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## Ram 1500 Wins *Motor Trend's* 2015 Half-ton Pickup Shootout

November 24, 2014, Auburn Hills, Mich. - The editors of *Motor Trend* today named the Ram 1500 the winner of their 2015 half-ton truck shootout.

Three contenders were put through a broad array of testing designed to evaluate the core uses of a truck owner. In addition to the 2015 Ram 1500, the judges examined America's other two top-selling full-size trucks: the 2015 Chevrolet Silverado and the 2015 Ford F150.

To determine a winner, the *Motor Trend* judges took the three competitors on a 260-mile drive through eastern California and western Arizona. Each truck's performance was measured in a number of exercises, including:

1. Standard testing (without load): 0-60 mph and 1/4-mile acceleration, 60-0 mph braking, and maximum lateral grip.
2. Limit handling (without load): closed-course cornering, braking and acceleration.
3. Tow testing with 7,000 pound trailer
4. Payload testing with 1,000 pounds
5. Fuel economy testing

After the data was collected, judges convened to determine which truck would be the victor of *Motor Trend's* half-ton shootout. The winner is chosen by directly comparing empirical results and drive impressions of each truck.

With the votes cast, the Ram 1500 surfaced as the winner of *Motor Trend's* 2015 half-ton pickup shootout. The judges were particularly impressed with the performance of the Ram 1500's EcoDiesel V-6 engine as well as its eight-speed TorqueFlite transmission, a combination that boasts best-in-class 28 mpg fuel economy.

"This is a strong third-party testimonial of Ram's place in the market and contributes to the justification of long hours and hard work to deliver the best trucks available," said Bob Hegbloom, President and CEO — Ram Truck Brand. "Just five years after becoming its own brand Ram Truck has nearly doubled its market share and earned best-in-class titles in fuel economy, torque, payload and towing.

"The half-ton segment is a severely competitive environment and winning Motor Trend's half-ton shootout validates that we have the top truck in the segment," added Hegbloom.

*Motor Trend's* Real MPG testing proved V-6 turbo nor V-8 gas-powered engines can match the EcoDiesel's efficiency. Judges observed fuel economy of 22 mpg during 1,000-pound loaded testing over 260 miles. *Motor Trend's* Real MPG testing last year returned frugal stats: 19/26/21 mpg city/highway/combined for the Laramie Longhorn Crew Cab 4x4 with a 3.92 rear axle and an even more notable 18/28/22 for the Lone Star Crew Cab 4x2 with a 3.55 rear axle.

"Our comparison of the latest half-ton pickup trucks was as exhaustive as it was comprehensive, because this segment is so important and so competitive. We evaluated every aspect of these trucks we could and debated long and hard over their merits," said Scott Evans, Associate Editor — *Motor Trend* Magazine. "In the end, the Ram EcoDiesel's excellent ride quality both loaded and empty, torquey engine, smooth and intelligent transmission, ease in towing, comfortable and refined interior, and best-in-test fuel economy proved the winning combination."

The Ram's optional air suspension system also contributed to the win, as it delivered a compliant ride and commendable handling no matter the terrain. In terms of design, the Ram 1500 impressed with its style, packaging, and interior ergonomics. The variety of the lineup was another compelling factor. Whether outfitted as a basic

workhorse or optioned up to a near-luxury hauler, the Ram 1500 provides all of the capability needed in a truck.

### **About Ram Truck Brand**

Since its launch as a stand-alone division 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 invests 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
- Best-in-class payload – 7,390 pounds with Ram 3500
- Best-in-class torque – 865 lb.-ft. with Ram 3500 equipped with Cummins engine

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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