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Ram Chassis Cab Trucks on the Way

May 9, 2010, Auburn Hills, Mich. - The Ram Truck Brand today announced it will immediately begin shipping the all-new 2011 Ram Chassis Cab truck to its North American commercial vehicle dealers. The first Ram Chassis Cabs will start arriving in dealerships in late May 2010.

"With Ram Chassis Cabs on their way to dealerships across North America from our Saltillo Assembly Plant, Ram Truck customers now have a full line of vehicles available to meet their needs," said Scott Garberding, Head of Manufacturing, Chrysler Group LLC. “The dedicated employees of the Saltillo plant have worked tirelessly to ensure that the highest quality vehicles come off the line. It is because of their efforts, along with those of the entire team, that the Ram Heavy Duty was named Motor Trend’s Truck of the Year."

The 2011 Ram Chassis Cab features:

- Best-in-class standard horsepower and torque:Ram 3500 Chassis Cab equipped with HEMI® (383 hp, 400 lb.-ft. of torque)
- Best-in-class brake life provided by the largest brakes in the segment
- Best-in-class standard GVWR (19,500 lbs on Ram 5500)
- Best-in-class powertrain warranty: 5 years, 100,000 miles
- Class-exclusive manual transmission

Ram Chassis Cab trucks are available in three weight classes (3500, 4500 and 5500), three trim levels (ST, SLT and Laramie) and four cab-to-axle lengths (60, 84, 108 and 120). They're also available with two powertrains: the 5.7-liter HEMI® (3500 only) and the proven, commercial grade 6.7-liter Cummins Turbo Diesel; three transmissions: 6-speed manual (diesel only), 5-speed automatic (gas) and 6-speed automatic (diesel), and a choice of two- or four-wheel drive.

The Saltillo Assembly Plant produces Ram 2500 and 3500 Heavy Duty pickup trucks, as well as 3500, 4500 and 5500 Ram Chassis Cab trucks.

About the Ram Chassis Cab
Competitive pricing and outstanding features on the most popular option packages make Ram Chassis Cab models attractive choices over the competition.

Ram has added loads of no-cost standard content to the all-new Chassis Cab. Among the outstanding new features are more interior storage, more rear-seat crew cab legroom, full-size rear crew cab doors, standard power door locks and windows and quick access to engine hours, transmission temperature, oil temperature and emission system information.

At the same time, Ram increased the Chassis Cab's capability by increasing axle ratings and gross vehicle ratings, yet retained the same proven chassis and powertrain. Upfitters will also find plenty to like, with integrated auxiliary switches, single-set power take-off (PTO) speed and torque converter lockup in PTO mode.

The all-new 2011 Ram 3500 Chassis Cab comes standard with the legendary 5.7-liter HEMI V-8 gasoline engine, delivering a best-in-class 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm.

Standard on 4500 and 5500 models and available on the 3500 is the legendary 6.7-liter Cummins Turbo Diesel engine with 305 horsepower (224 kW) at 3,000 rpm and 610 lb.-ft. of torque (827 N•m) at only 1,600 rpm. Recognizing that capability is crucial to the customer, the 6.7-liter Cummins Turbo Diesel is available with no year-over-year price increase.

The Ram Chassis Cab is the only vehicle in its segment to offer a manual six speed transmission, standard on all

diesel models. Ram Chassis Cabs also feature the largest standard fuel tank in the segment — 52 gallons, providing increased uptime.

All Ram Chassis Cab models are available in two cab styles, including regular cab and the all-new, full-size crew cab.

Three trim levels are available (ST, SLT, Laramie) with all-new exterior and interior styling based on the award-winning Ram 1500 and Ram 2500 and 3500 Heavy Duty pickups.

By working with truck body suppliers, Ram Truck engineers gave the all-new 2011 Ram Chassis Cab an upfitter-friendly design, providing customers with a less expensive, worry-free experience in their choice of work body adaptation to the vehicle.

