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Ram Adds New Laramie Longhorn, Outdoorsman Models to 2500/3500 Heavy Duty Lineup

- New trim levels:
 - Ram Laramie Longhorn Edition -- the most luxurious Ram Truck ever -- is loaded with exclusive interior and exterior features and design cues taken from traditionally handcrafted, time-tested wares
 - Ram Outdoorsman combines convenience, off-road capability and trailer-towing hardware in one package with a name that will resonate among its intended users
- New colors: Saddle Brown Pearl Coat, White Gold Metallic, Hunter Green Pearl Coat, Deep Cherry Red Crystal Pearl Coat and Sagebrush (Laramie Longhorn only)
- Standard Electronic Vehicle Information Center (EVIC) on all models
- Standard electronic brake controller on SLT, Outdoorsman, Power Wagon and Laramie
- New colors: Hunter Green Pearl Coat and Deep Cherry Red Crystal Pearl Coat
- New wheel options
- New interior colors
- Increases Gross Vehicle Weight Rating (GCWR) to 22,000 lbs.
- New navigation system
- Tire pressure monitoring (TPM) system standard on Ram 2500
- Spray-in bed liner now available
- To view the complete 2011 Chrysler Group Product Information press kit, visit <http://www.chryslergroupproductinformation2011.com>

September 13, 2010, Auburn Hills, Mich. -

In 2011, the Ram Truck brand continues to build on the award-winning 2500 and 3500 Heavy Duties. The Ram Laramie Longhorn edition and Ram Outdoorsman are the newest members of the Ram truck family and offer their own unique features.

Ram Laramie Longhorn

The Ram Laramie Longhorn edition, the Ram lineup's most well-appointed model 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.

"The Ram Laramie Longhorn edition is going to share a driveway with some fine luxury cars," said Fred Diaz, President and CEO - Ram Truck Brand, Chrysler Group LLC. "The only difference is the Ram Laramie Longhorn edition is going to be the vehicle with the fulltime job - towing the horse trailer, taking the crew to the game, picking up supplies. It's ready to go from the dirt to downtown."

Ram Truck officials unveiled the Laramie Longhorn in the heart of Truck Country: the State Fair of Texas.

"We took Ram Laramie Longhorn's design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots, a collector's-grade shotgun or a horseman's saddle," said Ryan Nagode, Design Program Lead. "The metal work and leather work are second to none."

Exterior

Ram Laramie Longhorn edition models are 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.

Laramie Longhorn edition is available in five color choices, including an exclusive Sagebrush with White Gold exterior paint treatment unavailable on other Ram models. Matching White Gold lower-body two-tone, wheel flares, painted front and rear bumpers and Mopar running boards complement a bright chrome grille and painted tow hooks. Other colors include Bright White, Brilliant Black Crystal Pearl, Rugged Brown Pearl or Deep Cherry Red Crystal Pearl. All Laramie Longhorn edition trucks are matched with the special White Gold accent color.

The Ram 1500 Laramie Longhorn edition is equipped with 20-inch chrome-clad aluminum wheels, while 2500 and 3500 single-rear-wheel models roll on polished aluminum wheels. Ram 3500 duallies get polished aluminum wheels with Laramie Longhorn edition-badged center caps.

Interior

Ram Laramie Longhorn edition is also distinguished by its unsurpassed interior refinement. Building on the award-winning interiors of the Ram 1500 and Ram 2500 / 3500 Heavy Duty pickup trucks, Laramie Longhorn shatters truck stereotypes.

Interior Themes:

A full leather interior, engraved details and burlled walnut woodgrain surfaces lend the Ram Laramie Longhorn edition an unmatched level of sophistication and style.

Laramie Longhorn is available with a choice of dark slate gray and russet or bark brown and light pebble beige interior colors. The interiors feature 100 percent leather seat coverings with laser-etched bolsters (bark brown only). The leather-wrapped steering wheel receives special stitching while door trim front and rear is also wrapped in leather and features special stitching, wood grain and LED door-handle and map-pocket lighting.

Seats:

The Ram Laramie Longhorn edition offers two seating options. The first is a sophisticated dark slate gray with premium russet-hued seat leather. The second is southwestern-influenced light pebble beige with bark brown seat leather. The bark brown interior incorporates laser-etched filigrees, with a hand-worked appearance.

