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Ram 1500 Named Trailer Boats Magazine 2010 Tow Vehicle of the Year

Editors cite Ram's powerful 5.7-liter HEMI engine, innovative storage ideas and the "unparalleled ride comfort" from Ram's coil-spring, multi-link rear suspension

March 18, 2010, Auburn Hills, Mich. -

Trailer Boats magazine today announced that it has chosen the Ram 1500 as its 2010 Tow Vehicle of the Year.

The magazine's of-the-year honor, significant to a large pickup customer demographic segment, will add to the Ram's growing list of top automotive awards.

"We're honored," said Ram Truck Brand President and CEO Fred Diaz. "The bond between boaters and their pickup trucks is inseparable. We recognize trailer-boating places big demands on the capability of a truck, and our Ram Truck team has delivered the best truck for those customers.

"The Ram Truck Brand has put a great deal of emphasis on reaching out to outdoorsmen and women," added Diaz. "Boating, as well as hunting, camping and fishing enthusiasts will be getting many opportunities to take a close-up look at Ram Trucks this year as we criss-cross the nation in a 50-event Ram Master Sportsman's Tour."

The 28th annual tow vehicle competition included a trio of 2010 half-ton pickups with crew-size cabs and the largest available gasoline engines, all in four-wheel-drive configurations. Each was tested while towing the same Mako 234 Center Console boat and trailer weighing about 6,000 pounds.

"This year the editors focused on light-duty pickups," said Jim Hendricks, publisher and editorial director of Trailer Boats magazine. "This class has experienced dramatic improvements in features and ride quality over the past few years, with beefed-up tow ratings approaching those traditionally associated with heavy-duty pickups.

"The Ram 1500 with the 5.7L Hemi not only reflects this trend, but its smooth and powerful performance scored consistently high during our examination," added Hendricks. "The ride, handling and braking of the Ram 1500 - in both towing and non-towing situations - scored highest among the competitors," said Hendricks. "After a full evaluation lasting more than two weeks, the editors of Trailer Boats voted the Ram 1500 as the 2010 Tow Vehicle of the Year."

The test results are detailed in the April 2010 issue of Trailer Boats (on sale now), with coverage going live online at www.TrailerBoats.com beginning April 5.

The Ram Truck Brand continues to raise the bar with the most powerful and capable light-duty pickup truck in the segment with the 2010 Ram 1500.

With its bold exterior design, refined interior, engineering excellence, superb innovation and best-in-class features, amenities and ride quality, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition.

The Ram 1500 ranks at the top of Strategic Vision 2009 Total Quality Index™(TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study.

In addition to winning Strategic Vision's TQI, the Ram 1500 has earned 20 key awards since its introduction. Other awards include:

- American Hunter Golden Bullseye Award - 2010 Vehicle of the Year
- Automobile magazine - 2010 All-Stars Ten Best

- International Car of the Year (ICOTY) - 2009 International Truck of the Year
- Texas Auto Writer's Association (TAWA) - 2009 Full-Size Pickup Truck of Texas
- MotorWeek - Driver's Choice Awards (2009 and 2010)
- Maxim - Achievement in Party-Enabling Technology (RamBox)
- Edmunds' Inside Line - A 2009 Editor's Most Wanted
- Edmunds' Inside Line - Best Full-size Pickup Truck
- Consumer Guide - Large Pickup - Best Buy for 2009
- Cars.com - Work Truck of the Year
- Truckin' magazine - Truck of the Year
- Autobytel.com - 2009 MyRide/Autobytel Editors' Choice Awards - Truck of the Year
- Ward's AutoWorld - Interior of the Year
- Rocky Mountain Automotive Press Association - Truck of the Year
- New England Motor Press Association (NEMPA) - Best-in-Class Pickup Award
- Ward's AutoWorld - Ward's 10 Best Engines of 2009 (2009 Ram 5.7-liter HEMI® engine)
- Automobile Journalists Association of Canada - Best New Pickup
- AutoPacific's Vehicle Satisfaction Award
- Sobre Ruedas - Sobre Ruedas Best Pickup Truck for '08

For 2010, Ram 1500's towing capability has increased to 10,450 pounds. Combining Ram's legendary 5.7-liter HEMI® V-8 engine and the segment-exclusive multi-link coil spring rear suspension, Gross Combined Weight Rating (GCWR) has increased to 15,500 pounds, from 14,000 pounds, with the 140.5-inch wheelbase, 5.7-liter engine and 3.92 rear axle. This increased GCWR equates to an increase in tow rating. This improved rating, along with Ram's industry-first features and impressive ride and handling capabilities, make Ram the most capable light-duty pickup on the market.

The 2010 Ram incorporates a first-in-segment, multi-link coil spring rear suspension that improves ride and handling without sacrificing payload (as much as 1,900 pounds) and towing capability (as much as an estimated 10,450 pounds).

New interior features include fuel-saver indicator on 3.7-liter models, a new premium Tire-pressure Monitoring (TPM) system and Park-Assist indicator in the Electronic Vehicle Information Center (EVIC) display.

Other new features include an iPod® Control that connects most iPod-compatible devices using an iPod Control cable. The cable enables iPod devices to be controlled through Ram's media center radio or steering-wheel radio controls.

New exterior features include available folding trailer-tow mirrors, integrated trailer-brake controller, power trailer-tow mirrors, electro-chromic mirrors and new 22-inch tires and wheels included in R/T package.

Fuel economy enhancements for 2010 include interactive Decel Fuel Shut Off (iDFSO) on all engines. iDFSO turns off the flow of fuel during vehicle deceleration for improved real-world fuel economy without any noticeable changes in engine performance.

Standard on the 2010 Ram two-wheel-drive regular cab and Quad Cab® models is a 3.7-liter Magnum V-6 engine, generating 210 horsepower (156 kW) and 235 lb.-ft. (319 N•m) of torque.

Other available engines include the legendary 5.7-liter HEMI® V-8 engine with Multi Displacement System (MDS) that produces 390 horsepower (291 kW) and 407 lb.-ft. (548 N•m) of torque and the Flex-fuel 4.7-liter V-8 that generates 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque.

The 2010 Ram Crew Cab 1500 features an available first-in-segment RamBox cargo management system that provides weatherproof, lockable, illuminated and drainable storage compartments integrated into both cargo-box sides for effortless access and convenience. The RamBox system includes a bed divider/2-foot bed extender for oversize loads and a rail system with sliding, adjustable cleats for infinitely adjustable tie-down capability.

Ram 1500 is available in a regular cab, Quad Cab and crew-cab configuration and offers three box lengths: 8-foot (regular cab), 6-foot 4-inches (regular cab and Quad Cab), and 5-foot 7-inches (crew cab). For 2010, Ram 1500 is available in five distinct trim levels-ST, SLT, TRX, Sport and Laramie.

About Trailer Boats magazine

Now entering its 40th year, Trailer Boats has set itself apart - both in print and online at TrailerBoats.com - with the most refined tests and detailed information available to boaters today, serving as the essential resource for trailer boating enthusiasts of all levels. The award-winning publication is part of Affinity Boating Media, which also includes Boating Industry, Powerboat and Your Guide to Towing.

About the Ram Truck Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

The Ram Truck brand will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.'s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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