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2016 Ram 1500 Offers Best-in-class Fuel Efficiency

- Fuel economy is the No. 1 unmet customer need in half-ton trucks and Ram Truck owns the top spot, beating all full-size pickups with exclusive 3.0-liter EcoDiesel V-6 engine at 29 miles per gallon (mpg)
- Ram continues building momentum with two new models
- New top-of-class Ram 1500 Laramie Limited model
- 2016 Ram 1500 features new frame and body modifications for the Insurance Institute for Highway Safety (IIHS) small front overlap test
- Prominent badge, Argento wood and premium leather are key ingredients of new Ram Laramie Limited design, treasured by high-end pickup buyers
- Ram 1500 Rebel makes a statement with air suspension for increased ride height, standard 33-inch tires, skid plates, tow hooks and other off-road-ready features
- Rebel features new interior colors and materials, including Radar Red and black seats with tire-tread-matching pattern
- New front grille design for Rebel and Laramie Limited feature a significant styling departure for Ram Truck brand
- All new Ram 1500 models utilize new center console layout. Laramie Longhorn inherits tambour door from Laramie Limited
- New Ram 1500 Sport buzz models offer a colorful selection of customization
- New center console design and Bluetooth connectivity on entry-level radios
- 2016 Ram 1500 offers greatest value in half-ton trucks starting at $25,410, plus $1,195 destination, and includes a standard 5.7-liter HEMI® V-8
- Class-leading powertrain:
    - Best-in-class fuel economy with 3.0-liter EcoDiesel V-6 engine, featuring 29 mpg, 240 horsepower and 420 lb.-ft. of torque
    - 3.6-liter Pentastar V-6 engine features 25 mpg, 305 horsepower and 269 lb.-ft. of torque
    - 5.7-liter HEMI V-8 with variable-valve timing (VVT) provides up to 22 mpg, 395 horsepower and 410 lb.-ft. of torque
- First-in-segment Fuel Saver Technology, TorqueFlite eight-speed automatic transmission, stop-start, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension
- Best-in-class aerodynamics, coefficient of drag (Cd) at 0.360
- Best-in-class warranty, 5 year/100,000 miles on diesel engines and unsurpassed 5 year/60,000 miles on gas engines

August 31, 2015, Auburn Hills, Mich. - The 2016 Ram 1500 leads pickup truck fuel economy with the exclusive 3.0-liter EcoDiesel V-6 engine delivering 240 horsepower and 420 lb.-ft. of torque at 29 miles per gallon (mpg).

The 3.0-liter EcoDiesel engine is mated to the TorqueFlite eight-speed automatic transmission. Together, the powertrain system delivers an outstanding combination of fuel efficiency and towing capability up to 9,200 pounds.

Ram Truck offers the best value in half-ton trucks with a starting price of $25,410, plus $1,195 destination, and includes a standard 5.7-liter HEMI® V-8 engine. The exclusive 3.0-liter V-6 EcoDiesel engine with the TorqueFlite eight-speed automatic transmission is priced $3,120 greater than a similarly equipped Ram 1500 with a 5.7-liter HEMI V-8 engine with the TorqueFlite eight-speed transmission.

The 2016 Ram 1500 capitalizes on a truckload of exclusive, pioneering, fuel-saving systems, including an eight-speed automatic transmission, thermal management system, pulse-width modulation (PWM) and active aerodynamics with grille shutters and air suspension.

The Ram 1500 continues to move forward with two mid-year 2015 offerings that carry into the 2016 model year – the Ram 1500 Rebel and Ram 1500 Laramie Limited.

The Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment, offering an off-road-style package. The Rebel drops right into a core segment of the truck market with unique design cues and mechanical innovation backed by Ram Truck engineering.

Rebel features an all-new grille with a prominent billet silver “RAM” letter badge. Departing from the brand’s iconic “crosshair” designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface. It also incorporates a powder coated, billet silver skid plate, front tow hooks and an all-new 17-inch aluminum wheel.

