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Ram Heavy Duty Wins 2010 Rocky Mountain Automotive Press Association Truck of the Year Title

- Ram Heavy Duty awarded Outstanding Truck of 2010 at the Denver Auto Show
- Rocky Mountain Automotive Press cite outstanding utility, interior amenities and functionality
- Back-to-back wins for Ram Trucks following last year's victory for the Ram 1500

April 6, 2010, Denver, CO -

The Rocky Mountain Automotive Press association (RMAP) today named the all-new Ram 3500 Heavy Duty pickup its 2010 Outstanding Truck. The award marks the second consecutive RMAP truck-of-the-year title for Ram following the 2009 win for the Ram 1500.

"I've spent a lot of time in the Rocky Mountain region, so I can tell you how much this means to the Ram Truck Brand," said Fred Diaz, President and CEO - Ram Truck Brand. "The Rocky Mountains are a geographically large and subsequently important market for Ram Trucks. With so many ranchers and recreational buyers, heavy-duty pickups are proportionately higher sellers here. The Rocky Mountain Automotive Press association's truck of the year award resonates with truck buyers and our dealers, and we're proud of the honor."

The 2010 Ram Heavy Duty brings increased capability and innovative new features to the heavy-duty segment with an uncompromising attitude that remains the standard for all full-size heavy-duty pickups.

"The Ram 3500 impressed the RMAP's members not only with its outstanding utility but also with interior amenities and functionality," said Michael Cotsworth, President of the Rocky Mountain Automotive Press. "We are pleased to award Ram with the Rocky Mountain Automotive Press association's Outstanding Truck for 2010."

The Rocky Mountain Automotive Press association is comprised of more than 30 automotive journalists, who provide expert reviews and content to publications and media outlets across Colorado, Nebraska, New Mexico and Wyoming.

"RMAP is dedicated to helping our readers, listeners and viewers make better informed decisions for their transportation, work, luxury or leisure needs," added Cotsworth.

For 2010, the Ram Heavy Duty is available for the first time in a crew-size cab model, providing Ram with a formidable entry in the highest-volume part of the heavy-duty pickup segment (approximately 50 percent).

Ram Heavy Duty also delivers the performance and amenities customers demand. The 2010 Ram Heavy Duty pickups feature a hydro-formed, fully boxed frame with advanced torsional rigidity and stiffness. A coil-spring suspension setup is used up front, while the multi-leaf spring design is maintained in the rear for heavy-duty capability. Front and rear shocks and springs are tuned for optimum ride quality and capability.

Improved suspension tuning and new C-pillar hydro mounts were added to the 2010 Ram Heavy Duty models to improve damping through the frame-bending mode frequency in order to better manage shake and after-shake response. The result is reduced shake, which means an improved ride for the customer.

Powertrain choices include the legendary 6.7-liter Cummins Turbo Diesel engine, which produces 350 horsepower (261 kW) at 3,000 rpm and 650 lb.-ft. of torque (881 N•m) at only 1,500 rpm.

The most durable and reliable engine in its class, the 6.7-liter Cummins Turbo Diesel features standard oil-change intervals of 7,500 miles. It also has major-overhaul intervals of 350,000 miles, providing more than a 100,000-mile advantage versus the competition.

The Cummins 6.7-liter Turbo Diesel engine uses a Diesel Particulate Filter (DPF) to virtually eliminate particulate matter emissions and an adsorber catalyst to reduce oxides of nitrogen (NOx) by as much as 90 percent, in order to meet stringent 2010.5 diesel emissions requirements.

Ram Heavy Duty is the only ¾ and one-ton pickup truck to offer a lower cost, lower maintenance alternative to Diesel Emission Fluid (DEF) injection systems to be used by competitors. It's also the only truck in the segment to offer a manual transmission.

The 2010 Ram Heavy Duty comes standard with the 5.7-liter HEMI V-8 gasoline engine, delivering 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm. The 5.7-liter HEMI was redesigned for 2009, with several new and improved technologies including Variable-valve Timing (VVT), increased compression ratio, active intake manifold with long runners for low-end torque and short runners for high-rpm power, improved cylinder head port flow efficiency and reduced-restriction exhaust and induction systems.

The new 2010 Ram 2500 and 3500 pickups offer the only standard exhaust brake in the segment (diesel-equipped models only). This feature reduces brake fade, prolongs brake life and provides confidence and safety when hauling heavy loads on downhill grades. Large front (360 mm) and rear (358 mm) brakes with integrated Anti-lock Brake System (ABS) increase brake life and braking stability.

Customers in the heavy-duty segment have a range of needs, and most of them involve high levels of capability. The new 2010 Ram 2500 and 3500 are designed to deliver a total package:

- Increased Gross Vehicle Weight Rating (GVWR) on 2500 4x4 crew cab diesel models to 9,600 pounds from 9,000 pounds
- Increased Gross Combined Weight Rating (GCWR) on 3500 dually models with diesel, auto transmission and 4.10 rear axle to 24,500 pounds from 24,000 pounds. With the Max Tow Package, GCWR increases to 25,400 pounds (late availability)
- Increased GCWR on 3500 4x2 models to 24,000 pounds from 23,000 pounds

Increased front Gross Axle Weight Rating (GAWR) on several models:

- To 5,500 pounds from 5,200 pounds on diesel 4x4 pickups
- To 5,000 pounds from 4,700 pounds on diesel 4x2 pickups

Other towing features include improved trailer-tow mirrors with integrated turn signals, memory function and puddle lamps. The larger 7-in. x 11-in. trailer-tow mirrors offer improved visibility with larger convex glass surfaces. The mirrors flip up and out in a vertical configuration for improved visibility around wide trailers. Trailer-tow mirrors are now standard on 3500. As an added convenience, a Class IV receiver is now standard on all Ram 2500 and 3500 Heavy Duty pickups.

Ram Heavy Duty towing, payload and axle capacity all have been increased for 2010. Suspension upgrades and larger front-axle U-joints, combined with increased front GAWR, result in increased front weight-carrying capability - a must for larger snowplows.

The Ram Power Wagon also returns for the 2010 model year, equipped with electric-locking front and rear differentials, electronic disconnecting sway bar, Bilstein shocks, 32-inch BFGoodrich off-road tires, underbody skid plate protection, 4.56 axle ratio for hill climbing and a custom-built Warn® 12,000-pound winch that is accessible through the front bumper. The 2010 Ram Power Wagon features new exterior graphics and a lower two-tone paint scheme.

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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