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2012 Ram 2500 Power Wagon Named *Four Wheeler* 'Pickup Truck of the Year'

- 2012 Ram 2500 Power Wagon beats the competition in a series of in-depth on- and off-road tests
- 2012 Ram 2500 Power Wagon is the most off-road-capable pickup truck with electric-locking front and rear differentials, electronic disconnecting sway bar, Bilstein shocks, 33-inch BFGoodrich off-road tires, underbody skid plate protection, 4.56 axle ratio and a custom-built Warn® 12,000-pound winch
- Power Wagon now available in three distinct trim models—ST, SLT and Laramie

December 4, 2011, Auburn Hills, Mich. - The editors of *Four Wheeler* have named the Ram 2500 Power Wagon "2012 Pickup Truck of the Year."

"The folks at *Four Wheeler* magazine are serious off-road experts and have once again honored the Ram Power Wagon with this significant industry award," said Fred Diaz, President and CEO of Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. "Straight off the dealer's showroom floor, our Power Wagon is, by far, the most capable off-road truck. We're proud that *Four Wheeler* recognizes this."

To qualify for the competition, a vehicle must have been entirely new or have substantial mechanical revisions from a previous model year. For 2012, the award winning Ram Heavy-Duty lineup features an all-new six-speed automatic transmission for gas powertrains, available 6.7-liter Cummins diesel with 800 lb.-ft. of torque and an all-new RamBox for the 6-ft.-4-in bed.

"You can't beat the versatility of the 2012 Ram Power Wagon," said John Cappa, Editor of *Four Wheeler* Magazine. "Its aggressive BFG All-Terrain tires, tuned suspension, disconnecting sway bar, selectable lockers front and rear, and a Warn winch make it nearly unstoppable off-road, yet it's still civilized enough to be daily-driven. The Power Wagon crawls over the most difficult rocky terrain just as easily as it speeds over rough dirt roads or commutes on smooth highways. Add in a 10,200-pound towing capacity along with multiple useful storage compartments, including the RamBox, and you end up with a remarkable factory-built ¾-ton truck that easily deserves *Four Wheeler's* 2012 Pickup Truck of the Year award."

The Ram Power Wagon comes equipped with an off-roader's wish list, including: electric-locking front and rear differentials, electronic disconnecting sway bar, Bilstein tuned shocks, 33-inch BFGoodrich off-road tires, significant underbody skid plate protection, 4.56 axle ratio and a custom-built Warn® 12,000-pound winch that is accessible through the front bumper.

RamBox was previously only available on the Ram 1500 with a 5-ft.7-in. bed. Buyers can now opt for RamBox on Ram 2500 and 3500 (single rear wheel) Crew Cab and Mega Cab models with 6-ft.-4-in. beds, including Power Wagon—making the feature available on 80 percent of the Ram lineup.

Ultimate truck capability is now available in three trim levels, ST, SLT 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 existing Power Wagon SLT will continue to provide a mix of comfort with off-road components and the new Power Wagon Laramie will offer more comfort and luxury features. Each of the three Ram Power Wagon models will have its own distinctive look.

About *Four Wheeler*

Published monthly since 1962, *Four Wheeler* is the country's oldest and most respected four-wheel drive enthusiast publication with a paid circulation of 200,000 monthly and a readership of more than 2.2 million.

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 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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