Innovative New Features Strengthen Ram Truck Brand Capability and Performance
The 2011 Ram Chassis Cab lineup brings increased capability and innovative new features to the chassis cab truck segment with an uncompromising attitude that remains the standard for all Ram Truck Brand commercial vehicles.

Ram Chassis Cab delivers the performance and dependability demanded by customers who use their trucks for work.

The 2011 Chassis Cab vehicles feature a 50,000 psi high-strength steel frame with advanced torsional rigidity and stiffness. A coil-spring suspension system in front and a multi-leaf spring design is maintained in the rear for heavy-duty capability. Front and rear shocks and springs are tuned for optimum ride quality and capability.

The new 2011 Ram Chassis Cab 3500, 4500 and 5500 vehicles offer a standard exhaust brake (diesel-equipped models). This feature reduces brake fade, prolongs brake life and provides confidence and safety when hauling heavy loads. Additionally, the new models are equipped with the largest front and rear brakes in the segment — 390 mm — with integrated Anti-lock Brake System (ABS), increasing brake life and braking stability.

An available integrated trailer brake control provides better driver control in towing situations. Trailer brake control information is conveniently displayed in the Electronic Vehicle Information Center (EVIC) — standard on diesel models and available on gas models.

New automatic transmissions include Electronic Range Select, which enables the driver to manually limit the highest available transmission gear, allowing manual upshifts and downshifts based on road speed and engine speed for improved driveability when towing. Tow/haul mode is available on both five-speed and six-speed automatic transmissions.

Customers in the Chassis Cab segment have a range of needs, and most of them involve high levels of capability. The new 2011 Ram Chassis Cab lineup is designed to deliver the total package.

- Ram Chassis Cab 3500 features the best-in-class Gross Combined Weight Rating (GCWR) at 26,000 lbs.
- Ram Chassis Cab 5500 features the best-in-class standard Gross Vehicle Weight Rating (GVWR) at 19, 500 lbs.
- Ram Chassis Cab 3500 offers an improved front Gross Axle Weight Rating (GAWR) for increased front end weight capacity for snow plows and other front-loaded equipment

Towing features include improved trailer-tow mirrors with integrated turn signals, memory function and puddle lamps. The larger 7-in. x 11-in. trailer-tow mirrors offer improved visibility with larger convex glass surfaces. Mirrors flip up and out in a vertical configuration for improved visibility around wide trailers. Trailer-tow mirrors are standard on all Ram 3500, 4500 and 5500 Chassis Cab trucks.

Suspension upgrades and larger front-axle U-joints (4x4), combined with increased front GAWR, result in increased front-weight carrying capability by 300 lbs.

The new Ram 4500 and 5500 Chassis Cab trucks come standard with new N-rated Continental tires that allow a best-in-class top speed of 87 mph for emergency vehicle needs.

Ram Chassis Cab Powertrains Include 6.7-liter Cummins Turbo Diesel and 5.7-liter HEMI®
Ram Chassis Cab powertrain systems include the legendary 6.7-liter Cummins Turbo Diesel engine — standard on 4500 and 5500 models and optional on the 3500, which produces 305 horsepower (224 kW) at 3,000 rpm and 610

lb.-ft. of torque (827 N•m) at only 1,600 rpm.

The most durable and reliable engine in its class, the 6.7-liter Cummins Turbo Diesel features standard oil-change intervals of 7,500 miles, and adds B-20 biodiesel compatability for fleet applications.

The Cummins Turbo Diesel engine uses a Selective Catalytic Reduction (SCR) system to reduce oxides of nitrogen (NOx) by as much as 83 percent in order to meet the new, more stringent 2010 diesel emissions requirements.

The all-new 2011 Ram 3500 Chassis Cab comes standard with the 5.7-liter HEMI V-8 gasoline engine, delivering best-in-class 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm. The 5.7-liter HEMI was redesigned for 2009, with several new and improved technologies including Variable-valve Timing (VVT), increased compression ratio, active intake manifold with long runners for low-end torque and short runners for high-rpm power, improved cylinder head port flow efficiency and reduced-restriction exhaust and induction systems for improved fuel efficiency.

