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2009 Dodge Ram 4500 and 5500 Chassis Cabs Meet Commercial Customer Needs with Best-in-class Fuel Economy and Low Ownership Costs

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Equipped with the Class 4-5 segment's largest standard fuel tank (52 gallons), the 2009 Dodge Ram 4500 and 5500 Chassis Cabs boast best-in-class fuel economy delivering up to 14 percent better fuel performance than the Ford F-550 Chassis Cab, and up to 23 percent better than the Chevy Kodiak and GMC Topkick.

"In addition to capability and maximum uptime, reducing costs is a key concern for commercial customers," said Scott Kunselman, Vice President – Dodge Truck. "With dominant commercial-grade performance, durability and dependability, the 2009 Dodge Ram 4500 and 5500 Chassis Cabs not only meet the specialized needs of business customers, but does so with a work-truck that delivers the best fuel economy in the Class 4 and 5 segments."

Ram 4500 and 5500 Chassis Cabs feature numerous class-leading attributes and boast a standard Cummins turbodiesel in a 6.7-liter displacement and a six-speed automatic or manual transmission. Together with class-leading brakes and pistons, a standard diesel exhaust brake system extends brake life while giving the driver increased control. With a commercial-grade frame (50,000-psi steel) to maximize strength and reduce weight, flat "clean" frame rails help facilitate ease of aftermarket upfits or retrofits.

WHAT'S NEW FOR 2009

- Confirmation of significant brake-wear advantage – front brakes last three times longer and rear brakes last four times longer than Ford
- Cummins diesel offers 50-state emissions package and exterior label that allows drivers to idle without timing restrictions in California and other ARB (Air Resource Board) states
- Certified for up to 1,172 lbs. payload advantage over Ford F-450 and F-550 chassis cabs
- All-new ambulance prep package
- Power Take-Off (PTO) pump rating increases 55 percent
- PTO prep package now available with Laramie trim-level trucks
- Cummins 6.7-liter diesel engine available with Remote Start (automatic only)
- Standard speed control (optional speed control delete)

DESIGN

Extending bold, tough Dodge Ram heritage to the Class 4 and 5 commercial markets, the 2009 Dodge Ram 4500 and 5500 Chassis Cabs are instantly recognizable with their unmistakable bold Dodge Ram styling and design.

Loaded with a "big-truck" look and feel, an enormous crosshair grille and large headlamps are the dominant focal point of a vehicle that not only conveys commercial power and vigor, but also retains the most recognizable design signature of any mid-size truck on the market.

Dodge Ram 4500 and 5500 Chassis Cabs are available in three trim levels: ST, SLT and Laramie.

ENGINEERING

Powered by the legendary Cummins turbodiesel (in a 6.7-liter displacement), dominant commercial performance is assured with the 2009 Dodge Ram 4500 and 5500 Chassis Cabs. The standard Cummins engine generates 305 horsepower (227 kW) at 3,000 rpm and 610 lb.-ft. of torque (827 N•m) at 1,600 rpm. The engine also delivers

superior fuel economy while ensuring durability and low cost of ownership for the commercial customer.

Further separating itself from the competition, the Cummins diesel also offers a 50-state emissions package and exterior label that allows drivers to idle without timing restrictions in California and other ARB (Air Resource Board) states. Dodge is the only manufacturer that meets this new, stringent emissions requirement.

The 2009 Dodge Ram 4500 and 5500 Chassis Cabs offer a six-speed automatic transmission or a six-speed manual transmission – both with Power Take-Off (PTO) capability. The standard diesel exhaust brake system, along with class-leading front brakes and pistons, provide extended brake life and increased driver control while contributing to enhanced safety performance. Best-in-class brake rotors and calipers, along with standard four-wheel disc brakes with anti-lock brake system (ABS), ensure superior safety and crash-avoidance capability. Based on a 5,000 mile independent test, the brakes on the Dodge Ram 5500 Chassis Cab last more than three times longer than the brakes on the Ford F-550 Chassis Cab.

The 2009 Dodge Ram 4500 and 5500 Chassis Cabs have been verified with considerably increased PTO pump rating – a 55 percent increase in gallons per minute – in order to provide more power, muscle and capability for pumps, lifts and hydraulic use. Showcasing even more commercial capability and power, they are also now certified for up to a 1,172 lbs. payload advantage over comparably equipped Ford F-450 and F-550 chassis cabs.

The Dodge Ram 4500 and 5500 Chassis Cab lineup of 4x2, 4x4, dual-rear-wheel, regular and Quad Cab® models are “Job-rated,” meaning they are designed, engineered, tested and built to meet the rigid standards of commercial truck buyers. All models provide expanded capability and durability with a commercial-grade chassis mated to a one-piece C-channel rear-frame rail (50,000 psi steel strength).