Seat fronts for both themes include a stitched-on leather Laramie Longhorn badge, either branded (russet) or laser-etched (bark brown).

Contrasting leather welts, also called piping, provide seat-edge emphasis. Additional accents are created along either side the welts by tan or dark slate-colored deck-seam stitching.

Ram Laramie Longhorn edition features unique leather front seatbacks distinguished by flap-closure pockets whose details authentically evoke saddlebags. Each pocket is secured with silver steer-logoed, tooled-metal buckle with a magnetic clasp.

Instrument Panel / Dash:

Ram Laramie Longhorn edition owners will be greeted by the highest-quality materials every time they climb behind the wheel.

Laramie Longhorn's exclusive instrument cluster takes on the appearance of hand-wrought jewelry with six liquid

chrome gauge rings set against a painted taupe silver background and a tooled-metal Laramie Longhorn edition badge set inside the left-hand ring.

The two main gauge rings feature a hand-crafted look with a coined inner edge and filigrees engraved on the top surface. Set inside those rings, the lower edges of the gauge cluster dials are detailed with small filigrees that are softly backlit at night.

The Ram Laramie Longhorn edition's dash features a center stack trimmed in burlled walnut wood graining. The wood grain is stained in one of two complementary shades, matched to either the russet or bark brown interior theme. Chrysler designers borrowed from high-end furniture-grade and gun stock designs in their choice of wood grain.

Painted taupe silver side bezels, resembling polished pewter, are special to the Laramie Longhorn, while chrome vent rings complete the center stack's details.

On the passenger side, the upper glove box door - there are two - becomes a focal point with the addition of a full-length, filigree-engraved aluminum band and Laramie Longhorn edition badge.

Beneath the instrument panel is soft, new footwell lighting, providing both a functional and aesthetic interior enhancement.

Console:

The Ram Laramie Longhorn's cavernous double-stacked center console is topped with a soft, double French-stitched full-leather lid featuring either a branded (russet) or laser-etched (bark brown) Laramie Longhorn logo.

The pewter-colored highlights from the center stack flow rearward, continuing along the outer edges of the center console. A chrome ring outlines the console's center bin and cupholders.

Steering Wheel and Shifters:

Ram Laramie Longhorn's steering wheel and shifters - console mounted on 1500, column mounted on 2500 and 3500 Heavy Duty models - feature premium leather. Matching X-stitch detailing sets off both the steering wheel and shifter.

The leather console shifter on 1500 models is entirely new, accentuated by taupe silver side panels and a bright chrome base. The leather column shifter on Heavy Duty models is completed by a chrome end cap.

Doors:

Armrest uppers are wrapped in premium leather and accented with the same dual French stitch used on the center console lid and instrument panel. Burlled walnut-grained panels trimmed by chrome tracers add to all four doors' visual appeal.

Ram Laramie Longhorn editions receive remote lighting at the inside door handles and a full-length light that illuminates the truck's multi-function lower map pockets, front and rear.

Flooring:

Laramie Longhorn's luxurious carpet is protected by specially designed all-weather rubber mats with polished metal Ram Laramie Longhorn edition Badge and removable carpet inserts. The mats themselves incorporate the filigree designs from the dash and seats, while the snap-in inserts are a high-end, color-flecked Berber-style weave that luxuriously blends the two interior colors.

Along the doorsills new brushed-silver Ram-branded sill plates resist scuffs and add visual appeal.

Other:

Laramie Longhorn comes equipped with all of the standard equipment found on the top-level Ram Laramie and adds a navigational radio, remote start, back-up camera, front ventilated seats and rear heated seats. Power adjustable

pedals with memory and front heated seats with 10-way driver's adjustment - standard on Ram 1500 Laramie models - are also added to Ram Heavy Duty Laramie Longhorn editions.

"Ram Truck owners and dealers tell us they love everything about the new Ram 1500, 2500 and 3500," added Diaz. "With so many great features, we weren't surprised to see our most well-equipped model - Ram Laramie - making up 25 percent of our sales. There's a healthy market for luxury pickup trucks and Ram Laramie Longhorn edition hits the mark."

Ram Laramie Longhorn will be available in 1500 (half-ton), 2500 HD (3/4 ton) and 3500 HD single and dual rear wheel (1 ton), Crew Cab and Mega Cab; four-wheel drive and two-wheel drive; and short- and long-wheelbase models.

