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## **Chrysler Group LLC Wraps Headquarters in Honor of 2010 Ram Heavy Duty Winning Motor Trend's 'Truck of the Year' Award**

April 6, 2010, Auburn Hills, Mich. -

The Ram Truck Brand today unveiled a 140-foot tall and 120-foot wide building wrap on the tower of the Chrysler Group LLC headquarters. The building wrap pays tribute to the 2010 Ram Heavy Duty Motor Trend "Truck of the Year" win.

"We are proud of the numerous awards given to the 2010 Ram Heavy Duty, especially the Motor Trend 'Truck of the Year' award," said Fred Diaz, President and CEO of the Ram Truck Brand. "The purpose of the wrap is to share our pride in the Ram Heavy Duty as well as the Ram 1500 with our employees that work hard each day to support this company as well as the communities that surround Chrysler Group. This display will be seen by approximately 200,000 drivers and passengers along the Interstate-75 in Auburn Hills, Mich., each day."

The building wrap is part of an overall marketing campaign for the Ram Heavy Duty that was recently launched nationwide.

### **Building Wrap Facts**

- The Ram Truck featured in the building wrap is approximately 100 feet long and 41 feet tall
  - Its headlamps are 18 feet wide and 9 feet tall
  - Its tires are 16 feet wide and 17 feet tall
  - Its windshield is 28 feet wide and 9 feet tall
  - The front grille is 27 feet wide and 12 feet tall
- The building wrap covers 14 stories of the Headquarters' tower
- It took three days to place the wrap on the tower
- The building wrap could stay on the tower up to 120 days.

### **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 the 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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