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Ram Truck Brand Announces Pricing for All-new 2014 Ram ProMaster Van Lineup

- Ram ProMaster pricing starts at $26,030 plus destination for Cutaway Chassis Cab
- All-new 2014 Ram ProMaster lineup offers a list of key best-in-class features including fuel economy, cargo capacity and total cost of ownership
- Ram Truck Brand features best powertrain warranty in segment: 5 years / 100,000 miles
- 2014 Ram ProMaster offers outstanding uptime, commercial-grade diesel and gas powertrain systems, front-wheel-drive capability and the only automated manual transmission in segment
- Ram Commercial incorporates a dedicated team including sales, marketing, product development and world-class customer support
- Ram Commercial offers exclusive pre- and post-sale solutions with BusinessLink and On the Job customer service programs

March 5, 2013, Auburn Hills, Mich. - Chrysler Group LLC today announced pricing for the all-new 2014 Ram ProMaster Cutaway, Chassis Cab and Cargo Van models. Prices start at $26,030, $26,530 and $28,630, respectively, not including $995 destination. Ram ProMaster vans have a targeted list of best-in-class claims and the best powertrain warranty in the industry: 5 years/100,000 miles.

“The latest addition to the Ram Commercial division, our 2014 Ram ProMaster is an incredible value and contributes to a one-stop shop experience for customers looking for a full-line of commercial-duty Ram trucks and vans,” said Fred Diaz, President and CEO — Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. “The ProMaster focuses on principal segment demands with best-in-class features, quality, durability, capability and low total cost of ownership.”

ProMaster boasts numerous best-in-class features that are appreciated by the hard-working customers of Ram’s new van to deliver a proven solution for businesses and fleets:

- Fuel economy
- Cargo capacity
- Payload
- Total cost of ownership
- Turning radius
- Interior ceiling height
- Step-in height

Joined by the 2014 Ram C/V, the 2014 Ram ProMaster 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 vans and vehicles that are no longer offered in the market. This has created an opportunity and the ProMaster will be an attractive choice with a variety of capable and efficient models ready for any job.

Timing of Ram ProMaster launch aligns with the recent announcement of Ram Commercial, a new division of the Ram Truck brand to meet the unique requirements of commercial customers. With the entire auto industry growing by two million units year over year in 2012, and further growth expected in 2013, commercial business is key as it represents about one quarter of the total U.S. sales volume.

Top reasons for purchase in the segment:

- Value
- Quality, reliability, dependability
- Cargo space and payload
- Total cost of ownership

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 the Ram Commercial enter new segments and expand its product line. The new 2014 Ram ProMaster is based on the front-wheel-drive Fiat Ducato, which is now in its third generation with more than 4.5 million sold worldwide. The Ducato platform offers Ram a proven, award-winning workhorse with an incredible combination of durability, value, efficiency, and capability like no other in its class. Additionally, the ProMaster is the only offering in its competitive set to provide both a chassis cab and cutaway from the factory.

2014 Ram ProMaster Pricing

Description	MSRP	Destination
ProMaster 1500 Cargo Van 118-inch wheelbase low roof	$28,630	$995
ProMaster 1500 Cargo Van 136-inch wheelbase low roof	$29,520	$995
ProMaster 1500 Cargo Van 118-inch wheelbase high roof	$30,520	$995
ProMaster 2500 Cargo Van 136-inch wheelbase high roof	$31,520	$995
ProMaster 2500 Cargo Van 159-inch wheelbase high roof	$32,875	$995
ProMaster 2500 Window-equipped Cargo Van 159-inch wheelbase high roof	$33,255	$995
ProMaster 3500 Cargo Van 159-inch wheelbase high roof	$35,350	$995
ProMaster 3500 Cargo Van 159-inch wheelbase high roof extended body	$36,150	$995
ProMaster 3500 Chassis Cab Cutaway 136-inch wheelbase	$26,030	$995
ProMaster 3500 Chassis Cab Cutaway 159-inch wheelbase	$26,435	$995
ProMaster 3500 Chassis Cab Cutaway 159-inch wheelbase extended frame	$26,935	$995
ProMaster 3500 Chassis Cab 136-inch wheelbase	$26,530	$995
ProMaster 3500 Chassis Cab 159-inch wheelbase	$26,935	$995
ProMaster 3500 Chassis Cab 159-inch wheelbase extended frame	$27,435	$995

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 V-8 engine, with best-in-class entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature a 15,000-mile oil change interval and a best-in-class diesel exhaust brake increases frictional brake life by 3x the market average. Ram truck also offers 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 a best-in-class 5-year/100,000-mile powertrain warranty, proof of the quality built into each truck and van.

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 C/V and Ram ProMaster vans are designed to deliver a total package.

About BusinessLink
BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group’s 750 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer.

Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.
Find a local BusinessLink dealer at (877) 2THELINK.

About "On The Job"
Chrysler Group’s "On The Job” vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Custom upfit allowances, service contracts, Mopar certificates and cash allowances are just a few of the stackable incentives that business owners can use at any of Chrysler Group’s 2,317 dealerships. Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use.
For On The Job program information, call (877) ONTHEJOB.

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.

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