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## Ram Introduces New "Black Express" Model for 2013

July 10, 2013, Auburn Hills, Mich. - For 2013, Ram has taken one of its most popular models and loaded it with attitude.

The Ram Black Express takes a combination of style, performance, capability and value and transforms into the "baddest-looking" factory-built truck on the market.

The 2013 Ram Black Express is distinguished by its all-black exterior. Starting with 20-inch black aluminum wheels, it also adds a black front fascia with fog lamps, black grille surround with black hex-link inserts, black rear bumper and black Ram's head badges on the grille and tailgate. All body-side badging has been removed.

"Ram Trucks are known for their bold, in-your-face presence," said Reid Bigland, President and CEO – Ram Truck Brand. "The new Black Express takes Ram's aggressive good looks to an all new sinister level by 'blackening out' the entire truck while maintaining a great price."

The Ram Black Express also features premium bi-functional halogen projector headlamps with black bezels, 15 amber LEDs for park/turn/position lamp and three amber LEDs for the side marker. The taillamps also include black finishes and are comprised of 15 red LEDs with three red LEDs for the side markers.

The 2013 Ram Black Express is available in two- and four-wheel-drive models and a choice of regular cab, quad cab or crew cab body styles.

Ram Black Express pricing starts at $26,955, plus $1,095 destination charge.

The 2013 Ram 1500 Black Express will begin reaching dealerships in July 2013.

**About the Ram 1500 Express**

The Ram 1500 Express is aimed squarely at first-time buyers and owners who are seeking a vehicle with performance and style that they can customize and make their own.

"With HEMI® power and sport-truck styling, the Ram 1500 Express has been one of our most popular models," added Bigland. "Young and first-time buyers expect to get a lot for their money. Ram 1500 Express gives them great looks along with HEMI® horsepower, torque, towing and payload, in a choice of cab sizes -- all at a fantastic price."

In addition to the 5.7-liter HEMI V-8 engine with Fuel Saver Technology, 395 horsepower and 410 lb.-ft. of torque, the Ram 1500 Express comes loaded with content that emphasizes its high-performance character.

The Ram 1500 Express features a racy, monochromatic paint scheme. A body-colored grille with black honeycomb inserts, body-colored front fascia and body-colored rear bumper with chrome-tipped dual exhausts emphasize its sport-truck credentials. The Ram 1500 Express also includes fog lamps and 20-inch aluminum wheels with locking lug nuts.

The Ram 1500 Express also features a locking tailgate, cargo lamp, rear-bumper step pad, 6-inch-by-9-inch sideview mirrors and rear wheel-well liners.

Standard features also include a 160-amp alternator, 26-gallon fuel tank, 3.55 rear-axle ratio, 700-amp maintenance-free battery, four- and seven-pin trailer wiring harness, multi-link coil rear suspension, heavy-duty front and rear shock absorbers, front and rear stabilizer bars, electric power steering, heavy-duty engine and transmission cooling, and a

full-size spare tire.

The Ram 1500 Express Crew and Quad Cab buyers get a choice of cloth or vinyl 40/20/40 split-bench seats in black / diesel gray with either carpeted or heavy-duty vinyl floor covering. Other features include air conditioning, an instrument cluster with tachometer and 120-mph speedometer, 12-volt auxiliary power outlet, four-spoke tilt steering wheel, six-speaker media center 5-inch touch screen with MP3 audio jack and 1.5-amp USB input for mobile devices, automatic headlamps, dozens of storage bins, driver- and passenger-assist handles, power accessory delay, rear dome lamp, rearview day/night mirror, tinted-glass windows, tip start and variable intermittent windshield wipers. Power windows and locks, and front and rear floor mats also are standard on the Crew and Quad Cab models.

Safety features include advanced multistage front air bags, supplemental front-curtain and side air bags, anti-lock four-wheel disc brakes, electronic stability control, brake assist, rain brake support, ready alert braking, all-speed traction control, electronic roll mitigation, hill-start assist, trailer-sway control, height-adjustable shoulder belts, Sentry Key® theft deterrent system and a tire pressure monitoring warning lamp.

Ram 1500 Express is available in Black Clear Coat, Black Gold Pearl Coat, Bright Silver Metallic Clear Coat, Bright White Clear Coat, Copperhead Pearl Coat, Deep Cherry Red Crystal Pearl Coat, Flame Red Clear Coat, Maximum Steel Metallic Clear Coat, Mineral Gray Metallic Clear Coat, Prairie Pearl Coat, True Blue Pearl Coat or Western Brown.

**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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