

New 2011 Ram 3500, 4500 and 5500 Chassis Cabs Deliver Complete Commercial Package

- All-new crew cab increases leg room six inches
- All-new design and exterior styling
- Largest standard fuel tank (52 gallons)
- Best-in-class fuel economy (Cummins Turbo Diesel – Ram 4500/5500 models)
- Largest front-brake rotors and calipers (Ram 4500/5500 models)
- Standard diesel exhaust brake
- Standard diesel 24,000 lb. Gross Combined Weight Rating (GCWR) and optional 26,000 lb. GCWR package both best-in-class on Ram 3500 model
- All-new optional integrated trailer-brake controller
- Four all-new upfitter switches integrated into the instrument panel
- Ultra-clean 2011 diesel emissions-compliant with new diesel exhaust fluid (DEF) injection based on urea injection Selective Catalyst Reduction (SCR) technology
- Unsurpassed standard diesel engine warranty: 5 years/100,000 miles
- HEMI V-8 with Variable-valve Timing (VVT) improves fuel economy up to 4 percent (Ram 3500)
- Six-speed automatic and manual transmission with Power Take-off (PTO) capability
- Diesel engine base alternator increased to 180-amps from 136-amps
- Comprehensive commercial-grade service and support with Body Builder Guide and hotline support from engineering team
- B20 package available to fleet customers only

August 31, 2009, Auburn Hills, Mich. -

Ram continues to enhance its commercial 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, new 2011 Ram 3500, 4500 and 5500 Chassis Cabs are built on a proven frame and chassis and engineered for maximum uptime, optimum performance and enhanced commercial capability.

Ram 3500, 4500 and 5500 Chassis Cabs compete within the Class 3-5 segments with a Gross Vehicle Weight Rating (GVWR) of 10,200 to 19,500 lbs. and are targeted at small-business tradesmen, fleet customers and traditional chassis cab users.

The 2011 Ram 3500, 4500 and 5500 Chassis Cabs offer best-in-class fuel economy (Ram 4500/5500), the largest standard fuel tank (52 gallons), largest front-brake rotors (390 mm) and calipers (66 mm) on the 4500/5500, and a standard diesel-exhaust brake.

Offered in regular cab, crew cab, single-rear-wheel (3500 only) and dual-rear-wheel models, four cab-axle lengths (60, 84, 108 and 120 inches) are available for 4500/5500 models and two cab-axle lengths (60 and 84 inches) are offered for the 3500 model. Three trim levels are offered: ST, SLT and Laramie.

The 2011 Ram 3500 models feature two axles with three axle ratios (3.42, 3.73 and 4.10) and 17-inch wheels while Ram 4500/5500 models have one axle with three axle ratios (4.10, 4.44 and 4.88) and 19.5-inch wheels. All Ram Chassis Cab models are "Job-rated," meaning they are designed, engineered, tested and built to meet rigid

standards of commercial truck buyers.

Improved standard features include a six-speed manual transmission, increased GVWR (13,000 lbs. from 12,500 lbs. on 3500 diesel model), an Electronic Vehicle Information Center (EVIC) integrated into the instrument cluster, four upfitter switches, increased alternator size on diesel (180-amps), automatic headlamps, an upgraded HEMI engine, and second-row headrests and rear heating, ventilation and air conditioning (HVAC) ducts.

Optional features include electronic gear select for improved towing performance, best-in-class GCWR of 26,000 lbs on Ram 3500, heated and ventilated seats, heated second-row seats, heated steering wheel, one-touch front windows, signal mirrors with puddle lamps, power inverter, upper and lower glove-box doors, driver and passenger power lumbar, automatic dual-temperature controls, integrated trailer-brake controller, navigation system with traffic-alert feature, soft upper instrument panel, and memory system for seats, radio, mirrors and pedals (3500).

Dodge's "new crew" of trucks are built on a road-tested, proven commercial-grade frame and suspension system with best-in-class frame steel strength (50,000-psi). Maintaining its common architecture for commercial applications, the one-piece C-channel rear-frame rail's riveted crossmembers provide more durability than traditional welds or bolts. In addition, rivets allow for easy removal and/or replacement of components during upfits and modifications.