Inside, Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating elements. High-durability technical-grain vinyl seats are finished in Radar Red and black with Sedoso fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel’s actual footprint. Standard heated front seats feature Light Diesel Gray accent stitching, Radar Red Ram’s head embroidery on the headrests and black with Light Diesel Gray Rebel nameplate embroidered on the upper seat bolsters.

Ram Truck brand also has taken the Ram Laramie Limited – the benchmark in truck opulence – to an even higher level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating; real wood interior components; and unique badges, Limited is a “black-tie” luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

The Limited’s all-new grille is the most prominent change of the exterior. As the leading point, its new billet port grille breaks from the long tradition of crosshair styling with bold “RAM” lettering. Limited also features an all-new 20-inch forged multi-surface aluminum wheel – unique in the truck market.

The Limited is the apex of modern luxury. Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. These are details created for the customer who appreciates them. A new console bin houses a cellular phone and tablet holder, which can be concealed with a new tambour wood sliding door. The real wood door is made from Black Argento wood, the chosen timber for the Limited interior. The collective silver pinstripe theme runs through the wood and a satin chrome handle rolls the door with ease. Finally, passengers will enjoy solid black premium Berber carpet inserts, which can easily be removed from the floor mats to reveal double-duty slush mats.

New for Ram Truck, and debuting on the Limited and Rebel models, is an all-black headliner and pillars combination.

Four new buzz models based on the Ram 1500 Sport also make their way into the 2016 model year. The limited-edition trucks are available in Crew Cab 4x2 and 4x4. Among the features in the Sport trim, the trucks include a 395-horsepower HEMI V-8 engine, eight-speed TorqueFlite transmission, 3.92 gear set, dual exhaust, vented sport hood and 20-inch wheels. Colors include: Ignition Orange, Torred Red, Stinger Yellow and Ceramic Blue.

Interior treatments include body color accent stitching throughout the cabin, Sport embroidery on the seat backs,

accent color Ram's head on the headrests and colored accent sport mesh on the seat inserts. The packages include the 8.4AN Uconnect system with navigation and standard rearview camera system.

Powertrain

Aptly branded EcoDiesel, the 3.0-liter powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V-6 engine, which produces 240 horsepower and 420 lb.-ft. of torque and is more efficient than all available pickup trucks. This abundant torque from the 3.0-liter EcoDiesel engine is the enabler for 9,200 pounds of towing capacity while delivering fuel economy of 29 mpg on the highway.

Like the 3.6-liter Pentastar V-6 and 5.7-liter HEMI V-8 gasoline engines already offered on the Ram 1500, the EcoDiesel V-6 is mated to the TorqueFlite, the only eight-speed automatic transmission offered in the half-ton class.

The EcoDiesel, developed and manufactured by VM Motori (a Chrysler supplier since 1992), is one of the most advanced diesel engines in the marketplace. Equipped with a diesel oxidation catalyst, diesel particulate filter and selective catalytic reduction, it is emissions-compliant in all 50 states.

The 3.6-liter Pentastar V-6 engine with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and fuel economy of 25 mpg.

The legendary 5.7-liter HEMI V-8 engine with fuel-saving cylinder shut-off and VVT provides up to 22 mpg, 395 horsepower and 410 lb.-ft. of torque.

The Ram 1500 has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (3.0-liter EcoDiesel V-6)
- Exclusive offering of an eight-speed automatic transmission in all powertrains
- Best-in-class fuel economy of 29 mpg
- Only manufacturer in light-duty class to offer diesel, gasoline and flex-fuel (E85-capable 3.6-liter Pentastar V-6) engines
- Best-in-class powertrain warranty, 5 year/100,000 miles on diesel engines and unsurpassed 5 year/60, 000 miles on gas engines

Safety & Security

The 2016 Ram 1500 features frame and body modifications for the new Insurance Institute for Highway Safety (IIHS) small front overlap test. Tire blockers are integrated with the frame rails to reduce passenger compartment intrusion by transferring wheel loads to the frame. Reinforced A-pillars and door sills also contribute to the structural integrity of the passenger compartment during impact.

