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All-new 2009 Dodge Ram Named "Full-Size Pickup Truck of Texas"

- Beats New Ford F-150, Chevrolet Silverado, GMC Sierra, Toyota Tundra, Nissan Titan in the Full-Size Pickup Category
- All-new 2009 Dodge Ram recognized by Texas journalists for utility, value and efficiency

October 19, 2008, Grapevine, Texas - Voting after their annual Truck Rodeo, members of the Texas Auto Writers Association (TAWA) named the all-new 2009 Dodge Ram 1500 "Full-Size Pickup Truck of Texas," giving Dodge honors over competitors from Ford, Chevrolet, GMC, Honda and Toyota.

"This is quite an honor," said Mike Accavitti, Director, Dodge Marketing. "In a head-to-head competition, our game-changing all-new 2009 Dodge Ram un-seated the new Ford F-150, long considered the leader in the market. This is not only the best pickup truck we've ever built, it's the best pickup on the market, period."

TAWA's competition names three overall winners, including Truck of Texas, SUV of Texas and Crossover of Texas (a new category this year), along with 12 additional categories. Judging by the 40-plus TAWA members occurs over two full days of on- and off-road evaluation. Consideration is given to everything from exterior styling and off-road capability to the entrant's overall utility, value and fuel efficiency.

"The TAWA Truck Rodeo is the most comprehensive evaluation of new trucks and SUVs in the country and manufacturers consider it a great honor to win their category," said Harold Gunn, President of TAWA. "This was an especially tight competition because several manufacturers are building great product. We're proud that the Texas truck rodeo is considered the most important competition of its type in the nation."

The all-new 2009 Dodge Ram includes more than 35 new or improved features when compared to the previous light-duty Dodge Ram. These features include:

- Dodge Ram's first-ever crew-cab size model
- First-in-segment coil-spring, five-link rear suspension fitted to a solid rear axle provides the required towing and payload capability, with ride and handling unexpected in a pickup truck
- New 5.7-liter HEMI V-8 provides more horsepower (390 hp) and torque (407 lb.-ft.), with increased fuel economy (20 mpg on the 4x2 model)
- Best-in-class aerodynamics - .387 Cd - helps improve fuel economy and performance
- First-in-segment, RamBox™ cargo management system that includes versatile, weatherproof, lockable, illuminated, drainable storage bins; pickup bed dividers; 2-foot bed extender; and cargo rail system with sliding, adjustable cleats
- First-in-segment, factory-installed 4-inch dual exhaust styled dramatically into the rear bumper
- First-in-segment store-in-the-floor bins
- Nearly twice as many storage bins (42) than the previous model (26)
- 35 safety and security technologies, including standard front and rear side-curtain air bags, four-wheel Anti-lock Brake System (ABS) and Electronic Stability Program (ESP)
- Significantly upgraded interiors with segment-first surround-sound audio system and live SIRIUS Backseat TV™

Dodge Brand

With a U.S. market share of 6.2 percent, Dodge is Chrysler LLC's best-selling brand and the sixth largest nameplate

in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market.

The Dodge brand's first crossover vehicle - the all-new 2009 Dodge Journey - arrived in dealer showrooms in the first quarter of this year, and is now available outside North America in petrol and diesel powertrains in both left- and right-hand drive. The limited-edition 2008 Dodge Challenger SRT8 with a 6.1-liter HEMI V-8 engine that boasts 425 horsepower and 420 lb.-ft. of torque started hitting the streets this past spring. This year, Dodge added three more vehicles to its product lineup - the all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship; the all-new 2009 Dodge Challenger, a modern interpretation of the American muscle car; and the 2009 Dodge Durango HEMI Hybrid, a hybrid electric vehicle that combines fuel-efficient advance hybrid technology with full-size SUV performance and capability.

Last fall, America's best-selling minivan, the all-new 2008 Dodge Grand Caravan, was introduced with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. In 2007, Dodge sold 33,500 commercial vehicles, a 285 percent increase over 2003 when the company returned to the commercial vehicle market and is now the sixth largest manufacturer of commercial vehicles sold in the U.S. Also in 2007, the Dodge Avenger and Nitro entered key volume segments outside North America, joining the Dodge Caliber, the highest sales volume vehicle for the company outside of North America.

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