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## **Ram Announces New Ram Tradesman Crew Cab and Quad Cab® Models**

- America's best value commercial full-size pickup now available in three cab styles
- Great value includes no-charge RamBox and V-8 power
- Price reduction on regular cab Tradesman makes it an even better value

March 5, 2012, Indianapolis - The Ram Truck brand today announced that it would expand Ram 1500 Tradesman availability to include Crew Cab and Quad Cab® models, giving buyers an outstanding combination of value and performance across all Ram half-ton pickup configurations.

The Ram 1500 Tradesman previously was available in regular-cab models only.

"From the moment we launched the truck, the Ram 1500 Tradesman was a hit," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico – Chrysler Group LLC. "Our new four-door Ram Tradesman models offer the pickup segment's best combination of room for six hard-working adults, V-8 capability and value."

The Tradesman is a value-priced package designed to meet the hard-working needs of small businessmen, construction jobsites and commercial fleets at an affordable price

"When we added Crew and Quad Cab availability to the sporty Ram 1500 Express, we were able to gain share in the segment by offering buyers the absolute best four-door truck value in the market," added Diaz. "Ram Tradesman offers fullsize work truck capability at a great price. Our 4.7-liter V-8 delivers 20 mpg, comes with a standard tow package and all the guts you need to get the job done."

Ram's 4.7-liter V-8 FFV engine is rated at 310 horsepower, 330 lb.-ft. of torque and 20 mpg EPA highway. The 4.7-liter V-8 delivers more power and more trailer-towing capability (7,700 lbs.) than competing base engines. For even more power, the 5.7-liter HEMI® V-8 with 390 hp / 407 lb.-ft. of torque is an available Tradesman option.

Tradesman models also get styled, full-face steel wheels, a fully warrantied factory-equipped spray-in bedliner and a 6-speed automatic transmission. In addition, Ram Tradesman 4.7-liter models now come with a no-cost RamBox cargo management system that includes lighted, lockable storage for tools and adjustable tie-downs – a \$1,295 value.

Ram Tradesman has better performance, greater capability and more standard features than the competitions' work trucks. Features include link-coil rear suspension for best-in-class ride and handling, heavy-duty cooling for long life and reliability, Class IV receiver hitch, 4 and 7-pin trailer connectors, in-floor storage on crew cab models, forward-opening doors on Quad Cab, power windows and a six-speaker stereo with CD player and audio input jack.

"Durability, reliability and value for the money are the top three considerations for our customers. Their truck is the most important tool they own and one they'll use every day. The Ram Tradesman is a truck they can depend on."

All Ram Truck engines, transmissions and axles are covered by a segment-leading five-year, 100,000-mile powertrain warranty.

Prices for the Ram Tradesman Quad Cab start at \$27,330, including \$995 destination charge. The Ram Tradesman Crew Cab starts at \$29,810. Ram 1500 Tradesman regular cab prices have been lowered for 2012 to \$22,370 (when equipped with 4.7-liter engine).

The Ram 1500 Tradesman HD remains the ultimate in capability, with the heaviest towing (11,500 lbs.) and payload (3,125 lbs.) of any light-duty truck. Available exclusively in long-bed, regular cab 4x2 configuration, Ram 1500 Tradesman HD is offered at a base MSRP of \$29,600, including destination.

Tradesman Quad and Crew models are currently shipping to Ram Truck dealers.

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BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's 489 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer. Benefits include no dues or fees, specialized in-dealership commercial/small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.

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For On The Job program information, call (877) ONTHEJOB or click on [www.dodge.com/en/commercial/programs\\_discounts/](http://www.dodge.com/en/commercial/programs_discounts/).

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

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone 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.

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