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Ram Truck Announces Pricing and Unsurpassed Standard Highway Fuel Economy for 2015 Ram ProMaster City

- Starting at \$23,130, "right-sized" ProMaster City offers best-in-class titles where they count
- 2015 Ram ProMaster City aggressively competes in the compact Class 1 van segment with a fuel economy rating of 21 mpg city, unsurpassed standard 29 mpg highway and 24 mpg combined
- Ram ProMaster City best-in-class features:
 - 178 horsepower and 174 lb.-ft. of torque
 - Payload – 1,883 pounds
 - Cargo volume – 131.7 cubic feet
 - Distance between wheel wells – 48.4 inches
- Available in two-seat cargo van and five-seat passenger Wagon configurations, new Ram ProMaster City offers modern styling and professional appeal in a small, capable package
- Unsurpassed towing capacity – 2,000 lbs.
- Unsurpassed powertrain warranty – 5 years/100,000 miles
- Ram Commercial offers exclusive pre- and post-sale solutions with BusinessLink and On the Job customer service programs

November 12, 2014, Auburn Hills, Mich. - Continuing its commercial offering momentum, Ram Truck announces pricing and fuel economy for the all-new 2015 ProMaster City. The base Manufacturer's Suggested Retail Price (MSRP) for the 2015 Ram ProMaster City Cargo is \$23,130, plus \$995 for destination. The MSRP for the 2015 Ram ProMaster City Wagon starts at \$24,130 plus \$995 destination.

"The new Ram ProMaster City enters the Class 1 market with a long list of customer-focused, best-in-class features, including the highest available payload and cargo capacities," said Bob Hegbloom, President and CEO — Ram Truck Brand. "Customers can look to Ram Commercial for a full line of trucks and vans that set the standard for cost of ownership and innovation."

With the 2.4-liter Tigershark and exclusive 9-speed automatic transmission, the 2015 Ram ProMaster City delivers EPA fuel economy of 21 mpg city, 29 mpg highway and 24 mpg combined. The ProMaster City also offers an unsurpassed 2,000 pounds of towing capacity.

Configurations and pricing

| Configuration | MSRP | Destination |
|--------------------------------------|----------|-------------|
| Tradesman Cargo | \$23,130 | \$995 |
| Tradesman SLT Cargo | \$24,655 | \$995 |
| Wagon with rear and side windows | \$24,130 | \$995 |
| Wagon SLT with rear and side windows | \$25,655 | \$995 |

Engineering

The Ram ProMaster City holds a set of hard-working credentials, starting with a 48.4-inch span between the rear

wheel wells, the widest in the class. The width between the ProMaster City's wheel wells provides an extra margin of capacity, allowing building materials and pallets to be loaded quickly and easily.

Above the wheel wells, the ProMaster City's nearly vertical side panels offer a width dimension of 60.4 inches. Combined with an interior roof height of 51.8 inches, the result is best-in-class volume of 131.7 cubic feet for the cargo van version of the ProMaster City.

The rear of the Ram ProMaster City is fitted with 60/40 split rear doors. Using lessons learned from European customers, the larger door swings open toward the traffic (driver) side of the van, making it easy to quickly access larger cargo items and not block the path to the curbside of the van

The five-passenger wagon version of the Ram ProMaster City is equipped with a three-passenger second row. The second-row seating is split 60/40, with each section capable of folding and tumbling forward to expand cargo room.

Powertrain

The all-new 2015 Ram ProMaster City is powered by the 2.4-liter Tigershark I-4 generating a best-in-class 178 horsepower at 6,400 rpm, while its peak torque – 174 lb.-ft. (231 N•m) at 3,900 rpm – is greater than any standard-equipment engine in the segment.

The centerpiece of the all-new ProMaster City's powertrain is its segment-exclusive nine-speed automatic transmission. The ProMaster City is the first commercial van ever to feature a nine-speed automatic, and one of the first vehicles to be so equipped in automotive history.

Manufacturing

The 2015 Ram ProMaster City is assembled at the TOFAS plant in Bursa, Turkey. Awarded the World Class Manufacturing Gold Medal, this 3.6-million-square-foot (83.7-acre) state-of-the-art plant also assembles the Fiat Doblò. The optional cargo van configuration is upfitted at the Chrysler Group Transformation Center in Baltimore, Maryland.

Ram Commercial Marketing

In many cases, the owner is not the operator, which creates a unique sales and marketing dynamic. Ram Commercial offers a complete approach with a company-wide strategy supported by all organizations and a dedicated sales force. Marketing efforts speak directly to commercial buyers both visually and verbally, and improved customer targeting benefits from laser-focused channels, such as tradeshow, commercial websites and trade publications. The division is supported throughout the entire network, including local advocates, operation managers, sales specialists and an extensive dealer network.

Top reasons for purchase in the segment:

- Value
- Quality, reliability, dependability
- Cargo space and payload
- Total cost of ownership

Ram Truck Total Cost of Ownership (TCO)

Commercial customers in particular face balancing the challenges of opportunity costs, fuel pricing, reduced budgets, new technology and durability. Total Cost of Ownership (TCO) calculations are helpful in making purchase and operational decisions. Ram Truck offers best-in-class TCO for commercial truck owners. The Ram 1500 features a standard V-8 engine, with best-in-class entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature a 15,000-mile oil change interval and a best-in-class diesel exhaust brake increases frictional brake life by three times the market average. Ram truck also offers the most upfitter-friendly solutions in the industry, reducing the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram offers a best-in-class 5-year/100,000-mile powertrain warranty, proof of the quality built into each truck and van.

Ram Commercial lineup

The Ram Truck brand continues to establish its own identity and clearly define its customer. The brand has emerged

as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to perform at any time. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs; Ram ProMaster City and Ram ProMaster vans are designed to deliver a total package.

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 more than 800 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.

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 2,384 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.

Ram Brand

In 2009, the Ram 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 and ProMaster vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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