications. Driving-relevant applications will be introduced over time and are designed specifically for in-vehicle use. The certified applications are easily controlled with natural voice recognition or steering wheel controls to keep drivers focused on the road. 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.

#### Uconnect Media Centers Are Always Current

Ram truck owners will be confident to know their truck is designed to be forward-thinking, providing the freedom to upgrade to the latest features and services, without having to replace their factory installed Uconnect systems. Applications are updatable over the air and are downloaded directly to the Uconnect Media Center, so features remain current. Ram truck owners will be able to continually evolve their in-vehicle connectivity experience by downloading app updates or new applications as they become available directly to the Uconnect Media Center from inside the car, via the 8.4-inch touchscreen.

The Ram 1500's new Uconnect Access system features best-in-class functionality, integrating new entertainment content and is the first time Ram will offer HD Radio to its customers. Ram customers also will have access to SiriusXM Radio, handsfree mobile phone operation, handsfree navigation, handsfree texting with compatible phones and handsfree control of music. Additionally, new connected services and applications provide real-time access to information and content that Ram 1500 customers want and need while on the road. Uconnect is designed to provide drivers and passengers with relevant, focused and contextual information that is not distracting and easy to use, allowing drivers to remain focused on the road.

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

#### A Variety of Ways to Control Your Content

Uconnect Access 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.

#### 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 Center

Filling the gauge cluster in front of the driver is an available 7-inch, color, 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 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.

#### All-new Pownet 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 Pownet 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 Pownet 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 Pownet to deliver fast response time, and share critical information between the 8.4-inch touchscreen and the vehicle information center. The Pownet architecture also is the backbone that supports the Uconnect Access services and applications, including the Ram 1500 vehicle health report and remote services.

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