

Contact: Nick Cappa  
David Elshoff

## **The Most Capable Heavy Duty and Chassis Cab Trucks on the Market**

### **Ram 2500 and 3500 Heavy Duty**

The new 2013 Ram Heavy Duty pickup truck lineup, which includes the Ram 2500 (Class 2) and Ram 3500 (Class 3) entries, represents the brand's latest and most capable offerings in North America's mega-competitive tow, haul, push and pull vehicle segment. The new 2500 and 3500 are part of a full-line of Ram trucks that range from Ram 1500 (Class 1) to Ram 5500 (Class 5).

The full-size pickup truck segment has evolved from brute capability and acceptable efficiency to a marvel that combines desirable size, configurations, capability, refinement, efficiency, technology and quality. The latest generation 2013 Ram Heavy Duty models reach retail outlets months, and in some cases years, ahead of the next generation of primary competitors, establishing a new benchmark in the segment.

The new 2013 Ram Heavy Duty trucks deliver on the brand's "Guts and Glory" promise, to vocational and recreational buyers. In form and function, the 2013 Ram Heavy Duty conveys boldness, valor, capability and power like no other in its class, with appeal and technology at a higher level than ever before.

Ram's newest Heavy Duty truck offers more factory-installed exterior options and systems than anything in its class. Customers in this category will expect it to be far more expensive than its competitors, but the Ram Heavy Duty remains a great value.

The new Ram Heavy Duty offers outstanding fuel efficiency, best-in-class towing and payload, improved handling characteristics, additional noise, vibration and harshness (NVH) reduction, unsurpassed technologies and innovative features, and enhanced design qualities.

The Ram 2500 is primarily used for towing large personal items, such as campers, boats, horses, etc. The Ram 3500 is also used for heavy personal towing but more often as a work truck to haul nearly everything, including heavy equipment, boulders or livestock. In terms of cost of ownership, towing capability, technologies, features, quality, reliability and dependability, the new 2013 Ram Heavy Duty offers best-in-class attributes in both weight classes.

The new 2013 Ram Heavy Duty will be available in three cab configurations: two-door Regular Cab, four-door Crew Cab, and four-door Mega Cab with two bed sizes (6-foot 4-inch and 8-foot). The new lineup offers 10 models in 4x2 and 4x4 drive configurations: ST/Tradesman, Power Wagon, SLT, Big Horn/Lone Star, Outdoorsman, Laramie, Laramie Longhorn and Laramie Limited (ST available in fleet only).

The new 2013 Ram Heavy Duty competitors are: Ford Super Duty (F-250 and F-350 pickup trucks), comparable Chevrolet Silverado (2500HD and 3500HD pickup trucks) and GMC Sierra (2500HD and 3500HD pickup trucks).

### **Ram 3500, 4500 and 5500 Chassis Cab**

The new Ram 3500, 4500 and 5500 Chassis Cab models are the most capable offerings in the Ram Truck fleet. Ram's halo trucks demonstrate competitive leadership in capability, upfitter solutions and total cost of ownership. Since 1921, Ram has been building work trucks. The more capable the truck, the more likely it is used for business purposes – 95 percent of Chassis Cab owners use their truck for work. Ram sees a significant opportunity to grow its market share in the segment.

A distinctive approach to marketing is required for the Ram Chassis Cab as the truck driver is most often not the truck buyer. To address this unique dynamic, the Ram brand uses an efficient targeted approach to the business customer who views their truck as a critical tool. Buyers are more interested in total cost of ownership, product specification

detail of payload, towing, Gross Axle Weight Rating (GAWR), Gross Vehicle Weight Rating (GVWR) and Gross Combination Weight Rating (GCWR). Making hands-on, experiential product interaction is very important.

“The Ram Chassis Cab customer is making an investment in their company and the points of interest on the truck are much different than non-commercial truck buyers,” said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. “We concentrated on those interests, including total cost of ownership and low-cost upfits to build a product that makes sense to any bottom line.”

The chassis cab segment has evolved to rival the capabilities of much larger trucks while continually providing efficiency, content, technology and refinement. The largest portion of chassis cab trucks are upfitted with flat-bed, dump or service bodies – 81 percent. Approximately 60 percent of owners use their chassis cab in construction, agriculture or landscape vocations.

