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## **Ram Truck Announces Industry's Broadest Alignment with Society of Automotive Engineers (SAE) J2807 Towing Standards Across All Pickup Truck Segments**

- Ram Truck is the only full-size pickup truck manufacturer to adopt the Society of Automotive Engineers (SAE) J2807 towing practices in all three pickup truck segments (½-ton, ¾-ton and 1-ton)
- Ram pickup maximum towing capacities unchanged or improved under SAE standardized J2807
- Ram 1500 owns the top positions in pickup fuel economy and SAE affirmed towing capacity for V-6 engines
- Ram 1500 3.0-liter V-6 EcoDiesel with 8-speed transmission combines best-in-class fuel economy of 28 MPG with up to 9,200 lbs. of towing capacity
- Ram 1500 3.6-liter V-6 Pentastar with 8-speed transmission combines best-in-class gasoline engine fuel economy of 25 MPG with 7,600 lbs. of towing capacity
- Ram 1500 offers SAE towing of up to 10,650 lbs. with 5.7-liter HEMI® V-8 and exclusive 8-speed transmission
- Ram 2500 Heavy Duty retains the highest level of capability with best-in-class SAE towing of 17,970 lbs. and a payload capacity of 3,970 lbs.
- Largest displacement V-8 in the Heavy Duty segment, 6.4-liter HEMI® delivers best-in-class 410 horsepower and 429 lb.-ft. of torque and features VVT with Fuel Saver cylinder deactivation
- Ram 3500 Heavy Duty is King of the Hill with best-in-class SAE 30,000 lbs. of towing capacity backed by 6.7-liter Cummins Turbo Diesel producing 385 horsepower and 850 lb.-ft. of torque
- All Ram trucks feature an unsurpassed powertrain warranty – five years/100,000 miles

July 16, 2014, Auburn Hills, Mich. - Beginning with the 2015 model year, Ram will become the first automaker to adopt the Society of Automotive Engineers (SAE) J2807 standardized tow rating practices across all three fullsize pickup truck segments, including the ½-ton Ram 1500, ¾-ton Ram 2500 Heavy Duty and one-ton "King of the Hill" Ram 3500 Heavy Duty.

Ram beats the competition in the two most sought-after titles in the pickup truck market, fuel economy and SAE towing capacity, offering the most capable and most fuel efficient trucks available.

"Because our customers asked for it, every single 2015 model year pickup truck Ram sells will come with a trailer-tow rating achieved using SAE's J2807 testing protocols," said Reid Bigland, President and CEO – Ram Truck Brand. "No other automaker can make that claim."

On the heels of finalized SAE towing specifications that now include trucks up to 14,000 GVWR, Ram has validated its full pickup line with the SAE J2807 Towing Standard – the only truck maker to adopt the standard in all three pickup truck weight classes.

"Ram Truck has been preparing for integration of the SAE towing standard over the past few years and adding heavier ¾- and 1-ton trucks to the criteria gives it more teeth," said Mike Cairns, Director – Ram Truck Engineering, Chrysler Group LLC. "For too long, an uneven playing field existed and towing capacities went unchecked. We're happy to be the only pickup truck manufacturer to align with the SAE J2807 towing standard across our pickup truck lineup."

The SAE J2807 towing standard outlines dynamic and performance criteria as it relates to a given vehicle. Examples within the standard include a number of tests while towing: 0-60 MPH time allowance, tackling the notorious Davis Dam Grade while maintaining no less than 40 MPH for single-rear-wheel trucks and 35 MPH for dual-rear-wheel trucks, a constant radius understeer test while increasing speed and a sway maneuver using aggressive steering input. The purpose is to put all trucks through the schedule of tests in which operators will likely see in the real world. SAE standards have existed in a number of other areas including engine torque and horsepower. Ram Truck is the first to adopt the official towing standard for ½-ton, ¾-ton and 1-ton trucks.

#### **2015 Ram SAE J2807 towing capacities:**

- Ram 1500 V-6 with 3.6-liter gasoline Pentastar – Unsurpassed 7,600 pounds
- Ram 1500 V-6 with 3.0-liter EcoDiesel – Best-in-class 9,200 pounds
- Ram 1500 V-8 with 5.7-liter gasoline HEMI – 10,650 pounds
- Ram 2500 V-8 with 6.4-liter gasoline HEMI – 16,300 pounds
- Ram 2500 with 6.7-liter Cummins diesel – Best-in-class 17,970 pounds
- Ram 3500 V-8 with 6.4-liter gasoline HEMI – 16,420 pounds
- Ram 3500 with 6.7-liter Cummins diesel – Best-in-class 30,000 pounds

#### **Ram Truck Brand**

Since its launch as a stand-alone division of Chrysler Group LLC in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck continues to invest substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2015 model year, Ram continues to beat the competition in the two most sought-after titles, fuel economy and towing capacity.

- Best-in-class fuel economy with exclusive EcoDiesel – 28 mpg with Ram 1500
- Best-in-class towing capability – 30,000 pounds with Ram 3500

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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