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## **Ram “Long-Hauler” Concept Truck Truly a Dream Vehicle for Hauling, Range and Comfort**

May 1, 2011, Auburn Hills, Mich. - They don't get much bigger, have more range or more pulling power than the Ram “Long-Hauler” Concept truck.

On display at selected events across the country, the Ram Long-Hauler is based on a Class 5 Ram 5500 Chassis Cab, and is designed to suit the needs of anyone that tows multiple or heavy trailers, drives long distances or small business owners looking for a “work horse” at the job site.

Designers started with a Class 5 Ram 5500 Crew Cab and converted to a Mega Cab passenger compartment, added an 8-foot box and upped the range between refueling stops with a mid-ship fuel tank. Combined with a second frame-mounted tank and a third, optional, bed-mounted auxiliary tank, total fuel capacity is 170 gallons.

With a 197.4 – inch wheelbase and 37,500 Gross Combined Weight Rating (GCWR), the concept Long-Hauler from Ram is just the truck for those wanting to step up from a traditional Class 3 (one-ton) or Class 4 truck. Overall length of the Ram Long-Hauler is 24 feet, height is 79.1 inches and estimated curb weight is 9,300 lbs.

The powertrain for the concept truck includes an inline six-cylinder 6.7-liter High Output Cummins Turbo Diesel engine rated at 800 lb.-ft. of torque. The Ram's legendary diesel engine is mated to a six-speed, Aisin AS68RC automatic transmission with four-wheel-drive transfer case coupled to a 4.88 Dana 110 axle with dual rear wheels.

Riding on a full Kelderman Air Suspension front and rear and 19.5-inch Alcoa aluminum wheels, on-road driving dynamics are civilized and even the toughest road surfaces are easily absorbed providing the driver and passengers with a smooth, comfortable ride. In fact Ram Long-Hauler's ride qualities are more inline with those of a 3/4-ton truck. The suspension package also is self-leveling with kneel feature.

On the exterior, brilliant black paint is accented by white gold metallic lower two-tone including body side moldings and wide wheel flares at the front and rear. Up front, a bull bar extends the entire width of the vehicle. For full use of the bed, the spare tire is located under the box. To help make trailer line-up easier on the fifth wheel, a separate back-up camera provides a full view of the bed.

A custom hitch-access tailgate allows easy hook-ups without the need to open or remove the entire tailgate.

Inside, interior noise levels have been heavily dampened with an upgraded NVH package that ensures a quiet cabin environment. The Long-Hauler includes 2+2 leather seating with a specific, high comfort driver seat. Rear passenger comfort is assured with power-adjustable footrests and a rear center console that includes a refrigerator, cup holders and tray tables.

In-cabin power includes 115V and 12V outlets front and rear. With the interior Wi-Fi enabled, passengers can easily work on laptop computers connected to the Internet during long drives.

Additional cabin features also include a laptop storage area and a safe for valuables. Interior items designed to keep the driver monitoring of vehicle performance will include a tire pressure monitoring system, rear axle temperature gauge and exhaust gas temperature and boost gauges. Convenience features also include an inductive charger and DVD player with overhead screen for rear seat passengers to enjoy their favorite programs and entertainment.

The rear seats and console also fold flat for additional storage or as a berth for resting.

Ram Truck has identified a potential market for a Class 5 pickup, including race car teams, car haulers, RV owners, ranchers and rodeo competitors, boaters and commercial expediting operations.

The Ram Long-Hauler, while only a concept, will be seen across the country in the next eight months to help gauge public opinion on the appeal of a vehicle that provides an upgrade from a 1-ton truck without moving up to a full Class 6 truck.

Tentative show schedule for the Ram Long-Hauler is:

Kentucky Derby  
Louisville, Ky.  
5/05 – 5/07

Turbo Diesel Register Rally  
Columbus, Ind.  
6/10 – 6/11

Rodeo Circuit  
July/August

Farm Progress Show  
Decatur, Ill.  
8/31 – 9/02

Husker Harvest  
Grand Island, Neb.  
9/13 – 9/15

NTEA New Product Conference  
Dearborn, Mich.  
9/19 – 9/19

Sunbelt Expo  
Moultrie, Ga.  
10/18 – 10/20

National R.V. Show  
Louisville, Ky.  
11/29 -- 12/1

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