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## Ram Expands Power Wagon Model Range

- Ram broadens Power Wagon lineup with new ST and Laramie models
- Ultimate truck capability now available in three trim levels

October 20, 2011, San Antonio - Ram Truck today announced that the most capable off-road truck on the market and the reigning Heavy Duty Pickup Truck of Texas, the Ram Power Wagon, will now be available in two additional models—ST and Laramie.

The new Ram Power Wagon ST will offer off-road enthusiasts all of the Power Wagon's legendary capability in a value-oriented package. The Power Wagon Laramie will offer more comfort and luxury features. Each of the three Ram Power Wagon models will have its own distinctive look.

"When it comes to off-road capability, no other pickup truck compares to the Ram Power Wagon," said Fred Diaz, President and CEO - Ram Truck Brand and Chrysler de Mexico— Chrysler Group LLC. "Expanding the Power Wagon's availability to ST and Laramie models is not only what our customers have asked for, but also a true measure of the truck's success and popularity with truck buyers."

### Ram Power Wagon ST

The Ram Power Wagon lends itself to duties requiring reliability, durability and capability. The ST package will appeal to customers such as fire and emergency services, mining companies, oil exploration and forestry services for daily off-road duty. The Ram Power Wagon ST features single-tone paint, black grille, chrome front/rear bumpers with fog lamps, black fender flares and black mirrors with optional clearance lamps. The interior is unchanged from the ST trim level with the exception of additional controls for Power Wagon's unique features.

### Ram Power Wagon Laramie

The Ram Power Wagon Laramie broadens Ram's hard-core off-road lineup, adding comfort and convenience features, such as leather seats, premium audio, dual-zone A/C and woodgrain dash and door panels. The Power Wagon package also includes a floor mounted, manual transfer case shifter. On the outside, the bold exterior features body-colored fender flares, chrome mirrors, bumpers and grille, and unique badging. The addition of Power Wagon to the Laramie model gives the off-road linebacker a tuxedo and builds on the success and heritage of the Power Wagon nameplate.

### Pricing

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2012 Ram Power Wagon ST is \$42,620 and \$51,995 for the 2012 Ram Power Wagon Laramie (including a \$995 destination charge). The 2012 Ram Power Wagon SLT starts at \$46,560. Laramie and ST models go on sale December 2011.

### 2012 Ram Power Wagon

The 2012 Ram Power Wagon features award-winning interior appointments and distinctive graphics, but it's engineering that makes Power Wagon the ultimate off-road pickup. New for 2012, the most capable off-road pickup truck on the market is now available with a new RamBox storage system for trucks with 6-foot-4-inch beds and a new heavy-duty six-speed automatic transmission. Ram Power Wagon continues to offer class-exclusive electric-locking front and rear differentials, class-exclusive electronic disconnecting sway bar, the legendary 383 horsepower 5.7-liter HEMI® V-8 engine, 33-inch off-road tires, a custom-built Warn® 12,000-lb. winch, Bilstein shocks, underbody skid plate protection and a 4.56 axle ratio. Additionally, the Power Wagon is rated to tow up to 10,250 lbs. with a Class 4 trailer hitch, all standard.

### **Built for all terrain**

The 2012 Ram Power Wagon lives up to the heritage of Power Wagons built in the 1970s. There is simply no other pickup on the market that matches the capability. Ram Power Wagon takes the road less traveled while comfortably taking passengers and gear along for the ride.

Built to master the most rigorous off-road trails, the Ram Power Wagon is based on the Ram 2500 Heavy Duty 4x4 Crew Cab. The Power Wagon has a 14.5-inch ground clearance, compared to 12 inches on the Ram 2500 Heavy Duty. The vehicle's approach angle is boosted to 35 degrees, the departure angle is increased to 26.5 degrees and the breakover angle is enhanced to 25.5 degrees. This gives the Ram Power Wagon significant clearance for navigating a variety of off-road trails, especially when tackling severe inclines and declines.

Providing optimal balance between on-road civility and off-road capability are 33-inch BF Goodrich All-Terrain T/A tires, which feature a beefy tread pattern to help grab ledges along the trail and deliver optimum traction through sand, mud and snow.

Underneath the 2012 Ram Power Wagon are generous underbody protection components. A steering damper skid plate and fore-aft bars bring together the transfer case and fuel tank skid plates, resulting in armor that minimizes underside damage and rock wedging.

