

## **Pricing for All-new 2010 Ram Heavy Duty to start at \$28,165 New Crew of Heavy Duty Pickups Offer More Content, Lower Price**

- With more standard features and a lower Manufacturer's Suggested Retail Price (MSRP) than the 2009 model it replaces, the all-new 2010 Ram 2500 regular cab 4x2 ST with the 5.7-liter HEMI® V-8 gives consumers more value at a lower price
- 2010 Ram 2500 regular cab ST 4x2 with an 8-foot box has a starting MSRP of \$28,165 (including \$950 destination) or \$1,970 lower than 2009 model it replaces
- 2010 Ram 2500 crew cab SLT 4x4 with a 6-foot, 4-inch box has a starting MSRP of \$39,430 (including \$950 destination) — \$40 less than the 2009 Ram 2500 Quad Cab with more cab space and utility
- All 2010 Ram Mega Cab models are priced less than comparably equipped 2009 models
- 2010 Ram Heavy Duty is available for the first time with an available crew-size cab, providing Ram with a formidable entry in the highest-volume part of the heavy-duty pickup segment (approximately 50 percent)

October 22, 2009, Auburn Hills, Mich. - Chrysler Group LLC today announced pricing for the all-new 2010 Ram 2500 and 3500 Heavy Duty pickups, offering more content at a lower price. The all-new 2010 Ram Heavy Duty features three cab styles (regular cab, crew-size cab and Mega Cab) and two cargo-box sizes (6-foot, 4-inches and 8-foot), single- and dual-rear-wheel configurations, five trim levels, all-new exterior and interior styling and superior towing capability. The all-new 2010 Ram is available with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$28,165 for regular cab models, \$31,415 for crew cab models and \$36,865 for Mega Cab models. All prices include \$950 for destination. The all-new 2010 Ram Heavy Duty arrives in dealerships in late 2009 calendar year.

"With more standard features than the 2009 models they replace, the all-new 2010 Ram 2500 and 3500 Heavy Duty give consumers more value for their money," said Fred Diaz, President and Chief Executive Officer – Ram Brand, Chrysler Group LLC. "Our all-new 2010 Ram Heavy Duty trucks are purpose built to master any challenge and have it all: head-turning design, class-leading interior amenities, increased towing capability, proven durability, convenience features inside and out, craftsmanship and safety — all at a great value. And with our new crew-size cab model, we're now competing in the heart of the heavy-duty pickup segment."

For 2010, the all-new Ram Heavy Duty is available in five distinct trim models — ST, SLT, TRX, Power Wagon and Laramie. Each has a unique appearance and offers various equipment options. The all-new 2010 Ram 2500 and 3500 are built at the Saltillo Truck Assembly Plant in Coahuila, Mexico.

### **Innovative New Features Strengthen Ram Heavy Duty's Capability and Performance**

The 2010 Ram Heavy Duty brings increased capability and innovative new features to the heavy-duty segment with an uncompromising attitude that remains the standard for all full-size heavy-duty pickups.

Ram Heavy Duty delivers the performance and amenities customers demand. The 2010 Ram Heavy Duty pickups feature a hydro-formed, fully boxed frame with advanced torsional rigidity and stiffness. A coil-spring suspension setup is used up front, while the multi-leaf spring design is maintained in the rear for heavy-duty capability. Front and rear shocks and springs are tuned for optimum ride quality and capability.

Improved suspension tuning and new C-pillar hydra mounts were added to the 2010 Ram Heavy Duty models to improve damping through the frame-bending mode frequency in order to better manage shake and after-shake response. The result is reduced shake and improved ride.

The new 2010 Ram 2500 and 3500 pickups offer the only standard exhaust brake in the segment (diesel-equipped models). This feature reduces brake fade, prolongs brake life and provides confidence and safety when hauling heavy loads on downhill grades. Large front (360 mm) and rear (358 mm) brakes with integrated Anti-lock Brake System

(ABS) increase brake life and braking stability.