Four cab-axle lengths (60, 84, 108 and 120 inches) are available. Maximum GVWR for 4500 models is 16,500. For 5500 models, the maximum GVWR is 19,500 lbs. The Gross Combined Weight Rating (GCWR) for both 4500 and 5500 models is 26,000 lbs.

PRODUCT HIGHLIGHTS

Another best-in-class Dodge Ram delivering maximum uptime. With class-leading attributes, 2009 Dodge Ram 4500 and 5500 Chassis Cabs are designed, engineered and built to meet stringent standards of commercial vehicle customers.

- Best-in-class fuel economy
- Largest standard fuel tank in segment (52 gallons)
- Best-in-class first-gear launch provides optimum acceleration on vehicle take-off
- Largest front brake rotors in segment (390 mm)
- Largest caliper piston size in segment (66 mm)
- Standard diesel exhaust brake system, along with class-leading brakes and pistons, extend brake life while giving driver increased control
- Flat, “clean” frame rail – all chassis components below top-of-frame surface to facilitate aftermarket upfits or retrofits

Commercial Grade Performance

- Legendary Cummins turbodiesel in 6.7-liter displacement delivering 305 horsepower (227 kW) and 610 lb.-ft. of torque (827 N•m)
- Cummins diesel offers 50-state emission package and exterior label that allows drivers to idle without timing restrictions in California and other ARB (Air Resource Board) states
- Power Take-Off (PTO) capability for six-speed manual or available automatic transmission
- Commercial-grade frame (50,000-psi steel) to maximize strength and reduce weight
- “Job-rated” lineup of models engineered to ensure the right truck for the job
- Superior ride and handling
- Commercial-grade service through dedicated and innovative commercial programs and services

2009 DODGE RAM 4500 / 5500 CHASSIS CAB LINEUP

Dodge Ram 4500 Chassis Cab ST

Standard Features

- 40/20/40 vinyl seats
- 52-gallon fuel tank
- 6.7-liter Cummins turbodiesel engine
- 7-inch x 10-inch manual exterior mirrors
- AM/FM radio with CD Player
- Argent front bumper
- Argent steel wheels
- Black grille
- Diesel exhaust brake system
- Four-wheel Anti-lock-Brake System (ABS)
- Instrument panel black bezel
- Manual door locks
- Manual windows
- Six-speed manual transmission
- Trailer tow wiring (7 wires)
- Two speakers
- Vinyl floor covering

Optional Features (available on all models)

- 22.5-gallon mid-ship fuel tank
- 220-amp alternator
- Limited Production Options (LPO) include passenger airbag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors
- Power Take-Off (PTO) package
- Six-speed automatic transmission
- Snow plow prep package
- Spare tire and tools
- Vinyl seats and flooring (SLT only)

Dodge Ram 4500 Chassis Cab SLT

Standard Features

In addition to standard features on the ST, the Ram 4500 Chassis Cab SLT adds:

- 40/20/40 cloth seats with Stain Repel Seat Fabric
- Air conditioning
- Bright chrome grille with black inserts
- Carpet floor covering
- Floor mats
- Four speakers
- Keyless entry
- Power heated mirrors
- Power windows/locks
- Sentry Key® engine immobilizer
- Speed control
- Tilt wheel

Optional Features

- Adjustable pedals
- AM/FM radio with six-disc CD player
- AM/FM radio with six-disc CD player and navigation system
- Bucket seats with leather upholstery
- Infinity® sound system
- SIRIUS Satellite Radio

- Six-way power driver seat
- uconnect phone

Dodge Ram 4500 Chassis Cab Laramie

Standard Features

In addition to standard features on the SLT, the Ram 4500 Chassis Cab Laramie adds:

- Chrome grille with chrome inserts
- Dual-zone temperature control
- Fog lamps
- Glove box, ashtray, underhood lamp
- Leather power/heated seats
- Leather-wrapped steering wheel
- Luxury front floor mats
- Security alarm
- Steering-wheel radio controls
- Woodgrain instrument panel bezel

Dodge Ram 5500 Chassis Cab ST

Standard Features

- 40/20/40 vinyl seats
- 52-gallon fuel tank
- 6.7-liter Cummins turbodiesel
- 7-inch x 10-inch manual exterior mirrors
- AM/FM radio with CD player
- Argent front bumper
- Argent steel wheels
- Black grille
- Diesel exhaust brake system
- Four-wheel anti-lock-brake system (ABS)
- Instrument panel black bezel
- Manual door locks
- Manual windows
- Six-speed manual transmission
- Trailer tow wiring (7 wires)
- Two speakers
- Vinyl floor covering

Optional Features (available on all models)

- 22.5-gallon mid-ship fuel tank
- 220-amp alternator
- Limited Production Options (LPO) include passenger air bag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors
- Power Take-Off (PTO) capability
- Six-speed automatic transmission
- Snow plow prep package
- Spare tire
- Vinyl seats and flooring (SLT only)

