

Ram Truck Territory at 2022 North American International Auto Show

Ram Truck Territory Indoor Track Experience

The Ram Truck brand is bringing its Ram Truck Territory interactive ride experience to the North American International Auto Show. The 30,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck 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 Motor Trend as the Truck of the Year. It is projected that 25,000 test rides will be given.

Fast facts:

- Since the debut of the Ram Track in 2005, more than 640,000 people have experienced the interactive experience at auto shows, state fairs, rodeo, agriculture events and award shows in the U.S.
- Ram Truck Territory is making its debut at the North American International Auto Show
- Attendees that ride on the Ram Truck Territory track will each receive a free Jeep® tote bag (as quantities remain)
- It is anticipated that more than 25,000 people will ride on the track during the show
- Ram Truck Territory combines key vocational capabilities, such as towing, payload, torque and technology, with off-road capabilities, like traction, articulation and suspension, to provide consumers a comprehensive in-truck experience

Key track features include:

- Torque demonstration as the Ram 2500 lifts a 7,000-lb wall with the front tow hooks
- Stability demonstration on a high banked wedge structure more than 6 feet tall and 70 feet in diameter with a 30-degree tilt
- Towing power demonstration of the Ram 3500 Limited 6.7L High-Output Cummins Diesel as it hitches to the 24-foot-tall Ram Tow Power Tower and lifts a weight to simulate towing 15,000 pounds
- Series of steel culverts that 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 tall, 30-foot long course element with 30-degree approach and departure angles
- Technology demonstration of the 360-degree camera technology, class-exclusive four-corner air ride suspension, multifunction tailgate, 12.1" touchscreen and acoustic NVH features

Course construction facts:

- Eighteen 53-foot trailers are used in the transport of freight
- Ram Truck Territory properties weigh 140 tons (280,000 lbs.)
- 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 Power Wagon
 - Ram 2500 Limited
 - Ram 3500 Limited 6.7L High-Output Cummins

Ram Truck Territory will be open to the public during the 2022 North American International Auto Show from Saturday, September 17 to Sunday, September 25, 2022.

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