

Ram Truck Territory Indoor Track Experience at the 2021 Chicago Auto Show

July 14, 2021, Auburn Hills, Mich. - The Ram Truck brand is bringing back its Ram Truck Territory interactive ride experience to the Chicago Auto Show. The 28,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck brand vehicle lineup. Professional drivers will navigate attendees through the interactive course in both the Ram 1500 light-duty and 2500/3500 heavy-duty trucks, which won three-peat awards in 2019, 2020 and 2021 from MotorTrend as the "Truck of the Year." It is projected that 12,000 test rides will be given.

Key track features include:

- Torque will be displayed as the Ram 2500 lifts a 7,000-lb wall with the front tow hooks
- A stability demonstration on a "high banked wedge" structure that is more than six feet high and 70 feet in diameter with a 30-degree tilt
- To demonstrate the towing power of the Ram 3500 Highoutput 6.7L Cummins Diesel powered truck, it will hitch to the 24-foot high Ram "Tow Power Tower" and lift a weight to simulate towing 15,000 pounds
- A series of steel culverts will showcase ride handling capability and suspension options
- Riders will also feel the traction and experience hill descent technology on the iconic Ram Mountain, a 13-foot high, 30-foot long course element with 30-degree approach and departure angles
- Technology will be displayed as the drivers highlight the 360-degree camera technology, class-exclusive four-corner air ride suspension, multi-function tailgate, 12.1-inch touchscreen and acoustic NVH features

Course construction facts:

- Fifteen 53-foot trailers are used in the transport of freight
- The Ram Truck Territory properties weigh 140 tons (280,000 lbs.)
- The space is branded with more than 8,000 square feet of graphics

Test drives will be given in the following Ram vehicles:

- Ram 1500 Laramie
- Ram 1500 Limited
- Ram 1500 Rebel
- Ram 2500 75th Anniversary Power Wagon
- Ram 2500 Limited
- Ram 3500 Limited 6.7L Cummins High-Output

Ram Truck Territory will be open to the public during the 2021 Chicago Auto Show, Thursday, July 15 - Monday, July 19.

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
- 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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