Ram Laramie Longhorn models will go on sale first quarter 2011.

Ram Outdoorsman

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 and trailer towing hardware in one package with a name that will resonate among its intended users.

"We asked Ram Truck customers - boaters, campers, fishing enthusiasts and hunters - what features would they like to see in a truck," said Fred Diaz, President and CEO - Ram Truck Brand, Chrysler Group LLC. "They answered 'more capability, more room for my gear and ready to hit the trail. And make it affordable.'"

Ram owner demographics illustrate a passion for the outdoors: 47 percent hunt, 57 percent fresh water fish, 33 percent salt water fish, 36 percent own power boats and 37 percent tow camping trailers. Overall, 62 percent of full-size pickup truck owners hunt, fish or camp.

Ram Truck engineers - many of whom count hunting, fishing, boating and camping among their hobbies - brought together features that they felt would best meet the practical needs of owners who will frequently use their Ram truck for towing or long, remote trips.

Standard trailer-towing upgrades, interior and exterior convenience, lighting enhancements, all-terrain tires and underbody protection are combined with a rugged exterior appearance to highlight the new Ram Outdoorsman. Outdoorsman will replace the TRX4 trim level in the 2011 Ram Truck lineup.

Prices for Ram Outdoorsman HD models start at \$33,970, including destination charge.

What's New

Besides the new Laramie Longhorn and Outdoorsman trim levels, Ram 2500 and 2500 Heavy Duty models are available with new colors, including Saddle Brown Pearl Coat, White Gold Metallic, Hunter Green Pearl Coat, Deep Cherry Red Crystal Pearl Coat and Sagebrush (Laramie Longhorn only).

An integrated trailer brake control provides better driver control in towing situations and is now standard on SLT, Outdoorsman, Power Wagon, Laramie and Laramie Longhorn models. Trailer brake control information is conveniently displayed in the Electronic Vehicle Information Center (EVIC), which is now standard on all models.

PRODUCT CHRONOLOGY

2010 MODEL YEAR

- Available for the first time in a crew-size cab model
- Choice of legendary diesel- and gasoline-fueled powerplants
- Available 6.7-liter Cummins® Turbo Diesel produces 350 horsepower (261 kW) at 3,000 rpm and 650 lb.-ft. of torque (881 N•m) at only 1,500 rpm. The 6.7-liter meets the most stringent of 50-state emission requirements and includes a segment-exclusive standard exhaust brake
- Standard 5.7-liter HEMI® V-8 delivers 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm and features variable-valve timing for greater efficiency and performance

- Ride greatly improved over previous generation with re-tuned suspension components
- New C-pillar with fluid-filled hydro mounts improves driving dynamics
- Handling of fully loaded vehicle greatly improved over previous generation with new suspension tuning
- Ram Heavy Duty 3500 with dual-rear-wheels, diesel engine, automatic transmission and 4.10 rear axle has an increased Gross Combined Weight Rating (GCWR) of 24,500 pounds from 24,000 pounds
Max Tow Package GCWR increases to 25,400 pounds (late availability)
- Ram Heavy Duty 3500 offers a 17,600 pounds towing capability and a maximum payload of 5,150 pounds
- Ram Heavy Duty 2500 Gross Vehicle Weight Rating (GVWR) increases to 9,600 pounds from 9,000 pounds, a 600 lb. increase on crew cab and Mega Cab 4x4 models equipped with the Cummins Turbo Diesel engine
- Increased front Gross Axle Weight Rating (GAWR) of 5,500 pounds on 4x4 models equipped with the 6.7-liter Cummins Turbo Diesel engine allows for more front-weight carrying capability, including greater snowplow weights
- Class IV receiver standard on all Ram Heavy Duty models
- Premium front seats with heat and ventilation; heated rear seats; heated steering wheel; automatic temperature control; two-tone upholstery; memory seats, radio and mirrors; navigation; adjustable pedals and numerous infotainment options, including SIRIUS Backseat TV™ with three channels of programming, Uconnect
- Multimedia with a 30-gigabyte hard drive and an available first-in-segment 10-speaker surround-sound system
- Offered in three cab styles (regular cab, crew-size cab and Mega Cab) and two cargo-box sizes (6 ft. 4 in. and 8 ft.), single-and dual-rear-wheel configurations
- All-new integrated trailer brake controller, offered with trailer tow package, improves trailer braking and stability
- Available in five distinct trim levels - ST, SLT, TRX, Laramie and Power Wagon
- Dual-rear-wheel fenders (3500 dually only) are new for 2010 and are integrated into the box stamping providing a sleek aerodynamic appearance
- B20 package available to fleet customers only

