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Ram Boosts Deliveries on ProMaster City to Meet Demand; New York Dealers Drive Away with Dozens of New Vans

May 17, 2016, Pearl River, N.Y. - Ram Truck dealers from around the New York City metropolitan area made their way to Pearl River, N.Y., today to load-up on new Ram ProMaster City vans.

The Ram Commercial Truck brand hosted a one-day dealer drive-away event for the popular new ProMaster City van. From there, dealers will head head back to their stores with dozens of small vans destined for all sorts of small businesses – from caterers to locksmiths.

Following Ram Commercial Truck brand's best February, March and April on record for small-van sales volumes, Ram dealers have been clamoring for more shipments in order to meet the unprecedented demand.

The ProMaster City's class-leading features and third-party accolades, including *Green Car Journal's* 2016 Commercial Green Car of the Year™, have helped boost the van's success.

Ram ProMaster City offers best-in-class standard features where they count:

- 178 horsepower and 174 lb.-ft. of torque
- Payload – 1,883 pounds
- Cargo volume – 131.7 cubic feet
- Unsurpassed 24 combined mpg (21 mpg city/ 29 mpg highway)
- Unsurpassed towing capacity – 2,000 lbs.
- Exclusive 9-speed automatic transmission
- Powertrain warranty – five years/60,000 miles

The 2016 Ram ProMaster City is Ram's newest addition to its commercial vehicle lineup and contributes to the expanding, purpose-built van segment with functional elements tied directly to commercial customer demand. ProMaster City opens a door for incremental growth of Ram's brand sales volumes.

Available in Tradesman cargo or five-passenger Wagon variations, the Ram ProMaster City is based on the successful Fiat Doblò, a two-time International Van of the Year winner with more than 1.3 million units sold. The Class 1 entry incorporates familiar Ram design elements and offers features, systems and powertrains preferred by North American customers.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with

available, segment-exclusive, active-level, four-corner air suspension

- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

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