

Contact: David Elshoff
Dianna Gutierrez

Ram Truck Brand Rolls Out Heavy Duty Tour

March 23, 2010, Auburn Hills, Mich. -

The Ram Truck Brand today announced a new 14-state, 33-venue Ram Heavy Duty Tour focused on commercial truck buyers.

In cooperation with local dealers, the Ram Heavy Duty national launch tour brings the all-new Ram 2500 and Ram 3500 Heavy Duty pickups to work-truck customers through a series of special grassroots events.

Each Ram Heavy Duty Tour event is unique, making appearances at a variety of venues. Each tour stop features a Ram Heavy Duty Motor Trend Truck of the Year display trailer fitted with Cummins Turbo Diesel and HEMI® engine displays and a Ram Heavy Duty mobile showroom. At many tour events, attendees will find food and beverages, product giveaways, special pricing offers and other surprises.

Ram Heavy Duty trucks are ideally suited for work, boasting legendary durability, and offering new features and refinements that stand out from the crowd. Features that include more than 40 storage spaces including hidden, in-floor bins, integrated brake controller and exhaust brake standard with diesel powertrains. And refinements like soft-touch interior surfaces and easy-riding passenger cab hydro mounts.

Ram Heavy Duty trucks also feature the two most well-known powertrains in the business, including the legendary 5.7-liter HEMI with variable valve timing and the proven reliable 6.7-liter Cummins Turbo Diesel.

The Ram Truck Brand launched the new 2500 and 3500 Heavy Duty pickups late in 2009 as 2010 model year trucks, and already they're earning awards.

Building on the success of their award-winning sibling the Ram 1500, the Ram 2500 and 3500 Heavy Duty have won Motor Trend's "2010 Truck of the Year," Four Wheeler magazine's Pickup Truck of the Year and Most Influential 4x4s of the Decade (2005-2010 Ram Power Wagon), MotorWeek's Driver's Choice Award Pickup Truck of the Year and the Texas Auto Writers (TAWA) "Heavy Duty Pickup Truck of Texas."

Ram Heavy Duty Tour Appearance Calendar

March 26-27; Ram Commercial Truck Month Event; Franklin, Wis.
March 30-31; Ubersox Chrysler Jeep Dodge Tent Sale; Platteville, Wis.
April 8; Ram Heavy Duty Truck Event; Sternburg Chrysler Center; Jasper, Ind.
April 9-10; Ram Heavy Duty Truck Event; Freedom Dodge; Lexington, Ky.
April 12-13; Ram Heavy Duty Truck Event; Sterling Heights Dodge; Sterling Heights, Mich.
April 14-16; West Virginia Horse Expo; Lewisburg, W. Va.
April 19-20; Fire Department Instructor Conference and Exhibition; Indianapolis, Ind.
April 24; Ram Tough Challenge; Monroe, Mich.
April 26; Ram Heavy Duty Truck Event; Yark Automotive; Toledo, Ohio
April 30; Ram Heavy Duty Truck Event; Crenwelge Motors Chrysler Jeep Dodge; Kerrville, Texas
May 1; Ram Heavy Duty Truck Event; Spring Chrysler Jeep Dodge; Houston, Texas
May 5-7; Western Kansas Manufacturers Association Industry, Implements and Irrigation (3i) Show; Great Bend, Kan.
May 14; Ram Heavy Duty Truck Kick-off Event; Lincolnton, N.C.
May 15; Ram Heavy Duty Truck Show; High Point, N.C.
May 20; Ram Heavy Duty Truck Event; Wilkesboro, N.C.
May 22; Ram Heavy Duty Truck Show; Jacksonville, N.C.
May 27-28; Motor Mile Speedway; Radford, Va.
May 29; Lowe's Home Improvement Store Event; Harrisburg, Va.

June 3; Springfield Days; Springfield, Va.
July 1-3; NASCAR Daytona International Speedway; Daytona Beach, Fla
July 8-11; Hodag Country Music Festival, Rhinelander, Wis.
July 8-12; NASCAR Chicagoland Speedway; Joliet, Ill.
July 14; Ram Heavy Duty Truck Event; Colby Chrysler Center; Colby, Kan.
July 15-16; Dodge Rodeo Ram Truck Sale; Abilene, Kan.
July 17; Marshal Dodge Days; Salina, Kan.
July 20; Ram Heavy Duty Truck Showcase; Roy's Grand Dodge; Grand Island, Neb.
July 21; Contractor Appreciation Day; Home Depot; Omaha, Neb.
July 23-24; Chamber of Commerce Event; Marmie Chrysler Jeep Dodge; Great Bend, Kan.
July 29; Home Depot Store Event; Olympia, Wash.
July 30; Home Depot Store Event; Puyallup, Wash.
July 31; Ram Heavy Duty Truck Event; Larson Chrysler Jeep Dodge; Puyallup, Wash.
August TBD; Home Depot Store Event
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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 adds the most capable Rams -- the Ram 3500, 4500 and 5500 Chassis Cab trucks -- to its already award-winning truck lineup including the all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year and Four Wheeler magazines Pickup Truck of the Year. The new Chassis Cab 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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