Maximum upfit-friendliness is achieved with industry-standard 34-inch frame-rail spacing and flat, clean frame rails on a proven one-piece C-channel rear-frame rail boasting 50,000-psi steel strength (best-in-class for 3500 model). All chassis components are below the frame surface allowing easy adaptability and versatility for virtually any upfit application.

Further improving upfitter-friendliness, new 2011 Ram 3500, 4500 and 5500 Chassis Cabs now feature four all-new upfitter switches integrated on the instrument panel. Each of these four upfitter switches are linked to an auxiliary Power Distribution Center (PDC) located under the hood, which includes one fused 20-amp battery feed and one fused relay-controlled 20-amp ignition.

A special capped auxiliary fuel line on the fuel tank makes upfitting even easier, facilitating the use of auxiliary equipment running on fuel. The fuel filler is routed through the frame and an optional 22-gallon mid-ship fuel tank frees up more space behind the rear axle for special upfit applications. Fuel and brake lines are routed together on the frame's driver side to make better use of space along the frame, which also provides clearance for rear-exhaust routing.

Both standard and optional fuel tanks feature a through-the-frame fuel filler (external on the mid-ship tank), which allows virtually any upfit without the need for additional modification. In addition, the vehicle's new Diesel Exhaust Fluid system (DEF) is smartly placed in unused space, out of the way and under the cab for added upfitter convenience.

The legendary, proven 6.7-liter Cummins High-Output Turbo Diesel is the benchmark for reliability and performance. The engine, optional on Ram 3500 models and standard on 4500 and 5500 models, generates 305 horsepower (227 kW) at 2,900 rpm and 610 lb.-ft. (827 N•m) of torque at 1,600 rpm. Inherently reliable with fewer moving parts than competitive V-8 diesel engines, the Cummins engine delivers best-in-class fuel economy (4500 and 5500 models) and ensures commercial capability, durability and low cost of ownership. With the Cummins 6.7-liter Turbo Diesel, an optional 3.42 axle ratio is available on the 2011 Ram 3500 Chassis Cab for improved fuel economy. Customers with serious trailer-tow needs will enjoy Ram 3500's new optional 26,000 lb GCWR – on 6.7-liter diesel manual trucks with a 4.10 axle ratio.

The 6.7-liter Cummins features a factory-installed segment-exclusive exhaust brake. The Cummins design works with the Variable Geometry Turbocharger (VGT) and offers multiple benefits including reduced brake wear and longer brake life which may lengthen service intervals, and enhanced safety benefits including increased braking effectiveness and greater control of the vehicle.

The 6.7-liter engine is cleaner with a reduction in particulates and nitrogen oxide (NOx) that comply with both 50-state heavy-duty emission standards and 2010 diesel emissions compliance thanks to an all-new diesel exhaust fluid injection system with urea injection Selective Catalyst Reduction (SCR) technology.

Cummins diesel-equipped chassis cabs are in full compliance with stringent new emissions-at-idle laws, with the distinction that Dodge is the only manufacturer to offer a 50-state emissions package and exterior label allowing

drivers to idle without time restrictions in California and other Air Resource Board (ARB) states. This is a no-cost option.

In addition, new 2011 Ram transmissions include Electronic Range (gear) 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.

The new 2011 Ram 3500 Chassis Cab comes standard with a new-generation 5.7-liter HEMI V-8 with Variable-valve Timing (VVT) that will appeal to customers who require a gas engine. Providing more power and torque with better fuel economy, the engine incorporates a 9-percent higher compression ratio (10.5:1), Variable-valve Timing and an active intake-manifold. These technologies, combined with engine and powertrain integration improvements, result in a 4-percent improvement in fuel economy, improved idle quality and overall refinement. HEMI-powered 2011 Ram 3500 Chassis Cabs are rated at 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. (542 N•m) of torque at 4,000 rpm.

