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Chrysler Canada: Ram Truck Confirms All-New Commercial Van

- All-New Ram ProMaster to go on sale beginning in the 3rd quarter of 2013
- Ram Commercial offers a full line of industrial-strength trucks built for workers and businesses to provide maximum capability and productivity while delivering low total cost of ownership

December 9, 2012, Windsor, Ontario - Ram Truck, Canada's Longest-Lasting Line of Pickups and supplier of Canada's Best-Selling Diesel Pickups, announced today that it will develop a new large van for the North American market. This new van will serve to further strengthen Ram's competitive prowess in a growing commercial market and will add to its ongoing commitment of delivering the best value, capability and technology to commercial customers across Canada.

All-New Ram ProMaster

The 2014 Ram ProMaster will go on sale beginning in the 3rd quarter 2013 and will join the smaller, but highly capable Ram Cargo Van as an additional van offering to compete with other full-size commercial vans.

"The Ram ProMaster further strengthens our commercial lineup, offering a full line of work trucks and vans," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "As the Ram Truck Brand continues to gain share and grow sales in the retail truck market, we will be just as aggressive in our goal to be a commercial truck market leader."

"We feel that from a product-feature and launch timing standpoint, the all-new Ram ProMaster van is going to be a home run with commercial customers," added Diaz. "Our relationship with Fiat, one of the world's foremost commercial truck makers, has given us access to great products and technology that will resonate with our U.S. and Canadian Ram Truck customers."

Based on the successful Fiat Ducato, the Ram ProMaster will be significantly redesigned with familiar Ram Truck styling cues, offering features and powertrains preferred by North American commercial customers.

Ram Commercial

Ram Commercial targets countless businesses in a variety of industries, including service and repairs, construction, transportation/shipping, large-medium-small businesses and agriculture. The economy has incurred pent up demand to replace aging commercial fleets and vehicles that are no longer offered in the market. This has created opportunity and Ram Commercial will be there with a variety of capable and efficient vehicles.

"Ram Truck is committed to delivering the best value proposition with low total cost of ownership across the entire product line up. From the Ram 5500 Chassis Cab to the Ram Cargo Van, we're providing best-in-class capability and technology," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC.

Ram Commercial Lineup

The Ram Truck brand continues to establish its own identity and clearly define its customer. The brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs, Ram Cargo Van and Ram ProMaster vans are designed to deliver a total package.

Ram Cargo Van

When it comes to capability, the Ram Cargo Van out-works competitive vans on a number of fronts by delivering best-in-class payload, cargo space and towing. Equipped with the award-winning Pentastar™ VVT V6 engine mated to a 6-speed automatic transmission, the Ram Cargo Van also delivers best-in-class horsepower, torque and driving range of over 950 kilometres on a single tank of fuel.

All-New Ram ProMaster

Ram Commercial is tapping into Fiat Professional, one of the largest producers of commercial vehicles in the entire world, offering more than 110 years of experience. That knowledge will help Ram enter new segments and expand the product line. Based on the Fiat Ducato, the Ram ProMaster full-size van will be transformed for the North American market and offered by Ram Commercial with best-in-class attributes. Now in its third generation with more than four million sold worldwide, this van is a proven, award-winning workhorse with titles in efficiency.

All-New Ram 1500

For 2013, the all-new Ram 1500 pickup grabs the title of best-in-class fuel economy delivering up to 7.8 L/100 km (36 MPG) on the highway with the new award-winning Pentastar™ VVT V6 engine and segment-exclusive eight-speed automatic transmission. The Ram 1500 utilizes every possible means to expend the least amount of fuel including numerous class-leading features such as stop-start system, air suspension and active grille shutters. The Ram 1500 Tradesman commercial workhorse adds more value by giving commercial customers a standard hard-working V8 that delivers 310 horsepower and 330 lb-ft of torque and achieves 10.8 L/100 km (28 MPG). Tradesman also includes a spray-in bedliner, Class IV receiver hitch, 4 and 7 pin trailer wiring harness and offers the innovative and class-exclusive RamBox® cargo management system. By offering a standard V8 engine, business owners not only benefit from added standard capability but improved resale value.

Ram Heavy Duty

The new 2013 Ram Heavy Duty brings increased capability and innovative new features to the heavy-duty segment with an uncompromising attitude that remains the standard for all full-size heavy-duty pickups. Ram Heavy Duty also delivers the performance and amenities customers demand, for example the most off-road capable full-size pickup on the market – the award-winning Ram Power Wagon®. Ram Commercial also offers the only factory-engineered and built CNG (compressed natural gas) powered truck. The Ram 2500 Heavy Duty CNG pickup offers cost and emissions benefits, using an abundant, domestically sourced fuel while reducing North America's dependence on foreign oil. All Ram Heavy Duty trucks offer Canada's Best-Selling and Most Durable diesel engine, the proven Cummins® 6.7-litre diesel. The Ram 3500 offers a best-in-class 850 lb-ft of torque and up to 24,000 kilometre oil change interval delivering an unmatched total cost of ownership advantage. When mated with the available AISIN heavy-duty 6-speed automatic transmission, Ram 3500 tops the charts with best-in-class towing and exceptional payload capability. The Ram Heavy Duty is the only pickup in the market available with a manual transmission.

Ram Chassis Cab

For 2013 the Ram Truck brand also increases the capabilities of its hardest-working trucks – the Ram 3500, 4500 and 5500 Chassis Cab trucks. Ram Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and drivability. Building on Ram Chassis Cabs already proven equation of durability and upfitter friendliness, Ram's commercial-grade work trucks are engineered for maximum uptime, low cost of ownership, optimum performance and enhanced best-in-class commercial capability. Owners can proudly display their company logo and rest with the confidence of knowing that it will get the job done day-in and day-out. Ram Chassis Cab features include:

- Best-in-class vehicle system interface module and upfitter friendly design
- Best-in-class capabilities
- Best-in-class total cost of ownership
- Best-in-class oil change intervals of up to 24,000-kilometre on Cummins diesel engine
- Unsurpassed diesel powertrain limited warranty – 5 years/160,000 kilometres
- Ram Truck Total Cost of Ownership (TCO)

Commercial customers in particular face balancing the challenges of opportunity costs, fuel pricing, reduced budgets, new technology and durability. Total Cost of Ownership (TCO) calculations are helpful in making purchase and operational decisions. Ram Truck offers best-in-class TCO for commercial truck owners. The Ram 1500 features a standard V8 engine, with best-in-class entry level capability. All Cummins diesel-powered Ram trucks feature up to 24,000-kilometre oil change interval and a best-in-class diesel exhaust brake increases frictional brake life by up to

three times the market average. Ram truck also offers one of the most upfitter friendly solutions in the industry, reducing the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram offers an unsurpassed 5-year/160,000 kilometre diesel powertrain warranty, proof of the quality built into each truck.

A vehicle is designated "commercial" under one of the following circumstances:

- Titled in a company or corporation
- Used for business but titled in an individual's name (sole proprietor)

About 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 half-ton 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.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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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