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Ram Extends 1500 Express Model Availability

- Ram Express popularity leads to expansion of the model to Crew Cab and Quad Cab®
- The 2012 Ram Express lineup targets first-time buyers by delivering great looks and HEMI® V-8 performance

September 28, 2011, Dallas - The Ram Truck brand today announced that it would expand Ram 1500 Express model availability to include Crew Cab and Quad Cab® models, giving buyers an outstanding combination of value and performance among all Ram half-ton configurations.

The Ram 1500 Express previously was available in regular-cab models only.

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 got off to a fast start – both literally and figuratively," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico – Chrysler Group LLC. "But we don't think the demand for value-priced performance trucks is limited to regular-cab models. Many young and first-time buyers are looking for the interior room of an extended-cab or Crew Cab pickup. The formula for Ram 1500 Express Quad Cab and Crew Cab remains the same as that of the regular cab: great looks and mpg, along with HEMI horsepower, torque, towing and payload, all at a fantastic price."

Prices for the Ram 1500 Express Quad Cab start at \$28,050, including destination charge. The Ram 1500 Express Crew Cab starts at \$30,210. Ram 1500 Express regular cab pickups start at \$23,080.

The new Ram 1500 Express model offers buyers a standard HEMI V-8 engine with a 20 mpg rating for the same price competitors are charging for their V-6 engines.

Loaded With Features

In addition to the 5.7-liter HEMI V-8 engine with 390 horsepower and 407 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 fascia 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, heavy-duty front and rear shock absorbers, front and rear stabilizer bars, power rack-and-pinion steering, halogen headlamps, heavy-duty engine and transmission cooling, and a full-size spare tire.

The Ram 1500 Express Crew and Quad Cab buyers will get a choice of cloth or vinyl 40/20/40 split-bench seats in dark slate/medium graystone 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 with CD and MP3 player, as well as audio jack 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, 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, Bright Silver Metallic Clear Coat, Bright White Clear Coat, Deep Cherry Red Crystal Pearl Coat, Flame Red Clear Coat or Mineral Gray Metallic Clear Coat.

Mopar® Parts

Mopar® will have hundreds of accessories available for buyers who are looking to personalize their Ram 1500 Express.

“Regardless of which Ram 1500 Express model a customer chooses, they’re going to own a sporty truck at a great price,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group’s service, parts and customer-care brand. “With money left over, owners will have a unique opportunity to drive a fully personalized truck, adding personalization and customization. To meet that demand, Mopar will offer more than 300 quality-tested accessories from which to choose.”

Among those accessories are chromed honeycomb grille inserts, sport performance hood, bright pedal kit, Katzkin leather interiors, heated seats, and fiberglass and folding tonneau covers.

Options for Personalization

In addition to Mopar accessories, buyers can choose from a long-list of options.

Factory-installed exterior options include Mopar chrome tubular side steps, Mopar chrome steel bed rails and chrome-clad aluminum wheels from the Ram Sport model.

Folding and heated trailer-tow power mirrors with supplemental signals and courtesy lamps and spray-in bedliners also are available.

Inside, buyers can choose Uconnect® voice command with Bluetooth, rearview auto-dimming mirror, remote USB port, sliding rear window, cruise control, instrument cluster with vehicle information center display screen, tire pressure monitoring display, power one-touch windows, remote keyless entry, Sirius Satellite Radio and rubber floor mats.

There’s also an optional Class IV receiver hitch, a 3.92 rear-axle ratio, anti-spin differential, engine block heater and trailer brake controller.

The Ram 1500 Express is available with either a 4x2 or 4x4 drivetrain. When equipped with an optional Class IV hitch, the new Ram 1500 Express will tow a maximum trailer weight of 10,250 pounds.

Ram 1500 Express Quad and Crew Cab models will arrive in Ram Truck dealerships in fourth quarter 2011.

About the 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 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500’s smooth-riding suspension and 20 mpg, 390 horsepower HEMI® V-8 are just two of the reasons it beat the competition. Ram 1500 also was named the Truck of Texas by the Texas Auto Writers Association in 2011.

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. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models

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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