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## **All-new 2009 Dodge Ram Packed With Technology and Entertainment Features**

- First Dodge Ram to offer SIRIUS Backseat TV™
- First Truck to offer surround sound
- Cutting-edge MyGIG™ system features integrated audio, navigation, entertainment and communication controlled by voice commands and a touch screen
- Available rear-seat entertainment system
- UConnect® Hands-free Communication system

January 12, 2008, Auburn Hills, Mich. - The all-new 2009 Dodge Ram is packed full of innovative technologies and entertainment features.

"The all-new 2009 Dodge Ram offers cutting-edge technology and convenience not found on any other trucks," said Mike Kane, Director - Feature Innovation and Advanced Technology Strategy, Chrysler LLC. "No other truck on the market offers YES Essentials®, SIRIUS Backseat TV™ and MyGIG™ Multimedia Infotainment System."

### **SIRIUS Backseat TV™: Live TV Programming**

SIRIUS Backseat TV offers customers TV programming (some of it live) from Nickelodeon, Disney Channel and Cartoon Network. The system operates via an in-vehicle satellite video receiver and an additional antenna mounted on the vehicle's roof. Programming is displayed on the vehicle's rear-seat video screen while the channel name, program title and rating are displayed on the center stack screen. For added flexibility, rear-seat passengers may enjoy SIRIUS Backseat TV while front-seat occupants listen to SIRIUS Satellite Radio. The system may be operated from the rear-seat entertainment unit or the radio head unit. In addition, when the vehicle is in Park, programming may be displayed on the MyGIG screen for front-seat viewing.

### **Tuning in to MyGIG**

The Dodge Ram is available with a variety of audio systems, including the innovative MyGIG multimedia navigation, audio, entertainment and communication system from Harman/Kardon. Ram owners may use touch screen or voice commands to control MyGIG's features. The system also includes a 30-gigabyte hard drive where owners may store their favorite music, photos and voice messages.

Chrysler is the first to offer an integrated music jukebox in North America. The system is supported by Gracenote™ music-file management and automatically adds song, artist and album information to music files. In addition to navigation software and mapping, the hard drive holds approximately 2,400 songs, which equals more than 150 hours of music. Further, a voice-memo recorder feature allows a message up to three minutes long to be recorded using the microphone integrated into the rearview mirror, so Ram owners can leave convenient reminders. Available through SIRIUS Satellite Radio, MyGIG supports real-time traffic and provides re-route navigation based on current traffic patterns.

MyGIG's voice dialogue system recognizes more than 100,000 words. The navigation has both 2-D and 3-D bird's-eye views of roads and multiple route calculations. Maps and guidance are displayed on a 6.5-inch VGA thin-film-transistor (TFT) display. The TFT screen uses active matrix for viewing from angles up to 180 degrees — perfect for the center of an instrument panel.

All of Ram's available radio head units feature a 3.5 mm audio input jack for easy connection to any MP3 player. The base audio system features six speakers, AM/FM stereo and CD playback. An available premium Alpine sound

system in the standard cab includes an eight-channel amplifier with seven speakers optimally positioned to create a powerful listening experience. The premium Alpine audio package in Quad and Ram Crew 1500 cabs includes Alpine's adaptive surround technology, Euphony™ Automobile. The system delivers an exceptional listening experience through its 12-channel amplifier that powers 10 speakers, including a subwoofer and two surround speakers in the headliner.

An optional radio features an integrated six-disc CD/DVD changer and can also play back CDs with MP3 and WMA files. Loading the changer with CDs or discs full of MP3-formatted music will provide thousands of miles worth of music.

### **Video Entertainment System (VES)**

The Dodge Ram also offers a rear-seat video entertainment system (VES). This system allows Dodge Ram's rear-seat passengers to enjoy movies, music and external audio/video devices including video games and MP3 players. The system consists of an overhead-mounted DVD player with an 8-inch LCD screen, a battery-powered remote control and two wireless, multi-channel headsets. The system will play DVDs, WMAs, MP3s and audio and video CDs. Additional auxiliary input jacks are available so rear-seat passengers may play games from a video-game console or listen to music directly from a portable MP3 player.

When the Ram's VES system is not playing a video, the video screen displays information in a split-screen format, with two channels. The VES remote control is designed to control either channel by the use of a selector switch on the control. Headphones are designed to pick up either channel by use of the selection switch located on the right ear cup. Using the included wireless headphones allows rear passengers to listen to two different sources simultaneously. The audio from the VES may be heard through the vehicle's speaker system, through the wireless headphones, or both.

### **UConnect Hands-free Communication System**

UConnect uses Bluetooth® technology to provide wireless communication between the customer's compatible mobile phones and the vehicle's onboard receiver. UConnect control buttons are now integrated into the vehicle's radio head unit.

UConnect features include:

- Voice dialing: Voice commands may be used to digit-dial the phone or access pre-stored voice tags
- Audio address book: Thirty-two names, four numbers per name, for a total of 128 phone numbers may be stored in the system
- Emergency calls and towing assistance: Voice command dials 911 or towing assistance
- Audio-system mute: Mutes the microphone for privacy
- Call transfer: Allows the customer to transfer a call from the vehicle's system to the mobile phone
- Three language options: Provides English, French and Spanish language capabilities
- Multi-phone recognition: Recognizes as many as seven phones that may be used within the system

### **SIRIUS Satellite Radio**

SIRIUS provides customers with more than 130 channels, including 100 percent commercial-free music, as well as sports, news, talk, entertainment, traffic and weather. SIRIUS also broadcasts live play-by-play games from the NFL, NBA and NHL, and is the official satellite-radio partner of the NFL. Ram owners may stream SIRIUS programming through their home computers via a high-speed Internet connection at no additional charge.

Real-time traffic navigation is enabled by SIRIUS Satellite Radio. SIRIUS utilizes its nationwide satellite-radio broadcast capabilities to provide subscribers with updated traffic information where available, displayed on their navigation screen to help select the best available route.

Dodge Ram offers many other comfort and convenience features. Look for the following features in the all-new 2009 Ram:

- Available Remote Start, which starts the engine from outside the vehicle via a button on the key fob when the vehicle is in park and locked
- Standard automatic headlamps

- Memory adjustable pedals
- 115-volt power outlet inverter for powering electronics such as laptop computers

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