

## **Ram Wins 2010 MotorWeek Drivers' Choice Award**

- Named Best Pickup Truck
- Back-to-back wins for Ram
- "All you'll ever need to get the job done"

February 9, 2010, Auburn Hills, Mich. -

MotorWeek, television's original automotive magazine, today announced that Ram 1500, 2500 and 3500 trucks have won the show's 2010 Drivers' Choice Award for Best Pickup Truck.

This is the second year in a row that MotorWeek has chosen Ram Trucks for the award.

"The Ram Truck Brand is proud to win this award," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand, Chrysler Group LLC. "It takes teamwork to build great trucks like the Ram 1500, 2500 and 3500. The success of Ram Trucks in the market -- and big awards like MotorWeek's Drivers' Choice -- reflect the hard work of designers, engineers, product planners, assembly workers and many others."

The annual Drivers' Choice Awards look at vehicles from a buyer's point of view. MotorWeek follows consumer buying trends and product innovations and heavily factors them into the selection process. MotorWeek's categories reflect the full range of buyer preferences.

"Touting updated big-rig styling and now a true crew cab model, the HD Rams are all you'll ever need to get the job done," said MotorWeek host John Davis. "We understand that consumers want value and reliability. Our aim is to produce a list of winners that makes sense, and can be used as a practical guide for vehicle shopping."

Every year for the last 29 years, MotorWeek has paused half way through its television season to take stock of the state of the automotive business and to judge the best new cars and trucks of the year. MotorWeek bases its Drivers' Choice Awards on superior performance, technology, practicality, dollar value and driving experience.

MotorWeek will announce all of its Drivers Choice Awards winners at the Chicago Auto Show, and then on its broadcast episode which begins airing on PBS stations February 13th.

### **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.

The Ram Truck brand will add to its award-winning truck lineup with the introduction of its 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.

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 Inc.'s (SVI) 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.

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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