Contact: Randy Jones

Bryan Zvibleman

Dodge Continues Commercial Conquest and Announces Pricing for All-New 2008 Ram 4500 and 5500 Chassis Cabs

Starting at $34,050, Dodge's All-new Medium Duty Work Trucks Offer Dominant Commercial Capability, Durability and Dependability

- Delivering maximum uptime, value and power, starting price is $645 below comparable Ford F-450 chassis cab
- Legendary 6.7-liter Cummins Turbo Diesel engine (610 lb.-ft. of torque) standard with six-speed automatic or manual transmission
- Largest standard fuel tank in segment (52 gallons)
- Best-in-class first-gear launch provides optimum acceleration on vehicle takeoff
- Largest front brake rotors in segment (390 mm)
- Largest caliper piston size in segment (66 mm)
- Standard diesel exhaust brake system, together with class-leading brakes and pistons, extends brake life while giving driver increased control
- Commercial-grade frame (50,000-psi steel) to maximize strength and reduce weight
- Flat, “clean” frame rail — all chassis components below top-of-frame surface to facilitate after-market upfits or retrofits
- Five-year/100,000-mile Cummins diesel engine limited warranty
- Three-year/180,000-mile AISIN automatic transmission limited warranty
- Segment exclusive YES Essentials® stain resistant, odor resistant, anti-static seat fabric

June 20, 2007, Auburn Hills, Mich. - Continuing its commercial vehicle conquest, while delivering Ram-tough heritage and leadership to the Class 4-5 medium-duty truck markets, Dodge today announced pricing for the all-new 2008 Dodge Ram 4500 and 5500 Chassis Cabs which boast superior commercial capability, durability and power.

The U.S. Manufacturer’s Suggested Retail Price (MSRP) for the all-new 2008 Dodge Ram 4500 Chassis Cab is $34, 050 and base price for the all-new 2008 Dodge Ram 5500 Chassis Cab is $36,050. Both include a destination charge of $900. Dodge’s latest heavy-duty work trucks go on sale this fall.

“The all-new 2008 Dodge Ram 4500 and 5500 Chassis Cabs are not only competitively priced, but feature numerous class-leading attributes and enter the market as the ultimate chassis cabs for business customers looking for dynamic, capable work-trucks,” said Michael Accavitti, Director – Dodge Brand & SRT Marketing and Communications. “Filling a white space opportunity for the brand, these ‘big-rig’ trucks not only get the job done, but also offer more power, versatility and capability to the commercial customer looking for a tough, heavyweight work truck.”

Instant recognition and commercial power is immediately conveyed in the all-new 2008 Dodge Ram 4500 and 5500 Chassis Cabs. Delivering maximum uptime, while showcasing dominant commercial capability, durability and dependability, both vehicles come standard with the legendary Cummins 6.7-liter turbo diesel engine and offer a six-speed automatic or manual transmission with Power Take Off (PTO) capability.

The all-new 2008 Dodge Ram 4500 and 5500 Chassis Cabs come to market in both two-wheel-drive and four-wheel-drive models, four available cab-axle lengths (60, 84, 105 and 120 inches), single-rear-wheel and dual-rear-wheel

versions, regular cab and Quad Cab® configurations, and three trim lines — ST, SLT and Laramie. All models are "Job-rated," meaning they are designed, engineered, tested and built to meet the rigid standards of commercial truck buyers.

Covering a broad spectrum of demographics, the typical customer for the Dodge Ram 4500 and 5500 Chassis Cabs includes small business tradesmen, fleet customers and traditional chassis cab users.

2008 Dodge Ram 4500 Chassis Cab ST

Powered by a 6.7-liter Cummins turbodiesel, standard features on the 2008 Dodge Ram 4500 Chassis Cab ST include an argent front bumper, argent grille, argent steel wheels, four-wheel anti-lock brake system, black bezel instrument panel, diesel exhaust brake system, tilt wheel, trailer tow wiring (seven wires), vinyl floor covering, 40/20/40 vinyl seats, and 7- x 10-inch manual exterior mirrors.

