Contact: David Elshoff

Nick Cappa

Ram Heavy Duty Upgrades Deliver Class-Leading Torque and Towing

- High Output Cummins Turbo Diesel now rated at 800 lb.-ft. of torque
- Ram is only heavy-duty diesel pickup that doesn't require Diesel Exhaust Fluid
- 22,700-lb. maximum trailer tow weight leads the segment
- Gross Combined Weight Rating increased to 30,000 lbs.
- Cummins-equipped Ram Trucks offer class-leading diesel exhaust brake

February 8, 2011, Chicago - Ram Truck today announced a series of upgrades to its Heavy Duty truck line up that will give it outright class supremacy in trailer towing.

Now boasting the ability to pull a segment-leading 22,700-lb. maximum trailer weight, the one-ton Ram 3500 Heavy Duty will get a performance boost to its 6.7-liter Cummins Turbo Diesel Engine that will increase its torque by 23 percent to 800 lb.-ft. and be upfitted with a package of components that will increase its gross combined weight rating (GCWR) to 30,000 lbs.

"A Ram Heavy Duty truck owner's most important concern is towing capability – 79 percent of them rate towing as extremely important," said Fred Diaz, Ram Truck Brand President and CEO, Chrysler Group LLC. "Reliability and engine performance are tied for second – named as extremely important by 73 percent of owners. This 800 lb.-ft. performance upgrade -- combined with Ram Truck's unsurpassed 5-year, 100,000-mile powertrain warranty and Cummins' proven reputation for reliability – are a direct response to our customers' high expectations. We stand behind our commitment to build great trucks that are best in class."

800 lb.-ft. of High-Output Torque
A new powertrain control module (PCM) with revised performance calibration allows the High-Output 6.7-liter, six-cylinder Cummins Turbo Diesel to reach peak torque at 1,600 rpm and exceed the previous model's output from 1, 200 through 2,800 rpm. While peak horsepower remains unchanged (350 @ 3,000 rpm), the engine's new calibration delivers more than 40 additional horsepower at typical highway cruising speeds.

Behind the powerful, High-Output Cummins lies a new higher-rated torque converter. The Ram's new torque converter improves engine/transmission integration for better towing capability on grades and optimizes engine performance.

In addition to the new PCM and torque converter, the 800 lb.-ft. High Output Cummins-powered Ram Heavy Duty trucks receive a new crankshaft damper, reducing engine noise and vibration (NVH).

Ram Trucks with the uprated 800 lb.-ft. Cummins will feature a special "High Output Cummins" badge on their tailgates.

Ram Exclusive: No Diesel Exhaust Fluid Required
Cummins Turbo Diesel-equipped Ram pickups are the only heavy-duty pickups to meet 2010 EPA emissions regulations with an engine and aftertreatment system that has been proven in more than 250,000 customer trucks since 2007 and without the need for Diesel Exhaust Fluid (DEF)**.**

Best-in-Class Maximum Towing
When equipped with the "Max Tow" towing-optimization package, the Ram 3500 Heavy Duty maximum trailer weight is rated up to 22,700 lbs., the highest trailer weight in its class.

Since the launch of the new Ram 2500 and 3500 Heavy Duty for the 2010 model year, towing capability has been the

trucks' strong suit, with a long list of towing features including the most powerful standard exhaust brake in the segment (diesel-equipped models). This feature reduces brake fade, prolongs brake life and provides unmatched confidence and safety when hauling heavy loads on downhill grades.

Ram has the largest brakes of any heavy duty pickup; 14.17-in.x1.54-in. front and 14.09-in.x1.34-in. rear with an integrated anti-lock brake system (ABS) that increases brake life and braking stability.

Tow ratings for the Ram 3500 Heavy Duty meet 100 percent of 2013 model year SAE testing standards.

30,000 lbs. GCWR
Dual-rear-wheel-equipped Ram 3500 Heavy Duty pickups with the Max Tow package are now rated at 30,000 lbs. GCWR – up from 24,500 lbs.

For maximum towing, Chrysler Group Powertrain engineers gave the Ram 3500 an improved dual-rear wheel axle with a 4.10 gear ratio, new rear-axle pinion, new helical gears, upgraded bearings and a heat-dissipating, finned aluminum differential cover.

As part of the Max Tow upgrade to the Ram 3500, the truck will also get a new engine-mounted, oil-to-coolant transmission cooler to moderate operating temperatures during trailer towing.

All Ram 2500 and 3500 Heavy Duty pickups will also get upgraded power steering oil coolers to manage the larger loads.

Cummins Turbo Diesel
If you looked up "bulletproof" in the dictionary, you'd find a picture of the Cummins Turbo Diesel engine. With its inline-six architecture and cast iron block and head, this engine has been providing decades of reliable service in everything from agriculture and construction equipment to over-the-road heavy trucks.

Ram Heavy Duty pickup trucks powered by Cummins diesel engines have been the benchmark of power, durability, reliability and fuel economy since 1989, the first model year that Ram offered the Cummins engine. This partnership is defined by more than two decades of long-lasting, hard-working history – more than any other diesel pickup combination in the marketplace.

The one-ton Ram 3500 Heavy Duty comes standard with the Cummins Turbo Diesel.

Ram 2500 Heavy Duty pickups equipped with the optional 6.7-liter Cummins Turbo Diesel and automatic transmission (5.7-liter HEMI engine is standard) also get the 800 lb.-ft. performance upgrade. Because it uses a single rear-wheel axle, Ram 2500 GCWR remains unchanged at 22,000 lbs. Manual transmission-equipped Ram Heavy Duty pickups retain their 350 hp./610 lb.-ft. of torque performance ratings. Max Tow is available for regular and crew cab Ram 3500s only.

High Output Cummins-equipped Ram 2500 and 3500 Heavy Duty pickups and the 30,000 GCWR Max Tow package will go on sale in the second quarter 2011.

About 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.

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 Truck brand added to its award-winning truck lineup with the introduction of the 2010 Ram 2500 and 3500 Heavy Duty trucks. Ram heavy-duty 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.

The Ram Truck brand is further enhancing its commercial vehicle presence with 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.

Follow Dodge and Chrysler Group LLC news and video on:

Chrysler Connect blog: http://blog.chryslergroupllc.com
Twitter: www.twitter.com/chrysler
YouTube: http://www.youtube.com/pentastarvideo
Streetfire: http://members.streetfire.net/profile/ChryslerVideo.htm
Ram Trucks: http://www.ramtrucks.com
Ram Zone blog: http://www.ramzone.com

-###-

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