An available integrated trailer brake control provides better driver control in towing situations. Trailer brake control information is conveniently displayed in the Electronic Vehicle Information Center (EVIC) that is standard on diesel models and available on gas SLT, TRX and Laramie models.

In addition, new 2010 Ram transmissions include Electronic Range Select, which enables the driver to manually limit the highest available transmission gear, allowing manual upshifts and downshifts based on road speed and engine speed. A tow/haul mode switch enhances tow capability while towing. Tow/haul mode is available on both five-speed and six-speed automatic transmissions.

Customers in the heavy-duty segment have a range of needs, and most of them involve high levels of capability. The new 2010 Ram 2500 and 3500 are designed to deliver a total package:

- Increased Gross Vehicle Weight Rating (GVWR) on 2500 4x4 crew cab diesel models to 9,600 pounds from 9,000 pounds
- Increased Gross Combined Weight Rating (GCWR) on 3500 dually models with diesel, auto transmission and 4.10 rear axle to 24,500 pounds from 24,000 pounds. With the Max Tow Package, GCWR increases to 25,400 pounds (late availability)
- Increased GCWR on 3500 4x2 models to 24,000 pounds from 23,000 pounds
- Increased front Gross Axle Weight Rating (GAWR) on several models:
  - To 5,500 pounds from 5,200 pounds on diesel 4x4 pickups
  - To 5,000 pounds from 4,700 pounds on diesel 4x2 pickups

Other towing features include improved trailer-tow mirrors with integrated turn signals, memory function and puddle lamps. The larger 7-in. x 11-in. trailer-tow mirrors offer improved visibility with larger convex glass surfaces. Mirrors flip up and out in a vertical configuration for improved visibility around wide trailers. Trailer-tow mirrors are now standard on 3500. As an added convenience, a Class IV receiver is now standard on all Ram 2500 and 3500 Heavy Duty pickups.

Ram Heavy Duty towing, payload and axle capacity have all been increased for 2010. Suspension upgrades and larger front-axle U-joints, combined with increased front GAWR, result in increased front-weight carrying capability — a must for larger snowplows.

The Ram Power Wagon also returns for the 2010 model year, equipped with electric-locking front and rear differentials, electronic disconnecting sway bar, Bilstein shocks, 32-inch BFGoodrich off-road tires, underbody skid plate protection, 4.56 axle ratio for hill climbing and a custom-built Warn® 12,000 pound winch that is accessible through the front bumper. The 2010 Ram Power Wagon features new exterior graphics and a lower two-tone paint scheme.

#### **Ram Heavy Duty Powertrains Include 6.7-liter Cummins Turbo Diesel and 5.7-liter HEMI®**

Powertrain choices include the legendary 6.7-liter Cummins Turbo Diesel engine, which produces 350 horsepower (261 kW) at 3,000 rpm and 650 lb.-ft. of torque (881 N•m) at only 1,500 rpm.

The most durable and reliable engine in its class, the 6.7-liter Cummins Turbo Diesel features standard oil-change intervals of 7,500 miles. It also has major-overhaul intervals of 350,000 miles, providing more than a 100,000-mile advantage over the competition.

The Cummins 6.7-liter Turbo Diesel engine uses a diesel particulate filter (DPF) to virtually eliminate particulate matter emissions and an adsorber catalyst to reduce oxides of nitrogen (NOx) by as much as 90 percent, in order to meet stringent 2010.5 diesel emissions requirements.

The 2010 Ram Heavy Duty comes standard with the 5.7-liter HEMI V-8 gasoline engine, delivering 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm. The 5.7-liter HEMI was redesigned for 2009, with several new and improved technologies including Variable-valve Timing (VVT), increased compression ratio, active intake manifold with long runners for low-end torque and short runners for high-rpm power, improved cylinder head port flow efficiency and reduced-restriction exhaust and induction systems.