Completing the package, Ram 3500, 4500 and 5500 Chassis Cabs offer a proven six-speed Aisin automatic transmission (complete with a 3-year/180,000-mile warranty) with Power Take-Off (PTO) capability or a six-speed manual transmission with PTO capability. The proven commercial-grade six-speed automatic is a completely electronically controlled transmission that features excellent shift quality (using advanced electro-hydraulic clutch-to-clutch control) and close gear ratios with static and mobile PTO capability. With outstanding shift performance and more control, the six-speed manual transmission achieves a high-ratio sixth gear for longer highway cruising. An available electronic-shift transfer case is also offered on SLT and Laramie models.

The Aisin six-speed automatic transmission includes two significant enhancements to the PTO function. The torque converter now locks up in PTO mode for better fuel economy and speed control while using aerial lifts and air compressors. Customers also now have the ability to program a precise engine RPM that is activated immediately when the PTO is engaged. This eliminates the need to toggle up to the desired engine RPM.

For the 2011 Ram 3500 Chassis Cab, larger front axle U-joints were developed and front GAWR was increased on diesel trucks to 5,500 lbs. from 5,200. This results in increased front-weight carrying capability – allowing the use of larger snowplows.

Engineered to deliver precise feel and response for better handling, the new 2011 Ram Chassis Cab's steering and suspension system boast superb strength with a focus on improved load capacity, increased durability and refined handling. Two-wheel-drive and four-wheel-drive models feature a recirculating ball system that provides precise response and an on-center steering feel through lower internal friction.

Featuring solid front and rear axles, and a five-link, coil-spring front suspension with solid axle, a front and rear link-type sway bar and heavy-duty tubular shock absorbers are standard. The rear suspension on two- and four-wheel-drive models is equipped with leaf springs and includes standard two-stage springs as part of the design for greater load-carrying capability and better ride with light loads.

Large external mirrors are new for 2011, giving drivers a more useable area while improving aerodynamics and minimizing wind noise. Larger, 7-in. x 11-in. mirrors for trailer towing are standard. Mirrors flip up and out into a vertical configuration for trailer-tow use.

Interior design elements include a balance of work-truck functionality and, as desired, refined, upscale comfort. Interior comfort and convenience features include all-new heated and ventilated seats, heated steering wheel, memory functions, automatic temperature control, express-up/down windows, and upper and lower glove boxes. Redesigned seats are significantly more comfortable with more surface area and improved lumbar and lateral support. Interiors feature soft-feel door bolsters and armrests and one-piece molded door panels. The center stack is designed for optimum placement of controls in the most intuitive and comfortable locations.

Also available are 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, adjustable pedals; and numerous infotainment options including Uconnect™ Multimedia radio with a 30-gigabyte hard drive and a navigation system with real-time traffic reports.

Storage is top-of-mind for those who use their truck as an office. A new-for-2011 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. In addition, the console offers several other storage compartments.

Other storage locations are built into the instrument panel, front and rear-door panels, and seat backs. Upper and lower glove boxes provide a total of more than 800 cubic-inches of storage.

With a network of more than 400 dealers, Dodge BusinessLink features dedicated commercial account managers and sales teams, priority next-day service and maintenance, extended hours, free loaner vehicles and inventories with a higher mix of work trucks and commercial vehicles. Dodge's "On The Job" program offers discounts on upfits, cash incentives and other customer savings.

In addition, a new national dealer program, Fleet Elite, was created with the goal of providing a world-class dealer experience to Fleet and Fleet Management Company (FMC) accounts and customers. Leveraging the Five-Star certification process, Fleet Elite is a dealership certification program that is designed to ensure that business customers receive enhanced service and support with specialized facilities, staffing and processes to meet specialized needs.

