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2011 Ram Laramie Longhorn Named "Truck of Texas"

- Ram named top pickup in annual Texas Auto Writers Association Texas Truck Rodeo
- Ram trucks also named Full-Size Truck of Texas, Heavy-Duty Truck of Texas and Luxury Truck of Texas
- All-New 2011 Jeep Grand Cherokee named SUV of Texas
- Jeep also wins Mid-Size SUV of Texas and Full-Size SUV of Texas

October 23, 2010, San Antonio, Texas -

The new 2011 Ram Laramie Longhorn today was named "Truck of Texas" by the Texas Auto Writers Association (TAWA). Truck of Texas is TAWA's top honor, and is earned over the course of a two-day "Texas Truck Rodeo" organized by the professional journalists' group.

"The Ram Truck Brand is honored to be recognized by TAWA as Truck of Texas," said Fred Diaz, a native Texan and President and CEO - Ram Truck Brand and Head of National Sales, Chrysler Group LLC. "Given all of its iconic Southwestern design cues, nothing says 'real Texas Truck' like the Ram Laramie Longhorn. The Texas Auto Writers felt that we got it right; the Ram Laramie Longhorn captures the true spirit of Texas and the Southwest which appeals to people all across America."

Ram Trucks swept every category they entered, while TAWA's top non-pickup truck prize -- "SUV of Texas" -- awarded to the all-new 2011 Jeep Grand Cherokee.

Judging by the 40-plus TAWA members occurs over two full days of on- and off-road vehicle evaluation. Consideration is given to everything from exterior styling and off-road capability to the entrant's overall utility, value and fuel efficiency.

Fifty-seven pickup trucks, SUVs and crossover vehicles were entered in this year's event.

"Ram's new Laramie Longhorn edition proved itself in the toughest truck market in the nation this weekend. This new edition shows that Ram tough DNA can be both capable and comfortable," said Michael Herzing, TAWA President. "Some of the added touches like the leather saddle bags and other Southwest details are uniquely Texan but appeal to everyone. You've got to love how tough it is and how comfortable it is, especially if you're in a truck all day, like many Texans."

TAWA's competition names three overall winners, including Truck of Texas, SUV of Texas and Crossover of Texas, along with 12 additional categories.

"Texas accounts for about 17 percent of the total U.S. pickup market - that's why we always call it the center of the truck universe," added Diaz. "The Truck of Texas award is very prestigious, and we are proud that the Ram Trucks swept every category they entered. We'll wear these honors with great pride."

Ram Truck and Jeep category wins included:

- Full-Size Truck of Texas -- Ram 1500 Outdoorsman
- Heavy-Duty Truck of Texas -- Ram Power Wagon
- Luxury Truck of Texas -- Ram Laramie Longhorn
- Mid-Size SUV of Texas -- Jeep Wrangler Unlimited Sahara
- Full-Size SUV of Texas -- Jeep Grand Cherokee Overland

The Ram Laramie Longhorn was shown for the first time Sept. 23, 2010 at the State Fair of Texas in Dallas. Ram

Laramie Longhorn is the most luxurious truck ever produced by the Chrysler Group, and is designed for the owner who needs a truck for work or play, but won't settle for anything but the finest quality and refinement. Inside and out, Laramie Longhorn is loaded with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a horseman's saddlebags, a collector's-grade shotgun or fine furniture.

Ram Laramie Longhorn edition models are also prominently commemorated with distinctive Western-style exterior badges. A chrome metal Laramie Longhorn edition badge with painted accents is mounted to the tailgate while eye-catching model-specific (1500, 2500 or 3500) Laramie Longhorn edition badges adorn the doors.

Ram Outdoorsman takes all of the features most useful to hunters, fishermen, campers and boaters, and packages them into one model. Outdoorsman combines convenience, off-road capability, interior comfort, and trailer towing hardware in one package with a name that resonates among its intended users. Ram and Mopar further improved the award-winning RamBox (previously an Outstanding Feature winner at the Truck Rodeo) with the Mopar RamBox Holster, which securely cradles two rifles or shotguns, or can be rotated 90 degrees to hold up to six fishing rods.

Ram Trucks, the reigning champion for "Heavy Duty Pickup Truck of Texas," entered the Ram Power Wagon to defend the title. This truck is the most capable factory-equipped off-road-ready pickup truck on the road and never backs down from a challenge. It's loaded with an off-roader's wish list of premium parts including class-exclusive electronic disconnecting sway bar, Bilstein shocks, 33-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 accessible through the front bumper. Simply put, the Ram Power Wagon can conquer anything in its path like no other truck on the market. There's not a more capable off-road truck. Period.

About the Ram Truck brand

With a work-hard, play-hard attitude, the Ram Truck brand 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 Truck brand added to its award-winning truck lineup with the introduction of an all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. 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.

The Ram Truck brand 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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