### **Best-in-class wheel articulation**

A disconnecting stabilizer bar, a solid front axle with coil springs and a single-stage leaf spring rear suspension with unique softer spring settings give the Ram Power Wagon the best wheel articulation in its class.

The 2012 Ram Power Wagon's electronic disconnecting stabilizer bar, called a "Smart Bar," delivers additional wheel travel for traversing the toughest trails. The driver-actuated stabilizer bar disengagement is possible in both four-wheel drive "High" or four-wheel drive "Low" at speeds below 18 miles per hour. As a safety feature, the Smart Bar automatically re-engages at speeds above 18 miles per hour.

Front and rear electronic axle lockers provide low-speed maneuvering when climbing boulders and ascending steep inclines by evenly splitting torque between both wheels, forcing them to turn in unison for extra traction. Bilstein monotube high-pressure gas shock absorbers keep all four wheels firmly planted and provide an appropriate ride for on- and off-road.

The 2012 Ram Power Wagon's combined axle and suspension package adds to greater vehicle flexibility, a determining factor when negotiating extreme obstacles. The Ram Power Wagon boasts a 460 (23-inch vertical height) Ramp Travel Index (RTI - a measurement of a vehicle's suspension articulation) with the stabilizer bar engaged and 655 (32-inch vertical height) RTI with the stabilizer bar disengaged.

### **HEMI power**

The 5.7-liter HEMI V-8 features 383 horsepower at 5,400 rpm and 400 lb. ft. of torque at 4,200 rpm. The HEMI V-8 has been modified for use in the Ram Power Wagon in order to enhance its off-road maneuverability and finesse. When driving in four-wheel drive "Low", the throttle response softens and the idle speed increases by 100 rpm (from 650 to 750 rpm) — providing added control when ascending and descending off-road obstacles at slow speeds.

### **The original Power Wagon; first mass-produced civilian 4x4 truck**

After World War II, GIs returning home wrote to Dodge and asked, "Where can we get a truck like the ones we used in the war?" Dodge responded by building the Power Wagon. Virtually unchanged from its introduction in 1945 to when its domestic sales ended in 1968, the Dodge Power Wagon is the classic four-wheel drive truck.

Power Wagons first appeared on the civilian market in 1946 as the model WDX. The model designations changed over the years, but the Power Wagon was offered only as a 1-ton truck through its final year of production in 1968.

The Power Wagon was similar in design to the 3/4 ton weapons carrier, with a 126-inch wheelbase, closed cab similar to the Dodge VC series trucks, and the front shell and grille similar to the T234 3/4 ton built by Dodge for the Chinese Army, also known as the Burma Road truck.

The original Power Wagon featured a 230 cubic-inch flathead six engine, a two-speed transfer case, a four-speed

transmission with a power take-off opening, which would send power to the front and back of the truck for operating auxiliary equipment and big 9.00/16-8 ply tires on 16x6-inch five-stud wheels. The 1-ton rated Power Wagon's maximum GVW rating was 8,700 lbs. Its maximum payload was 3,000 lbs.

A pickup box was designed that measured 8 x 4.5 feet. Dodge factory-built this four-wheel drive truck over a year-and-a-half before the Willy's 4T and 10 years before other manufacturers began producing 4x4 trucks, making it the first mass-produced civilian 4x4 truck.

Over the years, changes were made to the original Power Wagon including a 251 cubic-inch engine to replace the original 230 cubic-inch powerplant, as well as synchromesh transmission, alternator and 12-volt electrical system, to name a few. Many custom-bodied Power Wagons were put into service as fire trucks and school buses. One of the finest examples is the custom Cantrell-bodied four-door woody station wagon - the original sport utility vehicle.

The 1947 WDX featured amenities including electric wipers, a single driver's sun visor and armrest, dome light, a heater and the Braden 10,000 lb. winch.

In 1957, Dodge introduced another line of four-wheel drive trucks, also known as Power Wagons, with the model designations W100, W200, W300 and W500. More conventional in styling, these Power Wagons were available with different engines, including V-8s.

A total of 95,145 WDX-WM300 Power Wagons were sold from 1945-1968. Exports continued through 1971 and limited sales continued through 1978, with versions that included slant 6 engines and hanging pedal assemblies.

After the 1968 model year, the Power Wagon went out of production because the nearly 30-year-old cab did not comply with new federal light-duty truck regulations.

#### **About the Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 horsepower HEMI® V-8 are just two of the reasons it beat the competition. Ram 1500 also was named the Truck of Texas by the Texas Auto Writers Association in 2011.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models
- Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package

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