Optional features, which are available on all models, include a six-speed automatic transmission, 22-gallon mid-ship fuel tank, 220-amp alternator, Power Take Off (PTO) capability, snow plow prep package, rollback wrecker package, spare tire and tools, vinyl seats and flooring (SLT only), and (fleet only) Limited Production Options (LPO) that include passenger air bag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors including special fleet paint capability.

Following are prices for the all-new 2008 Dodge Ram 4500 Chassis Cab ST. All prices include $900 for destination.

- **Dodge Ram 4500 Chassis Cab ST Regular Cab 4x2 $34,050**
- **Dodge Ram 4500 Chassis Cab ST Quad Cab 4x2 $36,790**

2008 Dodge Ram 4500 Chassis Cab SLT

In addition to standard features on the ST, the Dodge Ram 4500 Chassis Cab SLT adds air conditioning, carpet floor covering, floor mats, four speakers, bright chromed grille with black inserts, keyless entry, power heated mirrors, power windows and locks, Sentry Key® engine immobilizer, speed control, tilt steering wheel, bright skins/chromed center cap wheels, and 40/20/40 cloth seats with YES Essentials® stain/odor/static resistant fabric.

Optional features include adjustable pedals, AM/FM radio with six-CD disc player, bucket seats with leather upholstery, Infinity® sound system, SIRIUS Satellite Radio, six-way power driver seat and UConnect® hands-free communication system.

Following are prices for the all-new 2008 Dodge Ram 4500 Chassis Cabs SLT. All prices include $900 for destination.

- **Dodge Ram 4500 Chassis Cab SLT Regular Cab 4x2 $37,570**
- **Dodge Ram 4500 Chassis Cab SLT Regular Cab 4x4 $41,555**
- **Dodge Ram 4500 Chassis Cab SLT Quad Cab 4x2 $40,520**
- **Dodge Ram 4500 Chassis Cab SLT Quad Cab 4x4 $44,490**

2008 Dodge Ram 4500 Chassis Cab Laramie

In addition to standard features on the SLT, Ram 4500 Chassis Cab Laramie adds AM/FM stereo with six-disc CD changer and Infinity speaker system, SIRIUS Satellite Radio, dual-zone temperature control, fog lamps, glove box, ashtray, under-the-hood lamp, chromed grille with chromed inserts, leather power and heated seats, leather-wrapped steering wheel, luxury front floor mats, power-sliding rear window, security alarm, steering wheel-mounted radio controls, and wood-grain instrument panel bezel.

Optional equipment includes bucket seats, navigation radio and UConnect hands-free communication system.

Following are prices for the all-new 2008 Dodge Ram 4500 Chassis Cab Laramie. All prices include $900 for destination.

- **Dodge Ram 4500 Chassis Cab Laramie Quad Cab 4x2 $44,935**
- **Dodge Ram 4500 Chassis Cab Laramie Quad Cab 4x4 $49,150**

2008 Dodge Ram 5500 Chassis Cab ST

The 2008 Dodge Ram 5500 Chassis Cab ST is powered by a 6.7-liter Cummins turbodiesel. Standard features include an argent front bumper, argent grille, argent steel wheels, four-wheel anti-lock brake system, black bezel instrument panel, diesel exhaust brake system, tilt steering wheel, trailer tow wiring (seven wires), vinyl floor covering,

40/20/40 vinyl seats, and 7- x 10-inch manual exterior mirrors.

Optional features, which are available on all models, include a six-speed automatic transmission, 22-gallon mid-ship fuel tank, 220-amp alternator, Power Take Off (PTO) capability, snow plow prep package, rollback wrecker package, spare tire and tools, vinyl seats and flooring (SLT only), and (fleet only) Limited Production Options (LPO) that include passenger air bag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors including special fleet paint capability.

Following are prices for the all-new 2008 Dodge Ram 5500 Chassis Cabs ST. All prices include $900 for destination.