#### **New Exterior Styling; Loads of Interior Comfort and Convenience**

The all-new 2010 Ram Heavy Duty pickup was born from the same truck family that brought out the award-winning Ram 1500 — Strategic Vision's Quality Award Winner.

The 2010 Ram Heavy Duty includes all-new styling, offering a tougher more capable look with improved aerodynamics and fit and finish. To accommodate cooling requirements of the 6.7-liter Cummins Turbo Diesel engine, the new 2010 Ram Heavy Duty grille opening is larger than the light-duty grille. The larger grille mates to a taller hood that incorporates louvers on each side. Access to the front winch (on Power Wagon models) and tow hooks led to the unique front-bumper design.

The new dual-rear-wheel fenders (3500 dually only) are now integrated into the box stamping and offer a smooth aerodynamic appearance.

Inside, the new 2010 Ram Heavy Duty offers an abundance of amenities, comfort and convenience. Many of these features were initiated with the 2009 Ram 1500.

Interior appointments include soft-feel door bolsters and armrests and one-piece molded door panels. Seats are redesigned with improved power lumbar and lateral support. Six-ring instrumentation keeps track of vehicle functions, while many controls are arrayed in the center stack for easy access to buttons and knobs.

Other available features include two-tone upholstery with full-width contrasting stitching on the instrument panel; premium seating with heat and ventilation; heated rear seats, heated steering wheel; automatic temperature control; two-tone upholstery; memory seats, radio and mirrors; navigation; adjustable pedals and numerous infotainment options including SIRIUS Backseat TV™ with three channels of programming, Uconnect Multimedia with a 30-gigabyte hard drive and an available first-in-segment 10-speaker surround-sound system.

An available center console features an upper bin that is large enough to hold a laptop computer (with an accessible power outlet) and a lower bin that accommodates hanging files.

Additional storage locations are built into the instrument panel, front and rear door panels, seat backs, and even the floor — in the crew-size cab, two in-floor bins located in the rear footwells of the crew cab offer storage enough for 10 12-ounce cans. Bins have removable liners for easy cleanout. Upper and lower glove boxes provide a total of more than 800 cubic inches of storage.

The new 2010 Ram 2500 and 3500 Mega Cab models offer best-in-class interior room in the segment, including the largest, longest cab (143.2 cubic feet, 111.1 inches long); largest interior cargo volume (72.2 cubic feet); largest cargo volume behind rear seat (7.7 cubic feet); largest flat-floor load area (16.8 square feet); largest second-row leg room (44.2 inches); largest rear-door opening (34.5 inches wide, 35.5 inches high); largest rear-door open angle 85 degrees); and first-ever reclining rear seats (22- to 37-degree seat-back angle).

#### **Ram Heavy Duty Delivers More than 25 Safety and Security Features**

The all-new Ram Heavy Duty also offers 25 active and passive safety features, including Anti-lock Brake System (ABS), advanced multi-stage air bags, BeltAlert, Brake/Park interlock, child-protection rear door locks, Constant-force Retractors (CFR), crumple zones, electronic brake-force distribution, energy-absorbing steering column, Enhanced Accident Response System (EARS), height-adjustable seat belts, HomeLink universal home security system transceiver, interior head-impact protection, knee bolsters, Lower Anchors and Tethers for Children (LATCH) child seat anchor system, low-risk deployment air bag, Parksense® rear park-assist system, power-adjustable pedals, remote keyless entry, seat-belt pretensioners, Sentry Key® engine immobilizer, standard side-curtain air bags, three-point seat belts, Tire Pressure Monitoring (TPM) and Uconnect Phone.

#### **2010 Ram Heavy Duty Pricing**

Following are prices for the all-new 2010 Ram 2500 regular cab. All prices include \$950 for destination.

2500 4x2 Reg Cab ST 8-foot box	\$28,165
2500 4x2 Reg Cab SLT 8-foot box	\$31,310
2500 4x4 Reg Cab ST 8-foot box	\$31,140
2500 4x4 Reg Cab SLT 8-foot box	\$34,525

Following are prices for the all-new 2010 Ram 2500 crew cab. All prices include \$950 for destination.

