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Canada's Longest-Lasting Line of Pickups is Breaking Away From The Herd – The New 2013 Ram 1500

April 4, 2012, New York, N.Y. - The new 2013 Ram 1500 is Ram Truck brand's latest entry into the ultra-competitive full-size, light-duty pickup truck segment. The new truck represents the brand's first iteration to its most recognized truck since the inception of the Ram nameplate in 2011.

"What started as a mild refresh of the Ram 1500 quickly rolled into a best-in-class fuel economy and best-in-class capability gem," said Fred Diaz, President and CEO, Ram Truck Brand— Chrysler Group LLC. "Customers are going to experience an entirely new truck with technology and features not offered anywhere else."

The new 2013 Ram 1500 is the latest innovation off Ram's full-size, body-on-frame truck architecture, designed, engineered and executed to strike at the emotional chords of the "Guts and Glory" mindset of enthusiasts and potential buyers. In form and function, the new 2013 Ram 1500 conveys boldness, valour, virtue and power-oriented capability like no other in its class, but it does so, aesthetically and functionally, at a different level.

The light-duty full-size pickup truck segment has evolved from "brute capability and acceptable efficiency" to a new age holistic engineering and execution that combine desirable size, configurations, capability, refinement, efficiency, technology and quality.

The new 2013 Ram 1500 will offer the most fuel-efficient model in its class and more available functional, innovative and interactive technologies than the competition. As well, it will have unmatched cargo storage versatility and towing and payload capability on par with or better than anything in its class.

The ride and handling compares favourably with premium-oriented sedans, but sacrifices nothing in terms of payload and towing capabilities. The 2013 Ram 1500 conveys confidence with responsive steering, brake pedal feel and great ride characteristics.

Ram's newest truck also offers more factory installed exterior options and systems than anything in its class. The distinctive, brand-oriented design and refined mechanical interior and exterior executions deliver on the concept of "bold opulence". Customers in this category will view it as being far more expensive than its competitors, but the new Ram 1500 remains a great value.

Like its 2012 predecessor, the new 2013 Ram 1500 will be available in three cab configurations (two-door Regular Cab, four-door extended Quad Cab®, and four-door Crew Cab) with three box sizes – five-foot-seven-inch box, six-foot-four-inch box and eight-foot box that provides best-in-class cargo versatility.

The new truck will be offered in 12 models/packages: ST, SXT, Tradesman, Express, SLT, Big Horn, Outdoorsman, Sport, Sport R/T, Laramie, Laramie Longhorn and Laramie Limited.

The new 2013 Ram 1500 competitors are Ford F-150, Chevrolet Silverado, GMC Sierra, Nissan Titan and Toyota Tundra.

Start of production of the 2013 MY Ram 1500 is scheduled for third quarter of 2012. Regular Cab configured vehicles will be produced at the Saltillo Truck Assembly Plant in Saltillo, Mexico; Quad and Crew Cab configured vehicles will be manufactured at the Warren Truck Assembly Plant in Warren, Mich.

Ram Trucks

Canada's fastest-growing lineup of pickups, the Ram Truck brand continues to establish its own identity and clearly define its customer.

"As a stand-alone brand, Ram Truck is focused on truck customers – how they use their trucks and what features they'd like to see," said Fred Diaz, President and CEO, Ram Truck Brand — Chrysler Group LLC. "Whether it's a family that drives their half-ton Ram 1500 every day, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles without fail, Ram is going to be there for them."

The Ram Truck brand delivers a full line of capability and hard-working trucks - the Ram 3500, 4500 and 5500 Chassis Cab trucks – as well as the Ram Cargo Van, which expands Ram's reach into the Class 1 segment.

Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities.

Current Ram Truck Brand segment exclusives:

- Coil spring rear suspension on Ram 1500 for smooth, confident ride and handling
- Available RamBox® cargo management system for lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models
- 1633 kilograms (3600 pounds) towing for Class 1 cargo vans

The Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and drivability. Building on Ram Truck's leadership in the heavy-duty pickup segment, Ram's commercial-grade work trucks are built on proven frames and chassis, and engineered for maximum uptime, low cost of ownership, optimum performance and enhanced commercial capability.

"The commercial truck segment is all about total cost of ownership," added Diaz. "When you account for fuel economy, brake wear, tire wear and the best powertrain warranty in the business, Ram Chassis Cab trucks offer one of the lowest cost of ownership. Also, the Ram Cargo Van, with its class-leading capability and a lower total cost of ownership, is a great vehicle choice for small businesses and commercial fleets."

Ram trucks are available with the two of the most respected and proven truck engines on the market, the legendary 5.7-litre HEMI® V8 engine and the powerful 6.7-litre Cummins® Turbo Diesel. These powertrains are known for their proven reliability and capability. The 5.7-litre HEMI engine, Canada's best-selling V8 truck engine, offers an amazing combination of power and fuel economy with 390 horsepower and up to 10.2 litres per 100 kilometres (28 mpg) highway on Ram 1500 pickups. The Cummins Turbo Diesel-equipped Ram pickup, Canada's best-selling and most durable diesel pickup, is the only heavy-duty pickup to meet 2013 EPA compliance rules, without the need for a Selective Catalytic Reduction (SCR) and Diesel Exhaust Fluid (DEF).

A partnership that extends back more than 20 years, Ram Truck and Cummins have delivered billions of kilometres of customer reliability. Cummins-equipped Ram trucks with more than 500,000 kilometres are common, and some have even surpassed one million hard-working kilometres. All Ram Truck engines and transmissions are covered by a 5-year /100,000 kilometres gasoline powertrain limited warranty or an unsurpassed 5-year /160,000 kilometres diesel powertrain limited warranty.

The Ram Power Wagon, the award-winning and most capable factory-equipped off-road-ready pickup truck on the road, is now available in ST, SLT and Laramie models. It's equipped with electric-locking front and rear differentials, an electronic disconnecting sway bar, Bilstein shocks, 33-inch BFGoodrich off-road tires, underbody skid plate protection, a 4.56 axle ratio for hill climbing and a custom-built Warn 5443 kilograms (12,000 pounds) winch cleverly hidden behind the front bumper.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. The Ram 1500, 2500, 3500 pickups; 3500, 4500 and 5500 Chassis Cabs and Ram Cargo van are designed to deliver a total package.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. 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, SRT, Fiat and Mopar® vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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