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2014 Ram 1500 EcoDiesel Sets New Fuel-Economy Benchmark of 28 MPG; Ram Now Owns Top Two Spots in Pickup -Segment Rankings

- **2014 Ram 1500, powered by all-new 3.0-liter EcoDiesel V-6, records best-ever 28 mpg in highway-cycle testing; 23-mpg combined city/highway rating also a new benchmark**
- **EPA's best half-ton pickup rating since 3.6-liter Pentastar V-6 propelled 2013 Ram to 25 mpg; also exceeds top-ranked small pickup**
- **EcoDiesel- and Pentastar-powered Rams rank 1-2 for fuel economy in 2014, aided by class-exclusive TorqueFlite 8-speed automatic transmission**
- **Best-in-class 4x4 fuel-economy (city, highway and combined) with 19/27/22 mpg**
- **Ram first to market and remains lone brand to offer small-displacement turbo-diesel engine in half-ton pickup; ordering opens Feb. 7**
- **All-new 3.0-liter EcoDiesel – which is 50-state compliant with Tier2-Bin 5/LEVII emissions regulations – delivers peak torque unsurpassed among V-6 pickups (420 lb.-ft.)**

February 4, 2014, Auburn Hills, Mich. - The EcoDiesel-powered 2014 Ram 1500 has earned a 28-mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup.

It also exceeds the EPA highway rating for the top-ranked small pickup.

The breakthrough results mean Ram keeps the half-ton fuel-economy record set last year by the 2013 Ram 1500. Equipped with a 3.6-liter Pentastar V-6 gasoline engine, the truck earned 25 mpg highway, a rating that stands for model-year 2014.

The Ram 1500 now owns the half-ton pickup segment's top two spots in the EPA's 2014 highway fuel-economy rankings.

"The new Ram 1500 EcoDiesel is truly in a class of its own with 28 MPG and the ability to tow 9200 pounds," says Reid Bigland, President and CEO Ram Truck Brand. "To put the Ram 1500 EcoDiesel in context, it gets 6 mpg better fuel economy than the best F150 Eco-Boost. Overall, the Ram 1500 Eco-Diesel has outstanding pick-up truck capability with compact-car-like fuel economy."

The EcoDiesel is the first and only advanced-technology turbo-diesel offering in the half-ton pickup segment. In addition to superior fuel economy, it delivers peak torque of 420 lb.-ft. (569 Nm), which is unsurpassed among full-size trucks equipped with V-6 engines.

The all-new engine's block and bedplate are made from lightweight Compacted Graphite Iron (CGI). Its performance is enhanced by the innovative MultiJet 2 common-rail fuel-injection system, which is exclusive in North America to Chrysler Group.

MultiJet 2's high-dispersion nozzles and advanced-technology servovalve can accommodate up to eight fuel-injection events per cylinder cycle. This mitigates noise and improves low-speed throttle response, while also

reducing fuel consumption and emissions.

The all-new 3.0-liter EcoDiesel features state-of-the-art Selective Catalytic Reduction (SCR), high-pressure cooled Exhaust Gas Recirculation (EGR), variable swirl intake ports and a variable-geometry turbocharger. All contribute to 50-state compliance with Tier 2-Bin 5/LEV II emissions regulations.

Named one of Ward's 10 Best Engines for 2014, the EcoDiesel V-6 was a significant factor in the Ram 1500's selection as 2014 Motor Trend Truck of the Year. The Ram 1500 is the first vehicle to win this prestigious award in back to back years.

Chrysler Group's segment-exclusive TorqueFlite 8-speed automatic transmission further improves the Ram 1500's fuel efficiency. While enabling optimal engine speed in a wide range of driving conditions, the advanced-technology gearbox benefits from a thermal-management system that quickly warms transmission oil to reduce pumping losses associated with cold, low-viscosity fluid.

The 2014 Ram 1500's efficiencies are not restricted to powertrain technologies. Other key features include:

- Active grille shutters that optimize air flow for improved aerodynamics
- Electric Power Steering (EPS), which relieves the engine from constantly turning a hydraulic pump
- Thoughtful material-use strategies that leverage lightweight aluminum for components – such as hoods – that do not compromise capability

Pricing for the 2014 Ram 1500 starts at \$24,200, plus \$1,195 destination. The exclusive V-6 EcoDiesel with TorqueFlite eight-speed automatic transmission is priced \$2,850 greater than a similarly equipped Ram 1500 with a 5.7-liter HEMI® V-8 with TorqueFlite 8-speed transmission.

Ordering for EcoDiesel models begins Feb. 7.

The 2014 Ram 1500 is backed with an unsurpassed five-year /100,000-mile Powertrain Limited Warranty. The powertrain-limited warranty, which is transferrable, covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system.

The standard three-year / 36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

The 2014 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Mich.), which has assembled more than 12.5 million trucks since it started operations in 1938. Regular Cab models of the 2014 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

Ram Truck Brand

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks, the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab, ProMaster and ProMaster City, the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram is the number one brand in new vehicle quality and is the only truck-exclusive brand to ever finish first in J.D. Power's Initial Quality Study (2021), which tracks new vehicle performance over the first three months of ownership. In the same study, Ram Heavy Duty models also scored best, making Ram the number-one truck brand in new vehicle quality among large heavy-duty pickups.

In addition, the latest J.D. Power APEAL study - which rates the emotional bond between customers and their vehicles – named the 2021 Ram 1500 as the best vehicle in the large light-duty pickup category. This marks the second straight year Ram 1500 has received top honors.

The 2022 Ram 1500 lineup includes the Know & Go mobile app featuring an immersive experience for customers

who want to learn more about their vehicles.

Ram continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 37,090 lbs. with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500, America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 33 mpg highway and delivers up to 1,000 miles of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

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