

Dodge Ram Market Share Improves to 20 Percent, Highest in Five Years

All-new 2009 Dodge Ram 1500 Wins Another Prestigious Award: "Best in Class Pickup Truck" by New England Motor Press Association

- Beats new 2009 Ford F-150

March 9, 2009, Auburn Hills, Mich. -

The all-new 2009 Dodge Ram 1500 continued its winning streak, bringing home yet another award in the highly competitive pickup truck segment, receiving the New England Motor Press Association's (NEMPA) 2009 Winter Vehicle Award -- Best-In-Class Pickup. The all-new 2009 Dodge Ram has won 13 awards since its introduction.

Total Dodge Ram market share, including the all-new 2009 Dodge Ram 1500, was 20 percent in February. This is the best share of the full-size pickup segment in more than five years for Dodge Ram.

"The full-sized truck game tends to focus on evolution rather than revolution, but the new Dodge Ram rejects conventional wisdom in several major ways," said John Paul, Coordinator, NEMPA Winter Vehicle Testing. "It uses a multi-link coil-spring rear suspension to tame the ride and utilizes the sides of the bed for useful storage bins that's otherwise wasted in other trucks. The new HEMI puts out 390 horsepower and features cylinder deactivation which improves fuel economy."

In February, more than 50 members of the NEMPA gathered for their annual Winter Vehicle voting day. Vehicles were chosen based on how they met specific needs of New England drivers during winter.

The New England Motor Press Association is unique among regional motor press groups. Its media members represent all six New England states, reaching one of the largest populations in America. These automotive writers and talk show hosts influence consumers who are in the market to buy cars and trucks in order to cope with the region's punishing weather conditions.

"It's an honor to have the New England Motor Press Association recognize our all-new 2009 Dodge Ram with this award," said Scott Kunselman, Vice-President Jeep®/Truck Product Team, Chrysler LLC. "This award is a testament to the design, capability and unmatched ride and handling of our all-new Dodge Ram."

About the all-new 2009 Dodge Ram

The all-new 2009 Dodge Ram includes the industry first-and-only RamBox™ cargo management system that includes versatile, weatherproof, lockable, illuminated, drainable storage bins; pickup bed dividers; a two-foot bed extender and a cargo rail system with sliding adjustable cleats. The 2009 Ram also includes the first-in-segment coil-spring five-link rear suspension fitted to a solid rear axle providing ride and handling not found on any other pickup truck. A new 5.7-liter HEMI® V-8 engine with fuel-saving MDS technology provides more horsepower (390 hp) and torque (407 lb.-ft.) while its best-in-class aerodynamics (.387 Cd) improve fuel economy and performance.

In addition, the all-new 2009 Dodge Ram includes a first-in-segment, factory-installed four-inch dual exhaust styled dramatically into the rear bumper, first-in-segment store-in-the-floor storage bins, twice as many storage spots than the previous model and 35 safety and security technologies. Standard features include side-curtain air bags and Electronic Stability Program (ESP) which includes all-speed traction control, trailer sway control, hill-start assist and anti-lock brake system (ABS). Significantly upgraded interiors with a segment-first surround-sound audio system and live SIRIUS Backseat TV™ round out the interior.

The all-new 2009 Dodge Ram 1500 Crew Cab recently earned Five Star ratings for driver- and front-passenger protection in a frontal crash, the highest ratings in the U.S. government's safety crash test program. The U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2009 Dodge Dodge Ram 1500 is \$22,170 (including \$900

destination).

In addition to winning NEMPA's Best in Class Pickup Award, the all-new 2009 Dodge Ram has earned 12 other key awards since its introduction and was recently chosen by *Car and Driver* as the best full-size pickup in a head-to-head comparison test in Texas, beating the new 2009 Ford F-150. Other key awards include:

- MotorWeek – Best Pickup Truck
- *Consumer Guide* - Large Pickup – Best Buy for 2009
- Cars.com – Work Truck of the Year
- ICOTY – 2009 International Truck of the Year
- *Truckin'* magazine – Truck of the Year
- Texas Auto Writer's Association (TAWA) – 2009 Full-Size Pickup Truck of Texas
- Edmunds.com – Inside Line Editors Most Wanted 2009
- Autobyte.com – 2009 MyRide/Autobyte Editors' Choice Awards - Truck of the Year
- *Maxim* – Achievement in Party-Enabling Technology (RamBox)
- *Ward's AutoWorld* – Ward's 10 Best Engines of 2009 (2009 Dodge Ram 5.7-liter HEMI® engine)
- Automobile Journalists Association of Canada – Best New Pickup
- *Sobre Ruedas* – *Sobre Ruedas* Best Pickup Truck for '08

Dodge Brand

With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, trucks, SUVs, commercial vehicles and sales-leading, fifth-generation minivans in 2009.

Dodge introduced several new vehicles in the 2008 calendar year, including the all-new 2009 Dodge Journey, the 2009 Dodge Challenger and the 2009 Dodge Ram. Dodge also celebrates the 25th anniversary of the minivan during the 2009 model year.

Also in 2008, Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

About NEMPA

NEMPA members work for a range of national publications including *The Robb Report*, *Esquire*, *Hemmings* magazine, and *Automobile Magazine*. They are also represented at some of the leading newspapers in the country including the *New York Times*, *The Boston Globe*, *The Hartford Courant*, *The Boston Herald* and the *Christian Science Monitor*. In addition, NEMPA members are syndicated through King Features Syndicate and other national outlets.

Members may also be heard on National Public Radio's Car Talk as well as radio stations throughout New England including WTIC-AM (Hartford) and WPRO (Providence) and many points in between.

The New England Motor Press Association reaches more than 6 million readers/listeners through member journalists in the traditional New England States and many millions more across the nation.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>