Engineering

Parasitic Loss Reduction

Pulse-width modulation (PWM) is a fuel-saving technology for the Ram 1500 that reduces parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems. The forward cooling fan takes advantage of PWM, adding a 0.2 percent improvement in fuel efficiency.

The Ram 1500 owns PWM technology and a host of efficiency, comfort and emissions-friendly refinements. These include a variable displacement air-conditioning compressor, pulse-width modulated vent blower and humidity sensor.

Variable displacement compressor (VDC)

As opposed to a “fixed” displacement compressor, the variable displacement compressor (VDC) automatically varies its pumping capacity to meet air-conditioning demands rather than work in an on/off fashion. As a result, the variable displacement compressor lessens loads on the engine, reducing parasitic losses for enhanced fuel efficiency and helping to maintain a consistent cockpit temperature. The technology also reduces related noise and vibration annoyances.

When the interior cabin temperature is higher than what’s desired (outside the automatic temperature control

setting), the VDC increases refrigeration capacity until the desired temperature is reached. Once the temperature is reached, the VDC automatically reduces its capacity to maintain the desired temperature rather than shut off completely.

The overall result is smoother compressor transitions, less noise and greater fuel efficiency.

Pulse-width modulated blower
Like the VDC, the pulse-width modulated (PWM) blower continually controls fan speeds for optimal performance in all driving scenarios; quiet, efficient operation and virtually unnoticeable performance. Like other PWM applications, the PWM blower ensures an infinite amount of varying fan speeds to satisfy every customer-requested condition in relation to the air-conditioning system.

Humidity sensor
The humidity sensor is packaged behind the rearview mirror and works in tandem with the PWM blower and VDC to continually measure the potential for humidity being formed on the windshield interior. While the sensor enables noticeable defogging benefits, it also enables the VDC and PWM blower to run at the most optimal speeds to expedite humidity reduction.

Air-conditioning Refrigerant
The Ram 1500 was the first in its competitive set to carry F1234yf refrigerant, an application developed to help reduce greenhouse emissions.

Design
The Ram 1500 retains its ruggedly handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style.

Bed lighting is now available on the Ram 1500. Bright LEDs shine from the rear corners next to the tailgate, giving owners better visibility when the workday lasts into the evening.

Inside, 2016 models will inherit a new center console design, which debuted in the Rebel and Laramie Limited trims. Laramie Longhorn will use its own variant of the tambour door found on the 2015 Laramie Limited. Bluetooth connectivity is now available on entry-level radios for handsfree driving in all Ram 1500 trucks.

The Ram 1500 offers 11 different colors, including three new shades: Red Pearl, Luxury Brown and Pearl White. Other colors include: Maximum Steel Metallic, Blue Streak, Granite Crystal, Black Forest Green, True Blue, Bright Silver Metallic, Brilliant Black and Bright White, and are all available in a monotone and/or two-tone, depending on the model.

Unsurpassed powertrain warranty
The 2016 Ram 1500 is backed with a five-year/100,000-mile Powertrain Limited Warranty on the EcoDiesel and five-year/60,000-mile on gass engines. The powertrain limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram dealer, if necessary. The warranty also is transferable, allowing customers who sell their truck during the warranty period to pass the coverage onto the new owner.

The standard three-year/36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Quality
The 2016 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center state-of-the-art scientific labs in Auburn Hills, Michigan, including the Noise/Vibration/Harshness Lab, Electromagnetic Compatibility Facility, Wind Tunnel and the Road Test Simulator (RTS).

For example, the RTS recreates the abuse a truck endures at the hands of a 95th-percentile driver –someone who

drives the vehicle in more severe conditions than 95 percent of all customers. The RTS can put a lifetime of wear and tear on a truck in about one month's time. The Ram development team is committed to finding and fixing any issues before the customer does.

Manufacturing
The 2016 Ram 1500 Crew Cab and Quad Cab models are built at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab and additional Crew Cab models of the 2016 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

Ram Truck Brand
In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest J.D. Power APEAL study,which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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