2500 4x2 ST Crew Cab 6-foot-4-inch box	\$31,415
2500 4x2 ST Crew Cab 8-foot box	\$31,615

2500 4x2 SLT Crew Cab 6-foot-4-inch box	\$36,165
2500 4x2 TRX Crew Cab 6-foot-4-inch box	\$37,145
2500 4x2 SLT Crew Cab 8-foot box	\$36,365
2500 4x2 Laramie Crew Cab 6-foot-4-inch box	\$40,240
2500 4x2 Laramie Crew Cab 8-foot box	\$40,440
2500 4x4 ST Crew Cab 6-foot-4-inch box	\$34,810
2500 4x4 ST Crew Cab 8-foot box	\$35,010
2500 4x4 SLT Crew Cab 6-foot-4-inch box	\$39,430
2500 4x4 SLT Crew Cab 8-foot box	\$39,630
2500 4x4 Crew Cab Power Wagon 6-foot-4-inch box	\$45,780
2500 4x4 Crew Cab TRX 6-foot-4-inch box	\$40,460
2500 4x4 Laramie Crew Cab 6-foot-4-inch box	\$43,400
2500 4x4 Laramie Crew Cab 8-foot box	\$43,600

Following are prices for the all-new 2010 Ram 2500 Mega Cab. All prices include \$950 for destination.

2500 4x2 Mega Cab SLT 6-foot-4-inch box	\$36,865
2500 4x2 Mega Cab Laramie 6-foot-4-inch box	\$40,940
2500 4x4 Mega Cab SLT 6-foot-4-inch box	\$40,130
2500 4x4 Mega Cab Laramie 6-foot-4-inch box	\$44,100

Following are prices for the all-new 2010 Ram 3500 regular cab. All prices include \$950 for destination.

3500 4x2 Reg Cab ST 8-foot box	\$35,630
3500 4x2 Reg Cab SLT 8-foot box	\$39,270
3500 4x4 Reg Cab ST 8-foot box	\$38,545
3500 4x4 Reg Cab SLT 8-foot box	\$42,440

Following are prices for the all-new 2010 Ram 3500 crew cab. All prices include \$950 for destination.

3500 4x2 Crew Cab ST 6-foot-4-inch box	\$39,200
3500 4x2 Crew Cab ST 8-foot box	\$39,400
3500 4x2 Crew Cab SLT 6-foot-4-inch box	\$44,435
3500 4x2 Crew Cab SLT 8-foot box	\$44,635
3500 4x2 Crew Cab Laramie 6-foot-4-inch box	\$48,015
3500 4x2 Crew Cab Laramie 8-foot box	\$48,215
3500 4x4 Crew Cab ST 6-foot-4-inch box	\$42,300
3500 4x4 Crew Cab ST 8-foot box	\$42,500
3500 4x4 Crew Cab SLT 6-foot-4-inch box	\$47,380
3500 4x4 Crew Cab SLT 8-foot box	\$47,580
3500 4x4 Crew Cab Laramie 6-foot-4-inch box	\$50,895
3500 4x4 Crew Cab Laramie 8-foot box	\$51,095

Following are prices for the all-new 2010 Ram 3500 Mega cab. All prices include \$950 for destination.

3500 4x2 Mega Cab SLT 6-foot-4-inch box	\$45,135
3500 4x2 Mega Cab Laramie 6-foot-4-inch box	\$48,715
3500 4x4 Mega Cab SLT 6-foot-4-inch box	\$48,080
3500 4x4 Mega Cab Laramie 6-foot-4-inch box	\$51,595

### **Ram Brand**

With a work-hard, play-hard attitude, Ram offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game-changer in terms of its ability to “outsmart” and “out-tough” the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities.

The Ram 1500 also ranks at the top of Strategic Vision 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

Ram will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty Trucks. The new Heavy-Duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the Heavy-Duty pickup segment.

Ram will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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