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Chalk-up Two More Awards for Dodge

All-new 2009 Dodge Ram and Dodge Challenger awarded "Truck of the Year" and "Car of the Year" by the Rocky Mountain Automotive Press Association

- All-new 2009 Dodge Ram continues to haul in major awards, winning 14 since introduction
- All-new 2009 Dodge Challenger continues to impress with its blending of unmistakable modern-day American muscle-car design, proven quality, best-in-class back seat head and- leg-room and technology

April 5, 2009, Auburn Hills, Mich. - The all-new 2009 Dodge Ram 1500 and Dodge Challenger continue charging ahead, taking home the Rocky Mountain Automotive Press (RMAP) Association's "Truck of the Year" and "Car of the Year" awards.

"Both the Dodge Ram 1500 and the Dodge Challenger were decisive winners in this year's competition," said Michael Cotsworth, President of the Rocky Mountain Automotive Press. "It is exciting to see, in the current economic environment, the high regard RMAP members have for these two Chrysler products."

The 2009 Dodge Ram 1500 beat out the new 2009 Ford F-150 and the Nissan Titan for the Truck of the Year title, while the Dodge Challenger outpaced the Jaguar XF and the Nissan Maxima in the Car of the Year race.

"We are honored that the Rocky Mountain Automotive Press association recognized our all-new Dodge Ram 1500 and Dodge Challenger as the best-of-the-best in their highly competitive competition," said Mike Accavitti, Director – Chrysler, Jeep and Dodge Brands, Chrysler LLC. "With an industry-first RamBox cargo management system and industry-first coil-spring, five-link rear suspension with best-in-class ride and handling, our all-new 2009 Dodge Ram 1500 is the best pickup truck on the market. And with its unmistakable design, world-class handling, proven quality and technology, best-in-class back seat head- and leg-room, and legendary HEMI V-8 engine—our 2009 Dodge Challenger is the ultimate modern-day American muscle car."

The RMAP association is comprised of more than 30 automotive journalists, who provide expert reviews and content to readers across Colorado, Nebraska, New Mexico and Wyoming.

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 Regular, Quad and Crew Cab models 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 Ram 1500 is \$22,170

(including \$900 destination).

In addition to winning RMAP's "Truck of the Year" award, the all-new 2009 Dodge Ram has earned 13 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:

- New England Motor Press Association – Best in Class Pickup Truck
- 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
- Autobytel.com – 2009 MyRide/Autobytel 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

About the all-new 2009 Dodge Challenger

The all-new 2009 Dodge Challenger merges the best American muscle-car characteristics—unmistakable design, world-class handling, powerful engines and technology—to delight driving enthusiasts across several generations. The Dodge Challenger accommodates five passengers in a two-door coupe produced from the company's proven rear-wheel-drive platform. With three models offering head-turning styling, two legendary HEMI® V-8 engines choices, more than 25 safety and security features and modern amenities including uconnect gps with voice-activated navigation system and real-time traffic available—the 2009 Dodge Challenger delivers the brand's "bold, powerful and capable" credo. The U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2009 Dodge Challenger is \$22,945 (including \$725 destination).

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. This year, Dodge will add to its award-winning Ram lineup with the introduction of the all-new 2010 Dodge Ram 2500 Heavy Duty and 3500 Chassis Cab.

Dodge introduced several new vehicles in 2008, 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. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler LLC has solidified its leadership in the segment. The 2009 Dodge Grand Caravan continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 17 city / 25 highway mpg fuel economy. The 2009 Dodge Grand Caravan is also the first minivan in the segment to feature the all-new Blind Spot Monitoring and Rear Cross Path advance safety systems.

Also in 2008, the 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.

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