Dodge Ram 5500 Chassis Cab SLT

Standard Features

In addition to standard features on the ST, the Ram 5500 Chassis Cab SLT adds:

- 40/20/40 cloth seats with Stain Repel Seat Fabric
- Air conditioning
- Bright chrome grille with black inserts
- Carpet floor covering

- Floor mats
- Four speakers
- Keyless entry
- Power heated mirrors
- Power windows/locks
- Sentry Key® engine immobilizer
- Speed control
- Tilt wheel

Optional Features

- Adjustable pedals
- AM/FM radio with six-disc CD player
- AM/FM radio with six-disc CD player and navigation system
- Bucket seats with leather upholstery
- Infinity sound system
- SIRIUS Satellite Radio
- Six-way power driver seat
- uconnect phone

Dodge Ram 5500 Chassis Cab Laramie

Standard Features

In addition to standard features on the SLT, the Ram 5500 Chassis Cab Laramie adds:

- Chrome grille with chrome inserts
- Dual-zone temperature control
- Fog lamps
- Glove box, ashtray, underhood lamp
- Leather power/heated seats
- Leather-wrapped steering wheel
- Luxury front floor mats
- Security alarm
- Steering-wheel radio controls
- Woodgrain instrument panel bezel

SAFETY AND SECURITY

Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Advanced Multi-stage Air Bags
- BeltAlert
- Child-protection Rear-door Locks
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Four-wheel Anti-lock Brake System (ABS)
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- Lower Anchors and Tethers for CHildren (LATCH)
- Security Alarm
- Sentry Key® Engine Immobilizer
- Three-point Seat Belts
- uconnect phone

COLOR AVAILABILITY

- Bright Silver

- Bright White
- Brilliant Black
- Electric Blue
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray
- Patriot Blue
- Special fleet paint capability

MANUFACTURING INFORMATION

- 2009 model production start: August 2008
- Production location: Saltillo Truck Assembly Plant in Saltillo, Mexico
- 6.7-liter Cummins turbodiesel engine: Cummins Engine Plant in Columbus, Ind.
- Six-speed automatic transmission: AISIN Transmission Facility in Ogawa, Aichi, Japan
- Six-speed manual transmission: Sao Bernardo do Campo Plant in Sao Paulo, Brazil

MARKET POSITION

Dodge continues to conquer new territory with the Dodge Ram 4500 and 5500 Chassis Cabs. Designed to provide maximum uptime for commercial customers with commercial-grade performance and service, Dodge further defines the new commercial standard.

DEMOGRAPHICS/TARGET CUSTOMER

Small-business Customer

- Ten vehicles or less in fleet including one to three chassis cabs
- Entrepreneur, independent businessperson with hands-on management style
- Wants dealer to be a "one-stop" shopping point of purchase (i.e., truck, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; manufacturing/tool and die; and service and delivery (florist, dry cleaner, package/parcel, etc.)

Small-fleet Customer

- Ten to 49 vehicles in fleet including three or more chassis cabs
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with OEM dealer commercial sales staff or large fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; manufacturing/tool and die; service and delivery (florist, dry cleaner, package/parcel, etc.); utilities/government/municipalities; and fire/rescue/EMS

MARKET ADVANTAGES

- Best-in-class fuel economy
- Largest standard fuel tank in segment (52 gallons)
- Best-in-class first-gear launch provides optimum acceleration on vehicle take-off
- Largest front brake rotors in segment (390 mm)
- Largest caliper piston size in segment (66 mm)
- Standard diesel exhaust brake system, together with class-leading brakes and pistons, extends brake life while giving driver increased control

- Flat, “clean” frame rail – all chassis components below top-of-frame surface to facilitate aftermarket upfits or retrofits
- Cummins diesel offers 50-state emissions package and exterior label that allows drivers to idle without timing restrictions in California and other ARB (Air Resource Board) states
- Segment-exclusive Stain Repel Seat Fabric

PRODUCT CHRONOLOGY

2008 MODEL YEAR

- Dodge brand's re-entry into Class 4 and 5 markets
- All-new front frame with heavy-duty suspension components
- All-new heavy-duty steering gear
- All-new heavy-duty rear axle and suspension
- New 19.5-inch tires and wheels with 10-bolt attachment
- New wide-track front axle delivers superior turning radius
- Standard exhaust brake system
- Power Take-Off (PTO) capability for both manual and automatic transmissions
- Best-in-class front-brake calipers and rotors
- Four wheelbases and four cab-axle lengths
- Increased rear-frame thickness maintains upfit-friendly attributes
- Standard front Gross Axle Weight Rating (GAWR) of 7,000 lbs.
- Standard rear GAWR of 13,500 lbs. (5500 model)
- 4500 models have Gross Vehicle Weight Rating (GVWR) of 16,500 lbs.
- 5500 models have GVWR of 19,500 lbs.
- Maintained common electrical architecture between all Dodge Ram heavy-duty trucks

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