

Mopar® Announces Details of Ram Runner Kit for Off-Road Enthusiasts

Turn Your Ram Truck into a Desert Racer

- Mopar® Ram Runner kit offers performance on par with off-road race trucks
- Suspension and shocks included in the Mopar Ram Runner kit are superior to the competition
- Mopar Ram Runner kit boasts aggressive, attractive styling that will also turn heads on the street

May 25, 2011, Auburn Hills, Mich. - Ram Truck owners may now transform their truck into a Mopar®-powered desert racer.

Just a little more than one year after Mopar debuted its Ram Runner image vehicle to much acclaim at the 2010 Moab Jeep® Safari, the brand today announced details of its new Ram Runner kit for off-road enthusiasts.

“At Mopar, our image vehicles showcase potential directions that we may take and the new Ram Runner kit is a good example,” said Pietro Gorlier, President and CEO, Mopar, Chrysler Group’s service, parts and customer-care brand. “We saw the reception that Ram Runner received last year and quickly moved to offer kits that will allow off-road enthusiasts to transform their stock Ram 1500 into a desert racer.”

The Mopar Ram Runner Kit, developed with successful Baja off-road racer Kent Kroecker, includes the following: Pre-Runner Stage II Lift Kit, off-road front bumper, off-road front and rear fenders, off-road rear-tire carrier, sport performance hood and cat-back exhaust. Each element of the kit may also be purchased separately. The street-legal kit may be installed by do-it-yourselfers or in a Ram dealership.

The Mopar Ram Runner Kit is equal to or better than its competitors on a number of fronts. The heavy-duty suspension system can handle practically any abuse the off-road dishes out. Front upper and lower control arms, which are three inches longer than production arms, provide added width and allow greater wheel travel over rough dirt trails.

Front lower control arms are constructed of 4130 chrome moly steel in order to withstand off-road punishment. Upper control arms include rebuildable high-angle ball joints. Both inner and outer tie rods are substantially strengthened and contribute to the rugged, off-road steering characteristics and capabilities. Outer tie rods, constructed of forged steel, measure 1-inch in diameter. Inner tie rods also are nearly 20 percent beefier, increasing from 0.62 inches to .75 inches.

At the rear, a 5-link coil spring rear suspension is utilized and helps provide a 30-degree departure angle.

The Pre-Runner Stage II kit offers a boost in suspension travel, 14 inches both front and rear, which is superior to the suspension travel on the Ford Raptor. The Ram Runner kit, which includes Fox 3-inch internal bypass shocks, offers performance on par with that of an off-road Baja race truck and outperforms the 2.5-inch shocks of the competition.

Ground clearance is approximately 13 inches at the center of the front cross-member and 16 inches at the rocker panels.

Body parts included in the Mopar Ram Runner Kit, created with Trophy Truck inspiration, feature a tough-yet-stylish look built to handle the rigors of the off-road while turning heads on the street. The front bumper is constructed of steel with an integrated aluminum skid plate. With a 41-degree approach angle, ample clearance is assured over the deepest off-road obstacles.

Front and rear fiberglass fenders are lightweight, tough and durable with wider wheel wells that allow for tremendous

suspension articulation with zero tire-to-body interference. The three-inch wider track also provides an imposing, aggressive look.

The stamped aluminum, dual-scooped sport performance hood adds even more to the forceful appearance of the Ram Runner kit. The spare-tire carrier is located in the bed of the pickup and enables easier access and provides the ability to transport a larger spare tire, contributing to the overall appearance and "Baja truck feel".

Ram Truck and Mopar are joint sponsors of The Off-Road Championship (TORC) Series in 2011. Both brands will share sponsorship of the Traxxas Racing team fielded by Mike and Mark Jenkins along with the Menzies Motorsports team owned by Steve Menzies. Ram will be the official vehicle of the TORC Series and the Mopar Ram Runner will serve as the official pace truck. The Mopar graphic that appears on the Mopar Ram Runner pace truck will also be made available to consumers.

Here's more information on the Mopar Ram Runner kit, which is available for owners of 2009 to 2011 model-year Ram 1500 models:

MOPAR RAM RUNNER KIT (Each part of kit may be purchased separately)

Pre-Runner Stage II Lift Kit: 5-link coil-spring rear suspension, 4130 chrome moly lower control arms, upper control arms, rebuildable high-angle ball joints and forged steel, high-angle tie rods. Fourteen inches of suspension travel in front and rear, 3-inch internal bypass Fox shocks. (MSRP: \$13,270, Part No. P5155662)

Off-Road Front Bumper: Steel construction with integrated aluminum skid plate, high approach angle of 41 degrees provides greater clearance over off-road obstacles. (MSRP: \$1,250, Part No. P5155663)

Off-Road Rear Tire Carrier: Rear placement allows for easier access and ability to carry larger tires needed for the off-road. (MSRP: \$1,010, Part No. P5155664)

Off-Road Front Fenders: Tough, durable fenders feature wider wheel wells allowing for tremendous suspension articulation, zero tire-to-body interference, and provide an imposing, aggressive look. (MSRP: \$1,020, Part No. P5155665)

Off-Road Rear Fenders (6'4" bed): Tough, durable fenders feature wider wheel wells allowing for tremendous suspension articulation, zero tire-to-body interference, and provide an imposing, aggressive appearance. (MSRP: \$1,350, Part No. P5155666)

Sport Performance Hood: Stamped aluminum, dual-scooped hood with molded bezels adds to the forceful appearance of the Ram Runner Kit. (MSRP: \$978, Part No. 82211065AD)

5.7L Cat-back Exhaust: Dual exhaust with chromed tips for bumper with cut-outs. (MSRP: \$1,135, Part No. P5155280)

Mopar-First Features

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- Brand-specific customer care telephone lines: first to offer Sunday service hours for customers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

About the Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Jeep, Dodge, Ram and Fiat North America vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge, Ram and Fiat North America vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

More than 70 Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s — the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use.

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