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## Ram to Build Industry's Only Light-duty Diesel Pickup

- 3.0-liter V-6 EcoDiesel to deliver best-in-class fuel economy, a title already owned by the 2013 Ram 1500
- Clean diesel features low CO2 emissions and impressive V-6 capability
- Diesel engines praised for outstanding range and torque
- Ram first to market with game-changing technologies

February 13, 2013, Auburn Hills, Mich. - Beginning in third-quarter 2013, Ram will become the only brand to offer a small-displacement diesel for its half-ton line of trucks.

The 2014 Ram 1500 will offer a new, 3.0-liter EcoDiesel engine, mated with the eight-speed TorqueFlite automatic transmission. The powertrain is expected to deliver an outstanding combination of best-in-class fuel efficiency, best-in-class torque and impressive capability.

"Truck owners have been emphatically asking for it, and Ram will be the only manufacturer to offer a diesel powertrain in the half-ton segment with the 2014 Ram 1500 EcoDiesel," said Fred Diaz, President and CEO — Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "The half-ton truck market is incredibly competitive, and although we're honored the Ram 1500 has received a number of prestigious awards, we cannot rest on what we have accomplished, we must keep pushing."

The 2013 Ram 1500 won *Motor Trend's* Truck of the Year, The North American Truck of the Year and Truck of Texas -- a rare trifecta in the pickup segment. Building on the award-winning truck, the 2014 Ram 1500 EcoDiesel will further stretch its best-in-class fuel economy title lead and continue to raise the innovation bar in one of the automotive industry's most customer-loyal segments.

"The Ram 1500 with 3.0-liter V-6 turbo EcoDiesel and TorqueFlite eight-speed transmission deliver on the demands of truckers by providing best-in-class torque, fuel economy and range. There's no doubt that being the only truck manufacturer to offer this game changing technology will provide Ram with a competitive advantage," added Diaz.

The new 3.0-liter V-6 EcoDiesel is among today's most advanced diesel engines. Its emissions are 60 percent less than those produced by diesel powertrains 25 years ago. The impressive combination of torque and fuel economy marks new levels of performance for small V-6 engines.

Ram's newest turbo diesel engine is manufactured by VM Motori, a Chrysler Group diesel engine supplier since 1992.

Over the past 10 months, the Ram Truck brand has set an aggressive product cadence. Ram's big push began in April 2012 with the introduction of the Ram 1500 with class-leading 25 mpg fuel efficiency and innovative features such as Active Level four-corner air suspension.

The Ram Brand followed that news with the launch of the Ram 2500 and 3500 Heavy Duty pickups. Their 30,000-pound trailer-tow rating – more than three tons more than their closest competitor -- and 850 lb.-ft. of torque are at the top of their class. Most recently, Ram introduced the new 2014 Ram ProMaster van with its own list of best-in-class features, including fuel efficiency, payload, cargo capacity and lowest cost of ownership.

### About 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. 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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