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Ram Delivers Industrial-strength Trucks and Celebrates 20 Years of Pioneering Design and Technology

September 5, 2013, Auburn Hills, Mich. - Since its launch as a stand-alone division of Chrysler Group LLC in 2009, the Ram Truck brand has steadily emerged as an industry leader.

But it was even further back, 20 years ago – with the launch of the all-new 1994 Ram 1500 – that the design and technology pioneer was born. In 1994, Ram turned truck design upside down with radical-for-its-time, big-rig styling.

Two decades later, Ram Truck reinforces its technology and innovation leadership with the introduction of the industry's only diesel-powered half-ton pickup.

The brand continues to invest substantially in its hard-working products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities.

Ram Truck has also grown sales and increased market share by developing and launching new pickup models targeted to specific buyer needs and wants, including: Tradesman, Outdoorsman, Express, Lone Star and Laramie Longhorn.

There is a strong demand for high-end pickups and Ram Truck will continue to offer three premium models, including Laramie, Laramie Longhorn and Laramie Limited. These models cater to the high expectations of affluent pickup truck buyers looking to combine capability with refined elegance.

"Ram trucks have achieved more than three years of consecutive year-over-year sales gains," said Reid Bigland, President and CEO — Ram Truck Brand, Chrysler Group LLC. "We're seeing everything from premium, luxury trucks to value-priced models doing very well."

"For 2013 Ram is the only brand to offer pickup truck buyers best-in-class 25 mpg fuel economy, best-in-class 30, 000-lb. towing and best-in-class 850 lb.-ft. of torque. From a capability standpoint, we are clearly separating ourselves from the pack."

"We expect the Ram Truck brand's momentum to continue into 2014 for a number of reasons," added Bigland. "The first is demand. The average age of a truck, from half-ton pickups through Class 5 medium-duty trucks, is 13 years. Buyers are heading back to their dealers; seeing positive economic indicators, they're replacing their equipment. Pent-up demand spells huge opportunity for Ram."

"We're also optimistic because we feel Ram Truck is making the right moves, at the right time, to attract buyers, whether it's a truck for personal use, a small construction business or a substantial fleet purchase."

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.

2014 Ram 1500

Ram 1500 – the most recognizable pickup on the road – delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems, including its new 3.0-liter EcoDiesel engine and segment-exclusive technologies such as an eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics with grille shutters and air suspension.

Ram 1500's ride and handling compares favorably with premium-oriented sedans, but sacrifices nothing in terms of

payload and towing capabilities. The 2014 Ram 1500 conveys confidence with responsive steering, brake-pedal feel and great ride characteristics.

The Ram 1500 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.

2014 Ram 2500/3500 Heavy Duty

Ram Heavy Duty models offer outstanding fuel efficiency, best-in-class towing and payload, improved handling characteristics, additional noise, vibration and harshness (NVH) reduction, unsurpassed technologies and innovative features, and enhanced design qualities.

The 2014 Ram Heavy Duty pickup truck lineup, which includes the Ram 2500 (Class 2) and Ram 3500 (Class 3) entries, represents the brand’s latest and most capable offerings in North America’s mega-competitive tow, haul, push and pull vehicle segment. Ram’s new 6.4-liter HEMI® V-8 Heavy Duty engine and link-coil and air-ride suspensions ensure that the brand’s three-quarter-ton and one-ton offerings employ the best technology to remain the class-leaders in capability.

The Ram 2500 is primarily used for towing large personal items, such as campers, boats, horses, etc. The Ram 3500 is also used for heavy personal towing but more often as a work truck to haul nearly everything, including heavy equipment, boulders or livestock. In terms of cost of ownership, towing capability, technologies, features, quality, reliability and dependability, the 2014 Ram Heavy Duty offers best-in-class attributes in both weight classes.

The 2014 Ram 3500 Heavy Duty pickup claims a 30,000-lb. trailer capacity thanks to a class-exclusive 50,000 pounds-per-square-inch, high-strength steel frame, improved transfer case, high-load Aisin commercial truck transmission, a 6.7-liter Cummins Turbo Diesel engine with a best-in-class 850 lb.-ft. of torque and other significant driveline upgrades.

The Ram 3500’s Gross Combined Weight Rating (GCWR) — which is defined by the maximum combined weight of the truck, payload and trailer — is 37,600 pounds, which again far surpasses the closest competitor’s 30,500-lb. GCWR.

Ram also offers a compressed natural gas (CNG) model. The Ram 2500 CNG system was fully engineered and tested by Chrysler Group and is built entirely at the company’s Heavy Duty truck plant in Saltillo, Mexico.

The Ram 2500 Heavy Duty CNG pickup is designed for fleet and commercial customers and offers cost and emissions benefits, using an abundant, domestically sourced fuel while reducing America’s dependence on foreign oil.

2014 Ram 3500/4500/5500 Chassis Cab

Ram 3500, 4500 and 5500 Chassis Cab trucks are the pinnacle of capability. Engineered and designed for extreme daily work, the Ram Chassis Cabs are products of a demanding environment and direct customer input. For 2014, Ram Chassis Cabs will pack a bigger punch with the introduction of a new 6.4-liter gas engine.