2011 Ram 3500/4500/5500 Chassis Cab

AT A GLANCE

- All-new crew cab increases leg room six inches
- All-new design and exterior styling includes a chromed lean-forward grille, new sheet metal, bumper, mirrors, headlamps and a taller hood for more cooling capacity
- Best-in-class fuel economy (14 percent better than Ford F-550 and 23 percent better than GMC C5500), largest standard fuel tank (52 gallons)
- 4500/5500 largest front-brake rotors (390 mm) and calipers (66 mm)
- Standard diesel exhaust brake, standard diesel 24,000 lb. Gross Combined Weight Rating (GCWR) and optional 26,000 lb. GCWR package are both best-in-class on 3500
- All-new comfort and convenience features include all-new heated and ventilated seats, heated steering wheel, automatic temperature control, memory systems, express-up/down windows and automatic headlamps
- All-new optional integrated trailer-brake controller
- Four all-new upfitter switches integrated into the instrument panel, each capable of running 25-amp loads using 12-gauge wires (continuous) and a dedicated under-hood power distribution center
- Polished 19.5-inch aluminum wheels available on 4500 and 5500 models
- Legendary HEMI® and Cummins powertrains: Cummins Turbo Diesel delivers best-in-class fuel economy (Ram 4500/5500 models)
- Ultra-clean 2011 diesel emissions-compliant with new diesel exhaust fluid (DEF) injection based on urea injection Selective Catalyst Reduction (SCR) technology
- Unsurpassed standard diesel engine warranty: 5 years/100,000 miles
- Powerful HEMI V-8 with Variable-valve Timing (VVT) improves fuel economy up to 4 percent (Ram 3500)
- Six-speed automatic and manual transmission with Power Take-Off (PTO) capability
- Diesel engine base alternator increases to 180-amps from 136-amps
- More than 25 safety and security features
- Comprehensive commercial-grade service and support with Body Builder Guide and hotline support from engineering team
- B20 package available to fleet customers only

PRODUCT CHRONOLOGY

2009 MODEL YEAR

- New 5.7-liter HEMI® V-8 with Variable-Valve Timing delivers increased horsepower and torque ratings with improved fuel economy
- Optional 3.42 (with manual transmission) and 3.73 (with automatic transmission) axle ratios for improved fuel economy
- New brake system extends service intervals and delivers maximum stopping power while delivering better fuel economy
- Standard Gross Combined Weight Rating (GCWR) increased to class-leading

24,000 lbs.

- All-new ambulance prep package
- Power Take-Off (PTO) pump rating increases 55 percent
- Cummins 6.7-liter diesel engine available with Remote Start (automatic only)
- PTO prep package now available with Laramie trim-level trucks
- New tailpipe and resonator when equipped with HEMI V-8
- Standard speed control (optional speed control delete)

2008 MODEL YEAR

- Standard exhaust brake system
- Power Take-Off (PTO) prep package includes standard cruise control
- New colors – Sunburst Orange and Detonator Yellow
- Low-volume paint options for large fleets
- Dark Maple Burl woodgrain interior accents for Laramie models
- Tire-Pressure Monitoring (TPM) system is standard on models with less than 10,000 lbs. GVWR

2007 MODEL YEAR

- All-new 2007 Ram 3500 Chassis Cab launched to Class 3 chassis cab segment
- Available with both two-wheel-drive and four-wheel-drive models
- Two available cab-axle lengths (60 inches and 84 inches)
- Single-rear-wheel and dual-rear-wheel versions
- Regular Cab and Quad Cab configurations
- Three trim lines (ST, SLT and Laramie)
- Distinguishing characteristics include:
 - Available new 6.7-liter High-Output Cummins Turbo Diesel
 - All-new commercial-grade chassis
 - Upfit-friendly design
 - Exclusive flat, “clean” frame rails with industry-standard 34-inch rail spacing
- Class-leading advantages include:
 - Highest standard single-rear-wheel GVWR (10,200 lbs.)
 - Best-in-class standard V-8 power (330-horsepower HEMI®)
 - Best-in-class interior room (121.7 cubic feet for Quad Cab models)
 - Best-in-class frame steel strength (50,000-psi steel)
 - Largest standard fuel tank (52 gallons)

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