

Contact: Nick Cappa  
David Elshoff

## New 2014 Ram ProMaster is Designed for Security, Connectivity and Capability for Long Hours at the Wheel

- Ram ProMaster offers more than 35 safety and security features
- Standard features include six air bags: driver and front-passenger, side-curtain and seat-mounted side pelvic-thorax
- Ram ProMaster features a host of electronic stability control (ESC) technologies, including traction control, trailer-sway control, Hill-start Assist and anti-lock brake system (ABS), panic brake assist, brake lock differential, roll mitigation, autonomous brake lamp activation and drift compensation

February 6, 2013, Auburn Hills, Mich. - Safety and security were two of the guiding principles followed by engineers throughout the development of the new 2014 Ram ProMaster van. Ram's new full-size van offers more than 35 active and passive safety and security features, including front air bags, side-curtain air bags and seat-mounted side pelvic-thorax air bags with Enhanced Accident Response System (EARS). Additional features include knee bolsters, seat-belt pretensioners, BeltAlert, ParkSense rear park assist and ParkView rear backup camera and a camera prep package (Chassis Cab). The 2014 Ram ProMaster also includes standard electronic stability control (ESC), hosting a number of technologies including all-speed traction control, trailer-sway control, Hill-start Assist and anti-lock brake system (ABS), panic brake assist, brake-lock differential, roll mitigation, autonomous brake lamp activation and drift compensation.

The new Ram ProMaster is designed to ensure occupant safety. Its structure and equipment offer optimum absorption of kinetic energy and a protective cell maintains space inside the passenger compartment.

Security also means notification of the traffic around you. Ram ProMaster features ParkView backup camera and ParkSense with audible warning, all of which are useful when maneuvering a large van.

A commercial vehicle must carry goods as well as passengers. The Ram ProMaster load compartment offers cargo tie down rings arranged on the floor, reinforced plates in the cargo area ceiling for heavy-duty roof rack mounts with 400 pounds of total load capacity and optional side wall tie down rings. A cargo partition — solid or with window — also offers passengers excellent protection against the possibility of load shift in the cabin.

The cargo area features best-in-class standard roof height, wheel-well width and step-in height, all of which take stress off the user when working in the cargo area.

The 2014 Ram ProMaster also features all-speed traction control. The system computes the degree of slip on the basis of wheel rpm calculated by the ABS sensors and activates two different control systems to restore traction.

More than 35 safety and security features:

- **Air bags:** Inflate with a force appropriate to the severity of a frontal or near-frontal impact
- **Anti-lock brake system (ABS):** Senses and prevents wheel lockup, delivering improved handling under extreme braking and /or slippery conditions. Advanced ABS modulates each of the four brakes individually for optimum control and stopping performance
- **Automatic brake lamp actuation:** Senses emergency brake situations earlier than humanly possible (via brake pedal sensing and steering angle positioning) and actuates/flashs the tail lamps
- **BeltAlert:** Periodically activates a chime and illuminates an icon in the instrument cluster to remind the driver and passenger to buckle up if a vehicle is driven without being properly belted
- **Brake assist:** Applies maximum braking power, minimizing stopping distances in emergency braking

