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## **Ram Heavy Duty Trucks — King of the Hill Holds Best-in-class Titles in the Areas Most Important to Customers**

- Ram Heavy Duty retains the highest level of capability with a new best-in-class towing rating of 31,210 pounds, best-in-class torque of 900 lb.-ft. with Cummins 6.7-liter diesel powerhouse and best-in-class payload of 7,390 pounds
- Ram continues building momentum with new top-of-class Ram Laramie Limited model
- Prominent badge, Argento wood and premium leather are key ingredients of new Ram Laramie Limited design, treasured by high-end pickup buyers
- Expansion of Ram 2500 compressed natural gas (CNG) availability to include Regular Cab and 2WD pickups
- New switchable rear camera display in 8.4-inch Uconnect screen, bed lighting and front park assist system to help customers maneuver in the industry's most capable HD trucks
- New center console design on all trims and Bluetooth connectivity on entry-level radios
- Two gas-powered engine options, plus manual and automatic transmission-equipped diesel powertrains offer customers a wide range of choices to meet their needs
- Available 6.4-liter HEMI® V-8 delivers best-in-class gas engine, 410 horsepower at 5,600 rpm and 429 lb.-ft. of torque at 4,000 rpm, and features variable-valve timing (VVT) with Fuel Saver Technology cylinder deactivation
- Standard 5.7-liter HEMI V-8 delivers 383 horsepower at 5,600 rpm and 400 lb.-ft. of torque, and features VVT for greater efficiency and performance
- Available 6.7-liter Cummins High-Output Turbo Diesel produces 385 horsepower at 2,800 rpm and 900 lb.-ft. of torque
- Ram Truck engineering continues to lead Heavy Duty segment innovation with Ram 2500 link coil rear suspension to deliver best-in-class ride
- Exclusive factory-built rear air suspension for Ram 2500, and exclusive factory-built supplemental air suspension system for Ram 3500
- Integrated gooseneck/fifth wheel capability
- Exclusive factory-installed CNG system available
- Best-in-class dual alternator systems up to 440 amps
- Best-in-class 5 year/100,000 miles on diesel engines and unsurpassed 5 year/60,000 miles on gas engines

June 22, 2015, Auburn Hills, Mich. - The Ram Truck Brand's goal is to build the best trucks in the industry. In the heavy-duty pickup segment, that equates to the best capability, highest towing and most power. In 2016, Ram continues to offer the most capable three-quarter and one-ton pickups in the segment.

So, when it's time to buy a new truck, Ram delivers on customers' top "why buys:"

- Power – 900 lb.-ft. of torque with 6.7-liter Cummins
- Towing – Up to 31,210 pounds with Ram 3500
- Towing – Up to 17,980 pounds with Ram 2500

- Payload – Up to 7,390 pounds with Ram 3500
- Power – 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI® V-8
- Capacity – Gross Combined Weight Rating (GCWR) of 39,100 pounds with Ram 3500

Ram 2500 and 3500 Heavy Duty trucks offer more innovative features than the competitors' trucks, including a five-link coil suspension with optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

The 2016 model year brings a new Ram Laramie Limited design offering. The benchmark in truck opulence is taken to an even higher level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating, real wood interior components and unique badges, Limited is a "black-tie" luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

The Limited's all-new grille is the most prominent change of the exterior. As the leading point of the new Limited, its new billet port grille breaks from the long tradition of crosshair styling with bold "RAM" lettering. A new front park assist system, mounted in the bumper, gives audible warning of nearby objects.

The Limited is the apex of modern luxury. Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. These details were created for the customer who appreciates them. A new console bin houses a cellular phone and tablet holder, which can be concealed with a new tambour wood sliding door. The real wood door is made from Black Argento, the chosen timber for the Limited interior. The collective silver pinstripe theme runs through the wood and a satin chrome handle rolls the door with ease.

New for Ram Truck, and debuting on the Limited, is an all-black headliner and pillars combination. Finally, passengers will enjoy solid black premium Berber carpet inserts, which can easily be removed from the floor mats to reveal double-duty slush mats.

### **Engineering**

Heavy-duty trucks generally have suspension equipped for constant, heavy payloads. This can result in a harsher ride when unloaded. The Ram 2500 offers a choice between two segment-exclusive rear suspensions for best-in-class ride and handling: a five-link coil system or air suspension system.

The five-link coil design provides better articulation over obstacles than a leaf spring system, and the robust coil springs are more than up to the task of handling the loads required of the Heavy Duty Ram 2500 – up to a segment-best 17,980 pounds for towing.

