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Ram 1500 Continues to Offer Innovative Features and Products for Truck Customers

- New Tradesman HD with an 11,500-pound maximum trailer rating, 3,100-pound payload and 17,500-pound gross combined weight rating (GCWR) tops all half-ton pickups in the market
- New Ram 1500 Mossy Oak® Edition model that further extends the multi-tiered relationship between the Ram Truck brand and America's top camouflage brand
- Ram Express popularity leads to expansion of the model to Crew Cab and Quad Cab
- Industry-first RamBox cargo management system includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into bed rails now available for Quad/Crew Cab and short bed Reg Cab (two bed sizes)
- Pickup bed divider/2-foot bed extender; and cargo rail system with four sliding, adjustable cleats
- RamBox bins hold up to 140 12-ounce beverages, or other gear for work or leisure
- New six-speed automatic transmission calibration with Electronic Range Select (ERS)
- New steering wheel with cruise control buttons
- New 2012 colors: Black Clear Coat, Deep Cherry Red, Deep Molten Red, Sagebrush, True Blue Pearl and Tequila Sunrise
- Eleven Ram 1500 models, Tradesman, Express, Outdoorsman, ST, SLT, Sport, Sport R/T, Lone Star, Big Horn, Laramie and Laramie Longhorn
- Factory spray-in bed liner available on all models
- Exclusive-in-segment coil-spring, multilink rear suspension fitted to a solid rear axle provides ride and handling capabilities unexpected in a pickup truck
- Best-in-class aerodynamics – an estimated .419 Cd
- 5.7-liter HEMI® V-8 provides more horsepower (390 hp), torque (407 lb.-ft.) and 20 mpg
- Shockingly fast performance: 0-60 mph in 6.1 seconds (R/T model)
- First-in-segment “store in the floor” storage bins with removable liners, big enough for ten 12-ounce beverages and ice
- First-in-segment heated and ventilated front seats
- Heated rear seats also available
- First-in-segment surround-sound audio system
- More than 30 safety features, including standard four-wheel Anti-lock Brake System and Electronic Stability Control with Hill Start Assist and Trailer Sway Control
- Unsurpassed powertrain limited warranty: 5 years/100,000 miles

August 31, 2011, Auburn Hills, Mich. - The Ram 1500 offers a variety of models for customer who rely their trucks for work and play.

“The Ram 1500 lineup has a truck for everyone,” said Fred Diaz, Ram Truck President and CEO and Head of National Sales — Chrysler Group LLC. “From the value priced Tradesman with a standard V-8 to the loaded Laramie Longhorn, Ram Truck brand will continue to answer our customers’ needs with products that hit high marks for

durability, innovation and appearance.

Capability

In addition to the 5.7-liter HEMI V-8 which produces 390 hp (283 kW), 407 lb.-ft. (548 N•m) of torque and 20 mpg, the 2012 Ram 1500 offers a flex-fuel capable 4.7-liter V-8 providing 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque, and a 3.7-liter V-6 generating 215 horsepower (160 kW) and 235 lb.-ft. (319 N•m) of torque; five and six-speed automatic transmissions; part-time and on-demand four-wheel-drive transfer cases; and 3.21, 3.55, 3.92 and 4.10 axle ratios.

Equipped with the HEMI, the 2012 Ram R/T regular-cab 4x2 model with a short bed and 4:10 gears blasts from 0-60 mph in 6.1 seconds.

The 2012 Ram 1500 is offered in regular cab, Quad Cab and Crew Cab models, with three box lengths: 8-foot (regular cab), 6-foot-4-inches (regular cab and Quad Cab), and 5-foot-7-inches (Ram 1500 Crew Cab). Eleven trim levels are available, each with a unique appearance: Tradesman, Express, Outdoorsman, ST, SLT, Sport, Sport R/T, Lone Star, Big Horn, Laramie and Laramie Longhorn.

A frame design incorporating high-strength steel supports segment-exclusive, multi-link coil spring rear suspension that improves ride and handling characteristics without sacrificing payload (up to 1,850 pounds) and towing capability (up to 10,250 pounds).

Convenience

The 2012 Ram 1500 Crew Cab, Quad Cab and short bed Reg cab features an available first-in-segment RamBox cargo management system that provides weatherproof, lockable, illuminated and drainable storage compartments integrated into both fender sides for effortless access and convenience. Each box holds up to 140-12-ounce beverages.

The RamBox system includes a bed divider/2-foot bed extender for oversize loads and a rail system with sliding, adjustable cleats for infinitely adjustable tie-down capability. The Ram's tailgate features a standard assist feature that reduces the effort needed to raise and close the tailgate.

Another segment-first innovation for the Ram 1500 crew cab is a pair of "store in the floor" bins with removable liners that offer even more versatile storage—large enough for ten 12-ounce beverages and ice. Locking lids are available from Mopar.

There are many other convenient storage locations throughout the Ram 1500 including a large upper glove box, map pockets in door panels and a configurable center console.

Technically sophisticated, yet simple-to-navigate electronic and infotainment choices includes a media center with a 30-gigabyte hard drive, navigation system, and a rear-seat DVD entertainment system available in the Quad Cab and crew cab. Also available is segment-first surround-sound audio.

Other premium amenities include first-in-segment heated and ventilated front seats, available heated rear seats, one-touch up/down driver and passenger windows, automatic-on headlamps and dual-zone automatic temperature control.

Craftsmanship

In addition to the exterior, the interior of the 2012 Ram 1500 stands out with an emphasis on craftsmanship expressed in premium interior appointments including six-ring instrumentation, controls, chrome accents, premium seating with bolsters and two-tone upholstery. An automatic-transmission floor shifter, incorporated into a configurable center console, is available. All Ram 1500 interiors feature "soft-touch" materials with premium fit and finish. Full-width contrasting stitching is offered on soft-touch instrument panels for select models.

On the exterior, the Ram 1500 features an aluminum hood with a large power bulge and a forward-canted grille, imparting a "head down, ready to charge" attitude, while front and rear bumpers wrap around each body side. The rear bumper on HEMI-equipped models is radiused over chromed dual exhaust tips. Attractive 20-inch wheels are available. Sills are pulled down to cover frame rails for a premium appearance. Badges are three-dimensional, rather

than decals, and are designed to stand out.

Safety

On the safety and security front, the Ram 1500 offers more than 30 active and passive safety features, including standard front and rear side-curtain air bags with Enhanced Accident Response System, side seat airbags, knee bolsters, seat-belt pre-tensioners, Anti-lock Brake System, BeltAlert® System, and Electronic Stability Control; and available adjustable pedals, ParkSense® Rear Park Assist and ParkView® Rear Back-up Camera.

Manufacturing

The Ram 1500 is built in two locations: Quad Cab and crew cab 1500 models are built at the Warren (Mich.) Assembly Plant, and regular cab models are built at the Saltillo Assembly Plant in Mex.

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