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### **Bold Exterior Design and All-new Interior Wrap Best-in-class Chassis Cab Capability**

- Exterior design changes include new grilles and all-new premium lighting system with bi-functional halogen projector bulbs and LEDs for park/turn and side markers
- Best-in-class interior redesigned with new themes, colors, materials, features, technologies and styling upgrades
- Next generation 8.4-inch Uconnect system with background screens tailor-made to specific Ram Truck models
- New configurable premium vehicle information center with 7-inch, color, multiview display available on SLT and standard on Laramie models
- All-new HVAC controls feature simple, improved function to meet highest Human Machine Interface (HMI) standards
- New multi-media port with USB, SD card and auxiliary inputs
- New Tradesman model available for Ram 3500, 4500 and 5500 Chassis

September 26, 2012, Auburn Hills, Mich. - The new 2013 Ram Chassis Cab models uphold an unflinching appearance and add new comfort and styling features along with exterior design modifications. The new Ram 3500, 4500 and 5500 Chassis Cab trucks feature an all-new interior and all-new segment-leading technology.

#### **Exterior**

Two new grille designs are available on the 2013 Ram Chassis Cab. Tradesman and SLT have a new molded-in black "Hex-Link" design. The Laramie model features the "Hex-Perf" texture in chrome.

The 2013 Ram Chassis Cab quad headlamp design has improved light spread, pattern consistency and distance. An all-new premium headlamp is offered on the Laramie trim level with a lighting system featuring bi-functional halogen projectors and amber LEDs for park/turn/position, and side markers. A vertically ribbed inner lens softens the glow and retains the improved visual component of the segment exclusive LEDs. The Ram design team carefully crafted the interior bezel and housing to create a functional piece of hardware with appeal. The Ram shield logo is molded into the housing and the Ram name is molded into the inside of the outer lens.

New back-up camera and wiring provisions give upfitters the opportunity to mount the camera in a custom location to work with a variety of body styles and upfits.

Exterior door and fender badges are located in a portrait style format providing usable real estate on the door for a commercial customer's logos and graphics.

For 2013, Ram Chassis Cab offers 12 different colors with an additional 18 specialty paint options, including Midnight Blue, Case Construction Power Tan, Case IH Red, New Holland Construction Yellow, New Holland Agriculture Blue and Robin Egg Blue.

#### **Interior**

New Ram Chassis Cab features and technologies create an opportunity for a redesigned interior with material upgrades, improved fit and finish, new colors, HVAC controls and new multimedia systems.

Rear occupants enjoy the same quality, fit and finish as the driver. With points of contact a priority, new premium materials, colors and designs are now on all four doors. Soft-touch materials enhance armrests and upper bolsters

with expanded use of premium surfaces. The Tradesman is available in Black/Diesel interior trim; SLT is available in Canyon Brown/Light Frost or Black/Diesel; Laramie customers can choose from all Black or Canyon Brown/Light Frost.

The 2013 Ram Chassis Cab features the next generation 8.4-inch Uconnect system with background screens tailor-made to specific Ram models and themes. To make room for the new big screen, the center stack is upgraded with matching materials found throughout the interior. Complementing the range of Chassis Cab models, the interior design team created new, individualized themes with different colors and materials. Tradesman receives Iron Gray Metallic coloring throughout the cabin. SLT features premium anodized driftwood paint with Satin Chrome accents. Laramie features light anodized driftwood paint, adding a contemporary Wenge wood pattern.

The all-new HVAC controls take lessons learned from other Chrysler Group Uconnect applications and feature simple, improved function meeting the highest Human Machine Interface (HMI) standards. The HVAC system includes a redundant architecture allowing the operator to use either the 8.4-inch touchscreen or manual controls to alter the truck's environment. Below the upgraded HVAC arrangement is a new switch bank with relocated, easy-to-use controls for a number of features depending on vehicle models and options. The top row is for functional features and includes exhaust brake, tow/haul and ESC. The bottom row comes standard as an auxiliary switch bank for all five spots with a power take-off (PTO) option when equipped. Contiguous to the switch bank is a relocated and prominently placed adjustable integrated trailer brake control allowing the driver to add or reduce trailer brake function on the fly. The new console center stack includes a 115-volt outlet and new drawer at the base of the stack with a smooth, premium feel tool box-slide action. The new drawer features 12-volt outlets on either side and an optional powered USB on the driver's side.

All Ram Chassis Cab trucks continue to use a column shifter for the automatic transmission. Electronic Range Select (ERS) is now located on the face of the steering wheel, right side, allowing individual gear selection. Diesel models offer an exclusive manual six-speed transmission, the only manual transmission offering in the segment. On all models, the transfer case retains full capability with a rotary e-shift to control "4WD Auto," "4WD Lock," "4WD Low," "2WD" and "Neutral".

New technology moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information center screen is now standard on Tradesman and SLT, and displays vehicle operating functions. The new thin-film transistor (TFT), 7-inch multiview display is now available on SLT and standard on Laramie models. The 7-inch screen features fully customizable function and configurability. Similar to the 8.4-inch Uconnect system, select 7-inch cluster background screens are tailor-made to specific Ram models with designs that match the truck's theme.

Two new steering wheels are available. Tradesman and SLT models receive a urethane wheel with a Black or Canyon Brown bezel. Optional on SLT is a leather wheel with either Black or Canyon Brown painted bezel. Laramie includes a leather wheel with anodized paint in Black or Canyon Brown. The premium steering wheel also offers a heating option.

Seating colors and feel are upgraded with richer, darker colors, including a new premium cloth material. Tradesman models are available in Diesel vinyl with the option for SLT's cloth in Diesel. The SLT is available in Diesel as well as Canyon Brown. Laramie models feature all black and offer the option of Light Frost leather.

Six-passenger capability is available with the 40-20-40 bench seat. The center consoles for both the bucket and 40-20-40 bench seat configurations are all new with efficient storage in mind. The new bucket seat console uses the extra space as additional storage. The bench seat design includes three new cup holders built into the console lid that features a washable rubber bellow lining allowing storage for most cup sizes as well as other personal items. Folding back the center console and center front seat base reveals a large storage bin that houses an optional CD player. Both versions of the console feature two tiers of storage and are available with a new multimedia port with USB, SD card and auxiliary inputs in the upper tier. Additionally, a 2.5-amp USB power port and 12-volt outlet are available to meet device-charging needs. The center console can be optioned out for customers requiring walk-through access or other upfit needs.

Lastly, new for 2013, all Chassis Cab models feature Sapphire Blue LED lighting on switches and the rear-view mirror. Laramie models include white LED lighting for dome, map and foot wells. Additionally, Laramie models feature Sapphire Blue ambient lighting throughout the interior, an enhancement for premium trim levels.

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