- **Dodge Ram 5500 Chassis Cab ST Regular Cab 4x2 $36,050**
- **Dodge Ram 5500 Chassis Cab ST Quad Cab 4x2 $38,355**

2008 Dodge Ram 5500 Chassis Cab SLT
In addition to standard features on the ST, the Ram 5500 Chassis Cab SLT adds air conditioning, carpet floor covering, floor mats, four speakers, bright chromed grille with black inserts, keyless entry, power heated mirrors, power windows and locks, Sentry Key engine immobilizer, speed control, tilt steering wheel, bright skins/chromed center cap wheels, and 40/20/40 cloth seats with YES Essentials stain/odor/static resistant fabric.

Optional features include adjustable pedals, AM/FM radio with six-CD disc player, bucket seats with leather upholstery, Infinity sound system, SIRIUS Satellite Radio, six-way power driver seat and UConnect hands-free communication system.

Following are prices for the all-new 2008 Dodge Ram 5500 Chassis Cab SLT. All prices include $900 for destination.

- **Dodge Ram 5500 Chassis Cab SLT Regular Cab 4x2 $39,570**
- **Dodge Ram 5500 Chassis Cab SLT Regular Cab 4x4 $43,115**
- **Dodge Ram 5500 Chassis Cab SLT Quad Cab 4x2 $42,085**
- **Dodge Ram 5500 Chassis Cab SLT Quad Cab 4x4 $46,040**

2008 Dodge Ram 5500 Chassis Cab Laramie
In addition to standard features on the SLT, Ram 5500 Chassis Cab Laramie adds AM/FM stereo with six-disc CD changer and Infinity speaker system, SIRIUS Satellite Radio, dual-zone temperature control, fog lamps, glove box, ashtray, under-the-hood lamp, chromed grille with chromed inserts, leather power and heated seats, leather-wrapped steering wheel, luxury front floor mats, power-sliding rear window, security alarm, steering wheel-mounted radio controls, and wood-grain instrument panel bezel.

Optional equipment includes bucket seats, navigation radio and UConnect hands-free communication system.

Following are prices for the all-new 2008 Dodge Ram 5500 Chassis Cabs Laramie. All prices include $900 for destination.

- **Dodge Ram 5500 Chassis Cab Laramie Quad Cab 4x2 $46,500**
- **Dodge Ram 5500 Chassis Cab Laramie Quad Cab 4x4 $50,700**

The all-new 2008 Dodge Ram 4500 and 5500 Chassis Cab will be built at Chrysler Group's Saltillo Assembly Plant in Coahuila, Mexico.

Dodge Commercial Vehicles
As part of DaimlerChrysler, the world's leading manufacturer of commercial vehicles, Dodge continues to increase the breadth of its commercial products and offers a comprehensive array of vehicles and services designed with business customers in mind. Along with the Dodge Ram 2500/3500 Box-Off models and the Dodge Ram 3500, 4500 and 5500 Chassis Cabs — the Class 3-5 segments' most powerful, capable and upfit-friendly work-trucks — Dodge Grand Caravan cargo vans complement a growing Dodge commercial lineup that includes the class-leading Dodge Sprinter, which continues its legacy and leadership as the top-performing commercial van in the marketplace.

Dodge BusinessLink
Launched in 1999 and offering no-cost enrollment, Dodge BusinessLink is a full-service commercial program comprised of a select network of Dodge dealers who know and understand the unique vehicle needs of small businesses, fleet managers and other commercial vehicle customers. Providing exclusive benefits, BusinessLink dealers offer unprecedented business assistance including dedicated commercial account managers and sales

teams, dealer inventories representing a higher mix of work-truck and other commercial vehicles, next in-bay service and technicians, extended hours to minimize downtime, free loaner vehicles and more. BusinessLink also includes our “On The Job” program which offers discounts on upfits and direct cash incentives and savings on almost all Dodge commercial vehicles.

Dodge Brand

With a U.S. market share of 6 percent, Dodge is the Chrysler Group’s best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 20 percent market share in the U.S. In the highly competitive truck market, Dodge has an 18 percent market share. Dodge is also entering key European volume segments with Nitro, Caliber and Avenger.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com