Contact: Nick Cappa

David Elshoff

2014 Ram 1500 EcoDiesel Orders Top More Than 8,000 Units in Three Days, Filling Initial Allocation

- Between the afternoon of February 7th and the morning of February 10th, Ram Truck received more than 8, 000 Ram 1500 EcoDiesel orders, which quickly filled the initial allocation for the exclusive powertrain
- First round of Ram 1500 EcoDiesel orders account for more than 50 percent of the total order mix
- Special order rate nearly twice the corporate average – an all-time high
- Overwhelming response attributed to best-in-class 28 MPG with 9,200 lbs. of towing capacity and strong consumer demand for exclusive light-duty diesel
- Actual customer orders for the Ram 1500 EcoDiesel take priority over dealer stocking orders

February 19, 2014, Auburn Hills, Mich. - On the heels of EPA's certification of 28 MPG, Ram Truck opened the initial order allocation for the 2014 Ram 1500 EcoDiesel to receive a flood of orders from dealers across the nation. More than 8,000 trucks equipped with the fuel-sipping engine that packs 420 lb.-ft. of torque have been placed—just over 50 percent of the total mix. Even more surprising is the amount of orders already paid for by customers— twice the corporate average of sold customer orders on a truck that customers have yet to test drive.

"The Ram 1500 is the only half-ton truck available with a diesel, so we see this as incremental business by having the only truck that can offer best-in-class fuel economy of 28 MPG combined with 9,200 lbs. of towing capacity," said Reid Bigland, President and CEO — Ram Truck Brand, Chrysler Group LLC. "It's every truck manufacturer's dream to have this kind of initial order demand for a product. Fuel economy is the No. 1 request of half-ton buyers and the Ram 1500 EcoDiesel delivers without compromising capability."

The EcoDiesel-powered 2014 Ram 1500 has earned a 28-mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup. It also exceeds the EPA highway rating for the top-ranked small pickup. The breakthrough results mean Ram keeps the half-ton fuel-economy record set last year by the 2013 Ram 1500. Equipped with a 3.6-liter Pentastar V-6 gasoline engine, the truck earned 25 mpg highway, a rating that stands for model-year 2014. The Ram 1500 now owns the half-ton pickup segment's top two spots in the EPA's 2014 highway fuel-economy rankings.

Production of the 2014 Ram 1500 EcoDiesel began in February with a group of specialized trucks in popular configurations. Normal processes place the initial build under quality review to assure every truck meets or exceeds targets. Shipping is expected in March, keeping the planned delivery within the first quarter of 2014.

Although Ram has reached its first planned order allocation numbers in three days, customers who special order the new truck will have priority in the build. Orders for dealer stocking will be filled once sold customer orders are filled. The next order allocation of Ram 1500 EcoDiesel trucks will open in early March.

Ram 1500

Ram 1500 - the most recognizable pickup on the road - delivers best-in-class fuel economy of 18 MPG city and 25 MPG highway with a truckload of pioneering, fuel-saving systems including a fuel efficient and powerful 3.6-liter V-6 engine and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. For 2014, the Ram 1500 offers a new, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency 28 miles per gallon (mpg) - unsurpassed torque and up to 9,200 pounds of towing capability.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest J.D. Power APEAL study,which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

Follow Ram and company news and video on:

Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Ram Truck brand: www.ramtrucks.com
Facebook: www.facebook.com/RamTrucks
Instagram: www.instagram.com/ramtrucks
Twitter: @RamTrucks, @StellantisNA
YouTube: www.youtube.com/RamTrucks,https://www.youtube.com/StellantisNA

-###-

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