situations

- **Brake-traction control (BTS):** Allows the vehicle to maintain forward motion if one or two wheels lose traction by selectively and aggressively applying brakes to the spinning wheels
- **Brake-throttle override:** When a disagreement exists between the throttle and the brake, the brake signal causes the engine controller to reduce engine power, allowing the operator to stop
- **Brake/Park interlock:** Prevents the automatic transmission from being shifted out of Park unless the brake pedal is applied
- **Crumple zones:** Designed to compress during an accident to absorb energy from an impact, decreasing transfer of that energy to occupants
- **Digressive load-limiting retractors:** A load-limiting feature that limits the maximum force on the belt webbing to help absorb the energy of the occupant's upper torso during an impact
- **Drift Compensation technology:** Detects road conditions – such as a crowned road surface or crosswinds – and adjusts the steering system to help the driver compensate for pulling and drifting
- **Electronic stability control (ESC):** Enhances driver-control and helps maintain directional stability; reconciles steering-wheel position with vehicle path by activating individual brakes and reducing throttle input; beneficial in turns and when driving on surfaces affected by snow, ice or gravel
- **Energy-absorbing steering column:** The manual-adjust steering column utilizes two hydroformed coaxial tubes that move relative to each other to allow the column to move forward for enhanced energy-absorption during an impact
- **Enhanced Accident Response System (EARS):** Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on interior lights and hazard flashers, and unlocking doors after air-bag deployment. Also shuts off the flow of fuel to the engine
- **Height-adjustable seat belts:** Allows the driver and front passenger to raise and lower the shoulder belt. Encourages seat belt usage by offering a comfortable fit
- **Hill-start Assist (HSA):** Automatically holds vehicle to avoid rollback when starting on an incline; maintains braking long enough for driver to reposition foot from brake pedal to accelerator
- **Hydraulic boost compensation (HBC):** Senses if there's a failure in the vacuum brake booster or related lines. If a failure is detected, the brake controller will run the ABS pump full-time and brakes will perform as normal until serviced
- **Interior head-impact protection:** Interior pillars above the belt line and instrument panel, including areas around windshield and rear window headers, roof and side-rail structures and shoulder-belt turning loops are specifically designed to limit head-impact force
- **Knee bolsters:** Area around lower instrument panel and the glove-box door designed to properly position occupant during impact, enabling air bags to work effectively
- **Navigation system:** Easy-to-use maps with audible turn-by-turn directions; more than six million points of interest and lane guidance
- **Occupant restraint controller:** Detects an impact and determines whether a crash is severe enough to trigger air bag deployment and whether the primary or secondary stage inflation is sufficient. In addition, the controller detects side impacts and determines whether the rail-curtain and side seat-mounted (thorax protection) air bags should deploy. Engagement of front seat-belt pretensioners are also managed through the controller
- **ParkSense rear park assist:** Assists at low speeds in reverse to detect stationary objects. Consists of audible warnings for the driver
- **ParkView rear backup camera:** Provides wide-angle view of area immediately behind vehicle when reverse gear selected; displays grid line to assist with maneuvers such as backing to parking spaces or aligning a trailer with the vehicle's trailer hitch
- **Remote keyless entry:** Locks and unlocks doors and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- **Protective cell structure:** Protects occupants by managing and controlling energy in the event of an impact
- **Seat-belt pretensioners (both front seat belts):** During a collision, impact sensors initiate front seat-belt pretensioners to immediately remove slack from seat belts, thereby reducing the forward movement of occupants' heads and torsos
- **Sentry Key engine immobilizer:** Utilizes an engine key that has an embedded transponder with a pre-programmed security code to discourage vehicle theft. When the key is inserted into the ignition, the

controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after a few seconds

- **Side-guard door beams:** Front and rear door components that provides occupant protection during a side impact
- **Standard side-curtain air bags:** Extends protection to all outboard front passengers. Each side air bag has its own impact sensor which autonomously triggers the air bag on the side where an impact occurs
- **Tire-pressure monitoring (TPM):** Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system informs occupants when tire pressure is too low
- **Traction control system:** Senses drive-wheel slip and applies individual brakes to slipping wheel(s) and reduces excess engine power until traction is regained
- **Trailer-sway control:** Reduces trailer sway and improves handling while exposed to crosswinds or other adverse towing conditions; system monitors vehicle's movement relative to driver's intended path and activates brakes accordingly, counteracting sway induced by trailer and otherwise managing momentum
- **Vehicle theft security alarm:** Deters vandalism and theft, frequently lowering insurance premiums. System protects the vehicle from theft by monitoring door ajar switches and the ignition circuit for unauthorized entry
- **Uconnect system:** Integrates world-class infotainment and convenience technologies to keep passengers connected and comfortable
- **Uconnect Voice Command:** An in-vehicle, voice-activated communication system that allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road. When the Bluetooth phone is paired, the user can choose to download his phonebook, synchronizing as many as 1,000 phone book entries, which can then be selected by simply saying a contact name. It also allows drivers to switch radio modes, tune to AM/FM and SiriusXM Radio stations using voice commands. The handsfree option promotes safety, freedom, value and flexibility.

-###-

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