Contact: Nick Cappa

David Elshoff

New Ram 1500 Designed to Offer Protection, Performance and Capability

- Ram 1500 offers more than 45 safety and security features
- Standard features include six air bags: advanced multi-stage driver and front-passenger air bags, side-curtain air bags and seat-mounted side pelvic-thorax air bags
- Ram 1500 features a host of electronic stability control (ESC) technologies, including all-speed traction control, trailer-sway control, Hill-start Assist and anti-lock brake system (ABS)
- Ram 1500 now features Keyless Enter ’n Go handsfree key fob with push-button start and central locking to include the doors, RamBox cargo management system and tailgate
- New segment exclusive LED turn signals, marker lights and tail lamps provide improved visibility

On the safety and security front, the Ram 1500 offers more than 45 active and passive safety and security features, including standard front air bags, front and rear side-curtain air bags and seat-mounted side pelvic-thorax air bags with Enhanced Accident Response System, knee bolsters, seat-belt pretensioners, BeltAlert system and available adjustable pedals, ParkSense rear park assist and ParkView rear back-up camera. The 2013 Ram 1500 also includes standard electronic stability control, hosting a number of technologies including all-speed traction control, trailer-sway control, Hill-start Assist and anti-lock brake system (ABS).

“Trucks are becoming more often a family vehicle and we built our new Ram 1500 with that in mind," said Fred Diaz, President and CEO of Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. “The 2013 Ram 1500 offers a truck-load of active and passive safety and security features including advanced multi-stage driver and front-passenger air bags, electronic stability control (ESC), traction control, Hill-start Assist, trailer-sway control and Brake Assist.”

The new 2013 Ram 1500 now features available Keyless Enter ’n Go technology, which allows the doors to be unlocked and the vehicle ignition to be started without having to touch the key fob. Also new for 2013, remote central locking includes the RamBox cargo management system and tailgate powerlocks, creating a convenient solution for locking down the truck with the push of a button. An available remote start feature allows a driver to start their vehicle from up to 300 feet away. Door controls, illuminated entry, engine immobilizer and panic alert are standard features with the Keyless Enter ’n Go system. Auto rain-sensing wipers and SmartBeam also find their way on to the feature availability list, adding to a truckload of content offered in the new 2013 Ram 1500.

When it comes to safety and security, the 2013 Ram 1500 employs a two-fold approach. The first includes passive features such as pretensioning seat-belt retractors and supplemental side-curtain air bags. The second is comprised of accident-avoidance features including responsive steering, braking, handling and ESC.

More Than 45 Safety and Security Features

- Advanced multi-stage air bags: Inflates with a force appropriate to the severity of a frontal or near-frontal impact
- Anti-lock brake system (ABS): Senses and prevents wheel lockup, delivering improved handling under extreme braking and /or slippery conditions – advanced ABS modulates each of the four brakes individually for optimum control and stopping performance
- All-speed traction control: Senses drive-wheel slip and applies individual brakes to slipping wheel(s) and reduces excess engine power until traction is regained
- Auto-reverse sunroof: Advanced sensing system that automatically engages and reverses the sun roof to

the open position when an object that restricts glass movement is detected

- Auto-reverse window: Automatically engages and reverses the window to the down position when an obstacle that restricts glass movement is detected
- BeltAlert: Periodically activates a chime and illuminates an icon in the instrument cluster to remind the driver and passenger to buckle up if a vehicle is driven without the driver being properly belted
- Brake Assist: In a panic brake condition, the system applies maximum braking power, providing the shortest possible stopping distance
- Brake-lock differential system (BLDS): Allows the vehicle to maintain forward motion if one or two wheels lose traction by selectively and aggressively applying brakes to the spinning wheels
- Brake Override: When a disagreement exists between the throttle and the brake, the brake signal causes the engine controller to reduce engine power, allowing the operator to stop
- Brake/Park interlock: Prevents the automatic transmission from being shifted out of Park unless the brake pedal is applied
- Child seat anchor system: Lower Anchors and Tethers for CHildren (LATCH) is designed to ease installation of compatible aftermarket child seats
- Child-protection rear door locks: Disables the rear doors' inside-release handles via a small lever on the door-shut face
- Crumple zones: Designed to compress during an accident to absorb energy from an impact, decreasing transfer of that energy to occupants
- Digressive load-limiting retractors: A two-stage load-limiting feature that limits the maximum force on the belt webbing to help absorb the energy of the occupant's upper torso during an impact
- Electronic stability control (ESC): Enhances driver control and helps maintain directional stability under all conditions. Provides the greatest benefit in critical driving situations, such as turns, and is especially valuable when driving on mixed surface conditions including snow, ice or gravel. If there's a discernible difference between what the driver asks through the steering wheel and the vehicle's path, ESC applies selective braking and throttle input to put the vehicle back onto the driver's intended path
- Energy-absorbing steering column: The manual-adjust steering column utilizes two hydroformed coaxial tubes that move relative to each other to allow the column to move forward for enhanced energy-absorption during an impact
- Enhanced Accident Response System (EARS): Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on interior lights and hazard flashers, and unlocking doors after air-bag deployment. Also shuts off the flow of fuel to the engine
- Height-adjustable front seat belts: Allows the driver and front passenger to raise and lower the shoulder belt. Encourages seat belt usage by offering a comfortable fit
- Bi-halogen projector headlamps: A high-output halogen projection main beam is assisted by LEDs for improved light spread, pattern consistency, distance and more lumens
- HomeLink universal home security system transceiver: Stores three separate transmitter radio-frequency codes to operate garage-door openers, security gates, security lighting or other radio-controlled devices
- Hill-start Assist (HSA): Assists drivers when starting a vehicle from a stop on a hill by maintaining the level of brake pressure applied for a short period of time after a driver's foot is removed from the brake pedal. If throttle is not applied within a short period of time after the driver's foot is removed from the brake pedal, brake pressure will be released
- Inside emergency release: A glow-in-the-dark release handle, which may be activated in the event of an adult or child being inadvertently trapped inside of the RamBox
- Integrated trailer brake control: Allows you to automatically or manually activate the electronic brakes on properly equipped trailers for greater stopping power on downhill grades
- Interior head-impact protection: Interior pillars above the belt line and instrument panel, including areas around windshield and rear window headers, roof and side-rail structures and shoulder-belt turning loops are specifically designed to limit head-impact force
- Keyless Enter 'n Go with passive entry: When an individual enters, electronic sensors detect if the vehicle key fob is present. This will then allow the individual to push a button to start without having to insert the key into the ignition (The driver must apply the brake pedal when starting)
- Knee bolsters: The lower instrument panel and the glove-box door are designed to properly position the occupant, enabling air bags to work effectively
- LED exterior lighting: Exclusive LED lighting for markers, turn signals and tail lamps provides improved