2014 Ram ProMaster

The new 2014 Ram ProMaster is the brand’s latest addition to its popular commercial vehicle lineup, and puts Ram Truck back into the expanding, purpose-built, full-size van segment with a number of best-in-class features focused on the commercial customer. The unique van creates additional opportunity in Ram’s work truck lineup.

“As Ram takes a larger presence in the commercial truck market, the 2014 Ram ProMaster is a great addition, contributing to a one-stop shop for commercial-duty Ram trucks and vans,” added Ram President and CEO Reid Bigland. “The ProMaster answers to key segment demands with best-in-class features, quality, durability, capability and low total cost of ownership.

“Ram Truck brand has the opportunity to work directly with our successful colleagues at Fiat Professional on vehicles we feel will resonate with North American customers. Aligning with the recent launch of our new Ram Commercial

division, the 2014 Ram ProMaster offers customers a new choice in full-size vans, backed by a proven track record with more than four and a half million sold."

Ram Truck is tapping into Fiat Professional – one of the largest producers of commercial vehicles in the entire world – offering more than 110 years of experience. That knowledge will help Ram enter new segments and expand its product line. The new 2014 Ram ProMaster is based on the popular front-wheel-drive Fiat Ducato, which is the most popular full-size van in Europe. The 2014 Ram ProMaster is the Company's first shared truck collaboration with Fiat Professional.

The Ram ProMaster full-size van is engineered for the North American market and offered with best-in-class attributes. Now in the van's third generation, with more than 4.5 million sold worldwide, Ram will offer a proven, award-winning workhorse with an incredible combination of durability, value, efficiency, and capability like no other in its class. Additionally, the ProMaster is the first offering in its competitive set to provide both a chassis cab and cutaway from the factory.

2014 Ram C/V

When it comes to capability, the Ram C/V Tradesman out-works competitive vans on a number of fronts by delivering best-in-class payload, cargo space and towing. Equipped with the award-winning Pentastar V-6 engine, mated to a six-speed automatic transmission, the Ram C/V Tradesman also delivers best-in-class horsepower, torque and driving range of up to 500 miles on a single tank of fuel.

Ram Commercial

Ram Truck is launching a new division to focus on commercial truck development, sales and support in a growing market. Embodied by the Tradesman trim level available on all models, the new Ram Commercial organization offers a full line of industrial-strength trucks and vans.

The new Ram Commercial division integrates a growing network of Ram BusinessLink dealers focused on the needs of commercial customers. Ram Commercial also will help offset the cost of doing business with On The Job incentives, specifically designed to lower the expense of commercial upfits. Both programs address professional needs for every job.

The timing of Ram Commercial launch aligns with the 2014 model year launch of the all-new Ram ProMaster van and a positive commercial demand.

Ram Truck is committed to delivering the best value proposition with low total cost of ownership across the entire product lineup. From the Ram 5500 Chassis Cab to the Ram C/V, Ram Truck is providing best-in-class capability and technology. The Ram Truck team has not only taken steps to expand and improve its product offerings, but created and built upon customer-service solutions, following through with BusinessLink and On the Job programs for customers who use their truck as a critical tool for business.

Ram Commercial will target countless businesses in a variety of industries, including service and repairs, construction, transportation/shipping, large-medium-small businesses and agriculture.

Ram Truck Total Cost of Ownership

Commercial customers, in particular, face balancing the challenges of opportunity costs, fuel pricing, reduced budgets, new technology and durability. Total Cost of Ownership (TCO) calculations are helpful in making purchase and operational decisions. Ram Truck offers best-in-class TCO for commercial truck owners. The Ram 1500 features a standard V-8 engine, with best-in-class entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature a 15,000-mile oil change interval, and a best-in-class diesel exhaust brake increases frictional brake life by three times the market average. Ram Truck also offers the most upfitter-friendly solutions in the industry, reducing the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram Truck offers an unsurpassed five-year/100,000-mile powertrain warranty, proof of the quality built into each truck.

Ram Commercial Marketing

In many cases, the owner is not the operator, which creates a unique sales and marketing dynamic. Ram Commercial offers a complete approach with a company-wide strategy supported by all organizations and a dedicated sales force.

Marketing efforts speak directly to commercial buyers both visually and verbally, and improved customer targeting benefits from laser-focused channels, such as tradeshow, commercial websites and trade publications. The new division is supported throughout the entire network, including local advocates, operation managers, sales specialists and an extensive dealer network.

About 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 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. 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.

About BusinessLink

BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's 800 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer.

Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives. Find a local BusinessLink dealer at (877) 2THELINK.

About "On The Job"

Chrysler Group's "On The Job" vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Custom upfit allowances, service contracts, Mopar certificates and cash allowances are just a few of the stackable incentives that business owners can use at any of Chrysler Group's 2,384 dealerships.

Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use. For On The Job program information, call (877) ONTHEJOB.

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