2009 MODEL YEAR

- New 5.7-liter HEMI V-8 producing 355 horsepower and 395 lb.-ft. of torque
- Automatic transmission standard with 5.7-liter HEMI V-8 on all 2500 models
- 6.7-liter Cummins Turbo Diesel standard on all 3500 models
- Limited-slip rear axle standard on all 3500 models
- Larger front (360 mm) and rear (358 mm) brake rotors with twin-piston calipers
- Manual transmission no longer available with 5.7-liter HEMI V-8 engine
- Remote Start available on models equipped with 6.7-liter Cummins Turbo Diesel engine
- Power Wagon available only in Quad Cab configuration

2008 MODEL YEAR

- SXT model introduced
- Dark Maple Burl woodgrain accents for Laramie models
- Electric-shift transfer case standard on 4x4 SLT and Laramie models
- GVWR of 3500 4x4 models with 6.7-liter diesel/six-speed automatic transmission increased to 24,000 lbs. from 23,000 lbs.
- Tire Pressure Monitoring System is standard on models with less than 10,000 lbs. GVWR

2007 MODEL YEAR

- New 6.7-liter Cummins Turbo Diesel engine delivers 350 horsepower and 650 lb.-ft. of torque with six-speed automatic transmission (available January 2007, replacing 5.9-liter diesel engine)
- New six-speed automatic transmission (mated with 6.7-liter Turbo Diesel engine, available January 2007)
- Optional Remote Start

2006 MODEL YEAR

- Re-engineered fuel system to meet LEV II and ORVR requirements
- Redesigned 17-inch chrome-clad aluminum wheels standard on Sport Package, optional on Laramie models
- Thicker front door glass and re-engineered door seals for reduced wind noise contributes to interior cabin quietness
- Polymer constraint layer on front of dash panel for enhanced engine and road noise abatement
- Redesigned headlamps, grille, front fascia and fender assemblies (includes Power Wagon model)
- Enhanced headlamp performance
- Optional power sliding backlight
- Available in nine colors, including Inferno Red Crystal Pearl Coat and Light Khaki Metallic Clear Coat
- Redesigned instrument panel (includes wider center stack, reduced-glare panel cluster, new HVAC controls) with four trim levels (ST, monochrome; SLT, woodgrain; Laramie, wood/metal; Sport, metallic)
- Optional full-screen navigation radio
- Optional DVD rear-seat entertainment system on Quad Cab models
- Optional front bucket seats with full center console available on SLT, Sport Package and Laramie
- Rear-seat ladder-style head restraints on Quad Cab (includes Power Wagon model)
- Enhanced seat design includes leather offerings and French-stitched sew lines (includes Power Wagon model)
- Upscale finishes, including Maple Pommele accents on instrument panel and doors and Satin Silver II accents on control knobs (includes Power Wagon model)
- Interior color offerings: Khaki and Medium Slate Gray (includes Power Wagon model)
- Redesigned instrument panel (Power Wagon model)

2005 MODEL YEAR

- New sun roof available on Quad Cab
- New tailgate badging strategy: Ram's head badge replaces "Dodge" nameplate, larger "Heavy Duty" nameplate
- Uconnect Phone hands-free communication system with Bluetooth® technology features push-to-talk button in rearview mirror assembly optional on SLT and Laramie
- SIRIUS Satellite Radio optional on SLT and Laramie Quad Cab
- New transmission mounts for manual transmissions reduce noise, vibration and harshness (NVH)
- New diesel in-tank fuel lift pump
- New for the 2005 model year, the Dodge Ram Power Wagon returns as a new Dodge Ram Heavy Duty model and debuts as the most capable off-road pickup in the industry. Based on the Dodge Ram 2500 and available in either regular or Quad Cab body styles, the Power Wagon is distinguished by:
 - Custom matte-finished wheel flares
 - Two-inch-taller stance
 - Custom 17-inch polished forged aluminum wheels and 33-inch tires
 - Specific Power Wagon badging
 - Electric front/rear locking differentials
 - Specific off-road suspension design
 - 4.56 rear axle ratio
 - Custom-built winch in front bumper assembly

