

Contact: LouAnn Gosselin

Bradley Horn

## **Chrysler Canada: 2014 Ram 2500 Heavy Duty Wins Vincentric Best Value in Canada Award**

- *Ram 2500 Heavy Duty named best-in-class for value in the Full-Size ¾-Ton Heavy Duty Pickup truck segment.*
- *Value is determined using a statistical analysis that incorporates the total cost of ownership of all vehicles for the 2014 model year along with the current market price of those vehicles.*
- *Ram 2500 delivers best-in-class gasoline engine power with a 410 horsepower, 6.4-litre HEMI V8, a segment-exclusive five-link coil rear suspension with optional air suspension and a segment-best 17,970-pound (8,151 kg) towing capacity.*

September 9, 2014, Windsor, Ontario - The Ram Truck team not only strives to build the best trucks in the industry, but also the pickups with the best value for their hard-working customers. That is a fact reinforced today with the 2014 Ram 2500 Heavy Duty pickup winning a Vincentric Best Value in Canada award.

Vincentric is a highly-regarded company with 10 years of experience in the business of automotive industry data analysis. This is the third year of its Best Value in Canada awards. To pick its 'Best Value in Class,' Vincentric fastidiously scrutinizes objective data on vehicles in each segment of the market, factoring in everything from the cost of insurance and repair, to fuel consumption, maintenance and depreciation.

"Once Vincentric crunched the numbers for the full-size ¾-ton heavy duty pickup truck segment, the 2014 Ram 2500 Heavy Duty was the pickup that scored furthest below the expected ownership costs," said Reid Bigland, President and CEO, Chrysler Canada. "We are excited to share those results because we recognize that a low cost of ownership is as important to our demanding Ram customers as our reputation for having the longest-lasting full line of pickup trucks in Canada."

David Wurster, President of Vincentric, said: "The Ram 2500 earned the Vincentric Best Value in Canada award by delivering best-in-class performance when we measured total cost of ownership and compared it to expected results for the 2500 and its competitors. Contributing to its success was its class-leading insurance costs, maintenance costs, and retained value percentage over five years."

### **About the 2014 Ram 2500 Heavy Duty**

The 2014 Ram 2500 Heavy Duty is the most capable ¾ quarter-ton pickup in its segment. It delivers best-in-class available gasoline engine power with a 6.4-litre HEMI V8 making 410 horsepower and 429 lb.-ft. of torque. It leads the pack in towing too, with a segment-best 17,970-pound (8,151 kg) capacity.

When it comes to exclusive innovations, the 2014 Ram 2500 Heavy Duty offers standout features like a unique, five-link coil rear suspension and an available rear air suspension system for exceptional ride, handling and capability. The five-link coil springs provides better articulation over obstacles than a leaf spring system and the robust coil springs are more than up to the task of handling loads required of a Ram 2500 Heavy Duty. The class-exclusive rear air suspension system replaces the coil springs, much like on the Ram 1500. Load capacity is not sacrificed and the system features load-levelling capability, which automatically detects weight on the rear suspension from a trailer or payload. The air pressure increases until the vehicle reaches normal ride height, levelling the truck, improving stability and loaded ride.

Ram 2500 equipped with the renowned 6.7-litre Cummins Turbo Diesel engine is the best-selling and most durable diesel pickup in Canada (based on data from IHS Automotive: POLK Canada).

**About Chrysler Canada**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Chrysler Town & Country, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee and Fiat 500.

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