The 2013 Ram Chassis Cab is available in two cab configurations: two-door Regular Cab and four-door Crew Cab. 3500 offers two frame lengths (60-inch and 84-inch) and 4500 and 5500 offer four frame lengths (60-inch, 84-inch, 108-inch and 120-inch). The new lineup includes three models in 4x2 and 4x4 drive configurations: ST/Tradesman, SLT and Laramie (ST available in fleet only).

The 2013 Ram Chassis Cab competitors are: Ford Chassis Cab F-350, F-450 and F-550.

### **Manufacturing**

Start of production of the 2013 Ram Heavy Duty and Chassis Cab trucks is scheduled for the first quarter of 2013 at the Saltillo Truck Assembly Plant in Coahuila, Mexico.

### **Ram Trucks**

The Ram Truck brand continues to establish its own identity and clearly define its customer. The brand 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. Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. The Ram 1500, 2500, 3500 pickups: 3500, 4500 and 5500 Chassis Cabs and Ram Cargo Van are designed to deliver a total package. For 2013, the Ram 1500 – the most-awarded Ram truck ever – grabs the title of best-in-class fuel economy for the half-ton segment with a number of exclusive technologies including a new V-6 engine, eight-speed transmission, stop-start system, air suspension and active grille shutters.

The 2013 Ram Heavy Duty brings increased capability and innovative new features to the heavy-duty segment with an uncompromising attitude that remains the standard for all full-size heavy-duty pickups. Ram Heavy Duty also delivers the performance and amenities customers demand, for example the most off-road capable pickup on the market – the award-winning Ram Power Wagon.

The Ram Truck brand increases the capabilities of its hardest-working trucks – the Ram 3500, 4500 and 5500 Chassis Cab trucks, and adds a Ram Cargo Van, which expands Ram's reach into the Class 1 segment. The Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and drivability. Building on Ram Truck's leadership in the heavy-duty pickup segment, Ram's commercial-grade work trucks are built on proven frames and chassis and engineered for maximum uptime, low cost of ownership, optimum performance and enhanced commercial capability.

### **Ram Truck segment exclusives:**

- Coil spring rear suspension and available four-corner adjustable air suspension on Ram 1500 for best-in-class ride and handling
- Eight-speed automatic transmission on 2013 Ram 1500
- Available RamBox cargo management system with remote lockable and lighted bedside storage on Ram 1500, 2500 and 3500 SRW
- Electronic Stability Control (ESC) standard on 3500 dual rear wheel pickup and chassis cab
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram Heavy Duty Mega Cab
- Standard six-speed manual transmission on all diesel models

- 3,600-lb. towing for Ram C/V Class 1 cargo van
- Best-in-class GCWR for Heavy Duty and Chassis Cab

Equipped with a choice of engines, including the Pentastar V-6 (Ward's 10 Best Engines), the durable 4.7-liter V-8, the legendary 5.7-liter HEMI® V-8 engine or the powerful 6.7-liter Cummins Turbo Diesel, Ram Trucks offer the best powertrains in the industry and are known for their reliability. The 5.7-liter HEMI engine offers an amazing combination of power and fuel economy with 390 horsepower and class-leading miles per gallon.

A partnership that extends back more than 20 years, Ram Truck and Cummins have delivered billions of miles of customer reliability. Cummins-equipped Ram trucks with more than 300,000 miles are common, while others have surpassed one million hard-working miles.

All Ram Truck engines, transmissions and axles are covered by a segment-leading 5-year/100,000-mile powertrain warranty.

#### **About BusinessLink**

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.

Find a local BusinessLink dealer at (877) 2THELINK or on the web at [www.chryslerbusinesslink.com](http://www.chryslerbusinesslink.com).

#### **About "On The Job"**

Chrysler Group's "On The Job" vehicle program provides commercial/small business owners a variety of incentives and discounts to assist them in purchasing, servicing and customizing vehicles to specifically address their unique professional needs. Custom upfit allowances, service contracts, Mopar certificates and cash allowances are just a few of the stackable incentives that business owners can use at any of Chrysler Group's 2,317 dealerships. Business owners may take advantage of these incentives in addition to existing BusinessLink or retail specials. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use. 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).

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>