visibility

- Lock on Sync tire pressure monitors: Tire pressure monitoring system self-learns tire position after rotation or tire is moved to a new location
- Navigation system: Easy-to-use maps with audible turn-by-turn directions, more than 6 million points of interest and lane guidance
- Occupant restraint controller: Detects an impact and determines whether a crash is severe enough to trigger air bag deployment and whether the primary or secondary stage inflation is sufficient. In addition, the controller detects side impacts and determines whether the rail-curtain and side seat-mounted (thorax protection) air bags should deploy. Engagement of front seat-belt pretensioners are also managed through the controller
- ParkSense rear park assist: Assists at low speeds in reverse to detect stationary objects. Consists of audible warnings for the driver and has a display in the multiview screen
- ParkView rear back-up camera: Provides a wide-angle view of the area immediately behind the vehicle and guidelines, which take steering input into consideration. Also aids in lining up a trailer to the vehicle's trailer hitch. Depending on features, the image displays on the navigation screen or rear view mirror when the transmission is shifted into Reverse
- Power-adjustable pedals: Allows brake and accelerator pedals to move toward or away from the driver to achieve a comfortable seating position for improved vehicle control
- Remote Keyless Entry: Locks and unlocks doors, RamBox and tailgate, and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- Rain-sensing wipers: Automatically sense precipitation on the windshield, activating the windshield wiper system
- Rain brake support: The system uses the ESC pump to occasionally push brake pads lightly against brake rotors in rainy conditions in order to keep rotors dry and assure maximum braking performance under wet conditions
- Remote start: Conveniently starts the engine from outside the vehicle by using the Remote Keyless Entry fob while maintaining vehicle security
- Safety cage body structure: Protects occupants by managing and controlling energy in the event of an impact
- Seat-belt pretensioners (both front seat belts): During a collision, impact sensors initiate front seat-belt pretensioners to immediately remove slack from seat belts, thereby reducing the forward movement of occupants' heads and torsos
- Sentry Key engine immobilizer: Utilizes an engine key that has an embedded transponder with a pre-programmed security code to discourage vehicle theft. When the key is inserted into the ignition, the controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after a few seconds
- Side-guard door beams: In front and rear doors, provides occupant protection during a side impact
- SmartBeam headlamps (auto-high beams): During night driving, the system senses oncoming traffic headlights and automatically switches from high- to low-beam and back again when the traffic has passed
- Standard side-curtain air bags: Extends protection to all outboard front- and rear-seat passengers. Each side air bag has its own impact sensor which autonomously triggers the air bag on the side where an impact occurs
- Tire-pressure monitoring (TPM): Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system informs occupants when tire pressure is too low
- Trailer-sway control: Reduces trailer sway and improves handling in adverse towing conditions caused by crosswinds and traffic. The system monitors the vehicle's movement relative to the driver's intended path, then applies alternating brake pressure to slow the vehicle and then increases the pressure on one front wheel in order to counteract the sway induced by the trailer
- Uconnect system: Integrates world-class infotainment and convenience technologies to keep passengers connected, comfortable and safe
- Uconnect Voice Command: An in-vehicle, voice-activated communication system that allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road. When the Bluetooth phone is initially connected, the contact list is automatically downloaded, synchronizing as

many as 1,000 phone book entries, which can then be selected by simply saying a contact name. It also allows drivers to switch radio modes, tune to AM/FM and SiriusXM Radio stations and request real-time information (such as fuel prices) from SiriusXM Travel Link using natural voice commands. The handsfree option promotes safety, freedom, value and flexibility

- Vehicle theft security alarm: Deters vandalism and theft, frequently lowering insurance premiums. System protects the vehicle from theft by monitoring door ajar switches and the ignition circuit for unauthorized entry

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