

Contact: David Elshoff  
Dianna Gutierrez

## **Ram 1500 Named a 2010 Top 10 Road Trip Vehicle by Kelley Blue Book's kbb.com**

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Just in time for Memorial Day weekend and the kickoff of the summer driving season, Kelley Blue Book's kbb.com today named the Ram 1500 one of its 2010 Top 10 Road Trip Vehicles.

This year, Kelley Blue Book's kbb.com editors added a new twist to their annual Top 10 list, choosing 10 road trip-worthy summer 2010 events and pairing them with the best new cars and trucks for those journeys. The 2010 Ram 1500 and the Iowa State Fair were called a perfect road-trip match.

Kelley Blue Book's kbb.com called the Ram 1500, with its coil-over rear suspension "a wise choice for long-haul road trip comfort. The HEMI V8 engine delivers a healthy 390 horsepower along with respectable highway fuel economy of 20 mpg, and the truck's boldly styled sheetmetal might just turn a few heads when you roll into town."

As for the Iowa State Fair, held Aug. 12-22, in Des Moines, the editors wrote: "You have to love any event that bills itself as 'Non Stop Fun.'"

In addition to choosing the fun events and corresponding interesting rides, the kbb.com editors kept key road trip criteria in mind when choosing each Top 10 Road Trip Car -- things like a comfortable cabin, good fuel economy, utter reliability and superior over-the-road driving dynamics.

"We understand that truck owners spend a lot of time in their vehicles; whether getting to the jobsite, hauling livestock or towing their boat up to the cabin for the weekend." said Fred Diaz, President and CEO - Ram Truck Brand, Chrysler Group LLC. "That's why we designed the Ram 1500 to be the new truck segment benchmark for comfort and refinement. With the new Ram, we focused on the interior, designing thoughtful features and loads of storage -- the sorts of things that make it a good road trip companion."

For more information about the 2010 Top 10 Road Trip Cars from Kelley Blue Book's kbb.com, visit [www.kbb.com/RoadTripCars2010](http://www.kbb.com/RoadTripCars2010).

### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, [www.kbb.com](http://www.kbb.com), provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car Blue Book Values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

### **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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