2004 MODEL YEAR

- All Cummins diesel engines are high-output version (2004½)
- Box-off model introduced
- Tow/haul mode included with automatic transmission models
- New 48RE four-speed automatic transmission with standard and High-Output Cummins diesel engines
- New exterior color: Deep Molten Red replaces Garnet Red
- New adjustable rear-seat outboard head restraints standard
- Chromed body-side moldings standard for Laramie
- Chrome-surround grille with chromed billet inserts for Laramie standard
- Heated mirrors optional on SLT and Laramie
- Chrome-clad wheels standard on Laramie

- New available navigation radio with 4.9-inch full-color display, AM/FM stereo, CD player and DVD-based navigation system
- Satin Silver door and instrument panel bezels for Laramie

2003 MODEL YEAR

- All-new ST, SLT and Laramie models
- Dual rear wheels are standard on 3500 series except Quad Cab short box. Single rear wheel is optional on 3500 series Quad Cab short- and long-box models with diesel engines
- All models are built on two wheelbases: 140.5 and 160.5 inches
- 5.7-liter HEMI® Magnum OHV, SMPI V-8 with 5-45RFE five-speed automatic transmission or NV4500 five-speed manual transmission
- Cummins 5.9-liter standard diesel engine with 47RE four-speed automatic transmission or NV4500 heavy-duty five-speed manual transmission
- Cummins 5.9-liter High-Output diesel engine with NV5600 heavy-duty six-speed manual transmission

2002 MODEL YEAR

- 8.0-liter V-10 engine with 47RE four-speed automatic transmission or NV4500 heavy-duty five-speed manual transmission
- NV271 GII transfer case with part-time four-wheel drive, manual shift
- NV273 GII transfer case with part-time four-wheel drive, electric shift
- Frame-Fully boxed rails with hydroformed front and "kickup" sections
- Rack-and-pinion steering for two-wheel-drive models
- Precision recirculating ball steering for four-wheel-drive models
- Larger front and rear disc brake rotors
- Tow hooks-Optional
- Adjustable pedals-Optional
- AM/FM stereo with six-disc in-dash CD-Optional
- Optional supplemental side air bag inflatable curtains (SABIC)
- Constant-force retractors with pyrotechnic pretensioners on front seats
- Three-point seat belt for center front passenger-Regular cab
- Three-point seat belt for center rear passenger-Quad Cab
- Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system added to passenger outboard seats in Quad Cab and regular cab

2001 MODEL YEAR

July 2000 Production

- Club Cab® body style discontinued
- Standard four-wheel disc anti-lock brakes with dual-piston rear calipers on 2500 and 3500 models
- User-ready child seat upper anchors on cab back panels

January 2000 Production

- High-output Cummins Turbo Diesel engine with six-speed manual transmission only (245 horsepower and 505 lb.-ft. of torque)

2000 MODEL YEAR

- 2500 Club Cab body style discontinued
- New front suspension and steering systems on all models
- Revised rear suspension systems on 2500 and 3500 models
- All-new brake system with dual-piston front disc brake calipers and quick-response vacuum booster

1999 MODEL YEAR

- Four-wheel anti-lock brakes standard on 3500 models
- Upgraded Sport Appearance Group-Front bumper and fascia, grille, quad headlamps

1998 MODEL YEAR

Quad Cab body style introduced

- More powerful 5.9-liter Ram Cummins Turbo Diesel engine (mid-year introduction)
- Next-generation driver and front-passenger air bags (running change)(a)
- Passenger air bag cutoff switch (regular cab and Quad Cab only) (running change)(b)
- Removable storage module under rear seats of Quad Cab (mid-year introduction)

1995 MODEL YEAR

- Club Cab model added

1994 MODEL YEAR

- All-new regular cab models introduced
- Model designations changed to 1500, 2500 and 3500

(a) Quad Cab only.

(b) Certified to federal regulations that allow less forceful air bags. Always use seat belts.

Remember, a back seat is the safest place for children 12 years and under.

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