The Ram 2500 also offers a rear air suspension system. An air bag replaces the coil spring, much like on the Ram 1500. Load capacity is not sacrificed and the Ram 2500's best-in-class ride and handling gets even better, crushing the competition with two doses of engineering innovation – five-link coil standard and air suspension option. Another benefit to the air suspension design is the load-leveling capability, which automatically detects load on the rear suspension from a trailer or payload. The air pressure increases until the vehicle reaches normal ride height, leveling the truck and improving stability and loaded ride.

The Ram 3500 continues to utilize the rear Hotchkiss leaf spring system, but now offers a supplemental air suspension system on single rear-wheel (SRW) and dual rear-wheel (DRW) applications. By adding supplemental air bags to the rear suspension, Ram Truck engineers were able to soften the leaf springs, allowing for more unladed suspension movement. When a high-load capacity condition exists, the air suspension automatically fills the rear air bags to level the truck to improve stability and ride quality – even when pulling a best-in-class 31,210-pound load.

In the front, the Ram Heavy Duty line features an advanced three-link front suspension to ensure roll stiffness. Greater roll stiffness, also known as body roll, is an important characteristic in taller vehicles, especially trucks with heavy payloads. Roll stiffness is measured by the amount the truck's body tips side-to-side, independently of the wheels, during cornering.

Ram 2500 and 3500 offer gooseneck (center-positioned ball in the bed) or fifth wheel (similar in appearance to a

tractor-trailer connection) capability. Ram is unmatched in terms of offering the most complete "hitch 'n go" Towing Prep Package found anywhere in the heavy-duty category. Additionally, Ram features an in-box connection junction and a standard Class 5 receiver hitch with a four- and seven-pin connector on the bumper.

Ram offers two different dual alternator systems on its heavy-duty pickups, providing additional power for higher electrical loads from commercial vehicle upfits and accessories. Ram Heavy Duty models equipped with the Cummins 6.7-liter diesel engine offer dual 220-amp alternators (best-in-class 440 amps). Both the Ram 2500 and 3500 equipped with the new 6.4-liter HEMI V-8 gas engine also offer a dual-alternator system – the first gas-driven application of its kind in either class – which combines 220- and 160-amp units for 380 amps of total best-in-class output.

Although the Ram Power Wagon benefits from a five-link rear suspension, it also utilizes a unique front suspension system to maintain its leadership in off-road capability. The modified front three-link system incorporates high-movement links, allowing for additional flexibility and axle articulation. The Power Wagon is powered by the 6.4-liter HEMI V-8 engine contributing to Ram Power Wagon's title: the most capable production off-road truck in the industry.

### **Powertrain**

Ram Truck is expanding the configuration availability of the Ram 2500 compressed natural gas (CNG) to include Regular Cab and 2WD. Equipped with a 5.7-liter HEMI V-8, the Ram 2500 Heavy Duty CNG pickup is designed for fleet and retail customers and offers cost and emissions benefits, using an abundant, domestically sourced fuel while reducing America's dependence on foreign oil.

The 6.4-liter HEMI V-8 delivers best-in-class horsepower and best-in-class torque among heavy-duty pickups with gasoline engines.

Engineered to deliver capability, durability and bang for the buck, the largest displacement V-8 in its class provides a worthy gas-power option to the segment's overall standard-bearer – the 6.7-liter Cummins Turbo Diesel.

Compelling numbers tell the story of the 6.4-liter, 16-valve engine with 410 horsepower at 5,600 rpm and a peak torque rating of 429 lb.-ft. at 4,000 rpm.

The legendary HEMI architecture provides the foundation of the 90-degree V-8. But its advanced technology is decidedly forward-looking. Cooled exhaust-gas recirculation (CEGR), variable-valve timing (VVT) and FCA US trademark Fuel Saver Technology with cylinder deactivation all contribute to efficiency and help to capitalize on every cubic inch.

The 66RFE six-speed automatic transmission is standard with the 6.4-liter HEMI V-8 engine.

Other engine options include the 5.7-liter HEMI V-8, standard equipment for the Ram 2500 and 3500 (SRW). The engine produces 383 horsepower at 5,600 rpm and generates peak torque of 400 lb.-ft. of torque at 4,000 rpm. The 5.7-liter HEMI V-8 is mated to a 66RFE six-speed automatic transmission.

