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Nick Cappa

Ram Truck Named Manufacturer of the Year

December 2, 2010, Auburn Hills, Mich. - *Off-Road Adventures* magazine has named Ram Truck as Manufacturer of the Year.

In its December 2010 issue, *Off-Road Adventures* credits Ram Truck's commitment to advanced design and proven powertrains for the honor.

"We're proud that *Off-Road Adventures* magazine has named Ram its Manufacturer of the Year," said Fred Diaz, President and CEO - Ram Truck Brand and Lead Executive for U.S. Sales, Chrysler Group LLC. "Their decision to feature the Ram Power Wagon on their cover photo seems very fitting, because Ram Power Wagon's unmatched off-road capability makes it the best truck you can buy for a real off-road adventure."

"Today, the new 2011 Ram carries forward the legacy of innovative upgrades, one that the editor and writers of *Off-Road Adventures* magazine recognize as a significant achievement in truck design and engineering," said *Off-Road Adventures* Editor and Publisher Denis Snow.

The magazine went on to praise Ram Heavy Duty's 5.7-liter HEMI® and 6.7-liter Cummins Turbo Diesel powertrains.

"These proven powertrains are well known for their reliability," the *Off-Road Adventures*' writers said. "The Cummins Turbo Diesel has major overhaul intervals of 350,000 miles. Recall that Ram and Cummins have worked shoulder-to-shoulder for more than 20 years, delivering billions of miles of customer satisfaction. Cummins-equipped Ram trucks exceeding 300,000 miles are common, with some even surpassing the 1 million mark! No surprise, then, that all Ram Truck engines, transmissions and axles are covered by a segment-leading five-year, 100,000-mile powertrain warranty."

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.

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 Truck brand added to its award-winning truck lineup with the introduction of an 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.

The Ram Truck brand is further enhancing 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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