Contact: Nick Cappa

David Elshoff

Taking Best-in-class Fuel Economy Title: The New 2013 Ram 1500

The new 2013 Ram 1500 is the Ram Truck brand's latest entry into the ultra-competitive full-size, light-duty pickup truck segment. The new truck represents the brand's first iteration to its most recognized truck since the inception of the Ram nameplate in 2011.

"What started as a mild refresh of the Ram 1500 quickly rolled into a best-in-class fuel economy and best-in-class capability gem," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. "Customers are going to experience an entirely new truck with technology and features not offered anywhere else."

The new 2013 Ram 1500 is the latest innovation off Ram's full-size, body-on-frame truck architecture, designed, engineered and executed to strike at the emotional chords of the "Guts and Glory" mindset of enthusiasts and potential buyers. In form and function, the new 2013 Ram 1500 conveys boldness, valor, virtue and power-oriented capability like no other in its class, but it does so, aesthetically and functionally, at a different level.

The light-duty full-size pickup truck segment has evolved from "brute capability and acceptable efficiency" to an engineering and execution that combine desirable size, configurations, capability, refinement, efficiency, technology and quality.

The new 2013 Ram 1500 offers the most fuel-efficient model in its class, and more available functional, innovative and interactive technologies than the competition. The new truck will have capability on par with or better than anything in its class, and more quality-validated than anything in it class.

The ride and handling compares favorably with premium-oriented sedans, but sacrifices nothing in terms of payload and towing capabilities for which it is best-in-class. The 2013 Ram 1500 conveys confidence with responsive steering, brake-pedal feel and great ride characteristics.

Ram's newest truck also offers more factory-installed exterior options and systems than anything in its class. The distinctive, brand-oriented design and refined mechanical interior and exterior executions deliver on the concept of "bold opulence." Customers in this category will view it as being far more expensive than its competitors, but the new Ram 1500 remains a great value.

Like its 2012 predecessor, the new 2013 Ram 1500 will be available in three cab configurations (two-door Regular Cab, four-door extended Quad Cab and four-door Crew Cab), with three box sizes – 5-foot-7-inch box, 6-foot-4-inch box and 8-foot box.

The new truck will be offered in 11 models/packages: ST (fleet only), Tradesman, Express, SLT, Big Horn, Lone Star, Outdoorsman, Sport, R/T, Laramie and Laramie Longhorn. The new 2013 Ram 1500 competitors are: Ford F-150, Chevrolet Silverado, GMC Sierra, Nissan Titan and Toyota Tundra.

Start of production of the 2013 MY Ram 1500 is scheduled for third quarter of 2012. Regular Cab configured vehicles will be produced at the Saltillo Truck Assembly Plant in Saltillo, Mexico; Quad and Crew Cab configured vehicles will be manufactured at the Warren Truck Assembly Plant in Warren, Mich.

Ram Trucks

The Ram Truck continues to establish its own identity and clearly define its customer.

"As a stand-alone brand, Ram Truck is focused on truck customers – how they use their trucks and what features they'd like to see," said Diaz. "Whether it's a family that drives their half-ton Ram 1500 every day, a hard-working

Ram Heavy Duty owner or a business that depends on its commercial vehicles without fail, Ram is going to be there for them."

The Ram Truck brand increases the capabilities of its hardest-working trucks – the Ram 3500, 4500 and 5500 Chassis Cab trucks – and adds a new Ram Cargo Van, which expands Ram's reach into the Class 1 segment.

The current model Ram 1500 – the most-awarded Ram truck ever – and Ram 2500 / 3500 Heavy Duty pickups include new safety, fuel efficiency and convenience features. Additionally, two new models are available: Ram 1500 Mossy Oak Edition for the outdoor enthusiast and Ram Laramie Limited, available in 1500, 2500 and 3500, for the affluent pickup customer.

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.

Current Ram Truck segment exclusives:

• Coil spring rear suspension on Ram 1500 for best-in-class ride and handling
• Available RamBox cargo management system for 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
• 3,600-lb. towing for Class 1 cargo vans

The Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and drivability. Building on Ram Truck's leadership in the heavy-duty pickup segment, Ram's commercial-grade work trucks are built on proven frames and chassis, and engineered for maximum uptime, low cost of ownership, optimum performance and enhanced commercial capability.

"The commercial truck segment is all about total cost of ownership," added Diaz. "When you account for fuel economy, brake wear, tire wear and the best powertrain warranty in the business, Ram Chassis Cab trucks offer the lowest cost of ownership. Also, the new Ram Cargo Van, with its class-leading capability and a lower total cost of ownership, is a great vehicle choice for small businesses and commercial fleets."

Equipped with a choice of engines, including the legendary 5.7-liter HEMI® V-8 engine or the powerful 6.7-liter Cummins Turbo Diesel, Ram Trucks offer the best powertrains in the industry and are known for their reliability. The 5.7-liter HEMI engine offers an amazing combination of power and fuel economy with 390 horsepower and 20 miles per gallon (mpg) highway. The Cummins Turbo Diesel-equipped Ram pickup is the only heavy-duty pickup to meet 2013 EPA compliance rules, without the need for a selective catalytic reduction (SCR) and diesel exhaust fluid (DEF).

A partnership that extends back more than 20 years, Ram Truck and Cummins have delivered billions of miles of customer reliability. Cummins-equipped Ram trucks with more than 300,000 miles are common, while others have surpassed one million hard-working miles. All Ram Truck engines, transmissions and axles are covered by a segment-leading 5-year/100,000-mile powertrain warranty.

The award-winning Ram Power Wagon,, available in ST, SLT and Laramie models, is the most capable factory-equipped off-road-ready pickup truck on the road. It's equipped with electric-locking front and rear differentials, an electronic disconnecting sway bar, Bilstein shocks, 33-inch BFGoodrich off-road tires, underbody skid plate protection, a 4.56 axle ratio for hill climbing and a custom-built Warn 12,000-lb. winch cleverly hidden behind the front bumper.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. The Ram 1500, 2500, 3500 pickups; 3500, 4500 and 5500 Chassis Cabs and Ram Cargo Van are designed to deliver a total package.

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