New Exterior Styling; Loads of Interior Comfort and Convenience

The all-new 2011 Ram Chassis Cab models were born from the same truck family that brought out the award-winning Ram 1500 — Strategic Vision's Total Quality Award Winner and the 2500 and 3500 Heavy Duty pickups — MotorTrend's 2010 Truck of the Year.

The 2011 Ram Chassis Cab lineup includes all-new styling, offering a tougher more capable look with improved aerodynamics and fit and finish. To accommodate cooling requirements of the 6.7-liter Cummins Turbo Diesel engine, the grille is enlarged over the light-duty application. The new grille mates to a taller hood that incorporates louvers on each side.

Inside, the new 2011 Ram Chassis Cab lineup offers an abundance of amenities, comfort and convenience, including standard power windows, locks and mirrors on Crew Cab models. Also available, Uconnect™ Web provides high-speed data transfer and flexibility, combining Wi-Fi and 3G cellular for a new level of wireless connectivity. The system transforms the vehicle into a "hot spot" for instant access to Web sites, e-mail, personalized music and more.

Interior appointments include soft-feel door bolsters, armrests and one-piece molded door panels. Seats are redesigned with improved power lumbar and lateral support. Six-ring instrumentation keeps track of vehicle functions, while many controls are arrayed in the center stack within easy reach of the driver and passenger.

Other available features include two-tone upholstery with full-width contrasting stitching on the instrument panel; premium seating with heat and ventilation; heated steering wheel; automatic temperature control; memory seats, radio and mirrors; navigation; adjustable pedals and Uconnect Multimedia with a 30-gigabyte hard drive.

An available center console features an upper bin that is large enough to hold a laptop computer (with an accessible power outlet) and a lower bin that accommodates hanging files helping transform the new Ram Chassis Cab into a mobile office for the business owner.

Additional storage locations are built into the instrument panel, front and rear door panels and seat backs. In all, more than 40 storage locations within the cab help keep owners organized.

Ram Chassis Cab Delivers More Safety and Security Features

The all-new Ram Chassis Cab vehicles also offers 20 active and passive safety features, including Anti-lock Brake System (ABS), advanced multi-stage air bags, BeltAlert, Brake/Park interlock, child-protection rear door locks, Constant-force Retractors (CFR), crumple zones, electronic brake-force distribution, energy-absorbing steering column, Enhanced Accident Response System (EARS), height-adjustable seat belts, interior head-impact protection, knee bolsters, Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system, low-risk deployment air bag, power-adjustable pedals, remote keyless entry, seat-belt pretensioners, Sentry Key® engine immobilizer, standard three-point seat belts and Uconnect Phone.

About Chrysler Group Commercial Vehicles

Chrysler Group continues to increase the breadth of its commercial products and offers a comprehensive array of vehicles and services designed with business customers in mind. Dodge Grand Caravan cargo vans complement a growing Ram Truck commercial lineup that includes the all-new Ram 3500, 4500 and 5500 Chassis Cab models, which continues the company's legacy and leadership in the commercial vehicle marketplace.

About BusinessLink® and On the Job
With a network of more than 400 dealers, BusinessLink® features dedicated commercial account managers and sales teams, priority next-bay service and maintenance, extended hours, free loaner vehicles and inventories with a higher mix of work trucks and commercial vehicles.

The “On The Job” program offers discounts on upfits, cash incentives and other customer savings. In addition, a new national dealer program, Fleet Elite, was created with the goal of providing a world-class dealer experience to Fleet and Fleet Management Company (FMC) accounts and customers. Leveraging the Five-Star certification process, Fleet Elite is a dealership certification program that is designed to ensure that business customers receive enhanced service and support with specialized facilities, staffing and processes to meet specialized needs.

About the Ram Truck Brand
With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

The Ram Truck brand adds the most capable Rams — the Ram 3500, 4500 and 5500 Chassis Cab trucks — to its already award-winning truck lineup including the all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year and Four Wheeler magazines Pickup Truck of the Year. The new Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.’s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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