Dominating the torque charts, the renowned 6.7-liter Cummins Turbo Diesel I-6 is available in three versions. The first version is paired with Ram's segment exclusive six-speed manual transmission, which features a wear-compensating clutch for lifetime like-new performance and a dual-trunion shift tower to accommodate a compact shift pattern. This combination delivers 350 horsepower at 2,800 rpm and 660 lb.-ft. of torque at 1,500 rpm.

The second option matches the Cummins to the 68RFE six-speed automatic transmission. The diesel engine cranks out 370 horsepower at 2,800 rpm with 800 lb.-ft. of torque at 1,600 rpm (Ram 2500).

Finally, the 6.7-liter Cummins High-Output Turbo Diesel I-6 for Ram 3500 is paired with the Aisin six-speed automatic transmission (AS69RC), leaving no doubt to Ram Heavy Duty's capability. In addition to 385 horsepower at 2,800 rpm, the most powerful Cummins generates torque of 900 lb.-ft. at 1,700 rpm. The AS69RC transmission features wide gear ratios that contribute to impressive shift performance, efficiency and drivability.

The Ram Heavy Duty also features another innovation, the industry-exclusive Ram Active Air intake system. When the intake system senses extreme heat, it draws cooler air from the front of the vehicle – a function that also engages at high altitudes for superior throttle response in low oxygen environments. When conditions are wet from snow, ice or water-fording, the system pulls air from an under-hood inlet, clear from snow packing and water. The Ram 3500 boasts a best-in-class GCWR. A contributor is the 11.8-inch rear axle matched with the high-output diesel engine boasting a 300-mm hypoid gear set, a four-pinion helical differential and a cooling-fin-equipped aluminum differential cover for optimal thermal management.

Two BorgWarner part-time transfer cases are available on the Ram Heavy Duty. The BW 44-46 is an electric shifting part-time transfer case with 2WD, 4WD High, 4WD Low and Neutral. The BW 44-47 is a manual shifting transfer case with 2WD, 4WD High, 4WD Low and Neutral. Both options feature a low-range ratio of 2.64 and locking differential from front to rear.

Low total cost of ownership and best-in-class powertrain warranty – five years/100,000 miles on diesel engines and five years/60,000 miles on gas engines.

Operating costs are of great consideration for owners who use their trucks for work. The Ram Heavy Duty holds class-leading features in:

- Fuel economy
- Extended maintenance cycle (oil change, fuel filter life)
- Brake life with advanced engine exhaust brake and largest brakes in the segment

The Ram Heavy Duty is backed with a best-in-class 5 year/100,000 miles on diesel engines and unsurpassed 5 year/60,000 miles on gas engines. The powertrain limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram Truck dealer, if necessary. The warranty also is transferable, allowing customers who sell their truck during the warranty period to pass the coverage to the new owner. The standard three-year/36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram Heavy Duty, from the body to the electrical system.

## **Design**

The Ram 2500 and 3500 Heavy Duty models uphold a bold presence while retaining comfort and styling. The Ram Heavy Duty features segment-leading technology, while every model offers specific content.

The Ram 2500 is available with a choice of 17-, 18- and 20-inch wheels, including an all-new design for the Limited model. Other wheel options add forged aluminum, polished with painted, White Gold-painted pockets and cast aluminum with silver inserts. A cargo-view camera, mounted in the center high-mounted stop lamp (CHMSL), provides a view of the bed for easier fifth wheel or gooseneck trailers as well as monitoring bed loads. The 2016 Ram Heavy Duty allows users to switch the view of the 8.4-inch screen from back-up camera to cargo view with the touch of the screen. Also, a new bed lighting system uses bright LEDs mounted in the rear corners of the bed to enable better visibility when working late hours, using the cargo-view camera or connecting/disconnecting trailers.

A 3.5-inch vehicle information center screen is a standard feature. A thin-film transistor (TFT), 7-inch multiview display is available on SLT and higher trim level. The 7-inch screen features fully customizable function and configurability, giving the owner a variety of systems to monitor from transmission temperature to navigation.

The Ram Heavy Duty is available in 12 standard colors. Red Pearl, Luxury Brown and Pearl White are new for 2016 and available in monotone or two-tone, depending on the model.

Ram Heavy Duty pickups are also available in an additional 18 specialty paint options (minimum batch size), including Midnight Blue, Case Construction Power Tan, Case IH Red, New Holland Construction Yellow, New Holland Agriculture Blue and Robin Egg Blue.

## **Manufacturing**

The 2016 Ram 2500 and 3500 Heavy Duty are built at the Saltillo Truck Assembly Plant in Coahuila, 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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