

## **Ram Truck Experience Comes to the Columbus International Auto Show**

March 15, 2018, Columbus, Ohio - Columbus International Auto Show attendees will get to experience the power, capabilities and performance of the award-winning Ram trucks at the Ram Truck Experience test track returning to the auto show March 15-18.

"We are proud to showcase the most innovative lineup of full-size pickup trucks on the market," said Patrick Dougherty, Head of the Great Lakes Business Center – FCA US LLC. "The Ram Truck Experience provides a unique opportunity for riders as they experience the refined interior, capabilities and handling of the Ram 1500, 2500 and 3500."

Participants in the Ram Truck Experience will be given rides with a performance driver through an indoor obstacle course that demonstrates the various truck capabilities, including 30-degree wedge to demonstrate traction; rocks and logs to demonstrate articulation and stability; bumps to demonstrate suspension; and a Ram Mountain to demonstrate the ground clearance, approach and departure angles.

Upon completion of the ride, participants will receive a commemorative Ram T-shirt.

There is no additional fee for auto show attendees to participate in the experience.

### **Ram Truck Experience Hours**

- Thursday, March 15: noon – 8 p.m.
- Friday, March 16: noon – 8 p.m.
- Saturday, March 17: 10 a.m. – 8 p.m.
- Sunday, March 18: 10 a.m. – 5 p.m.

The Ram Truck Experience can be found near the Ram display at the Greater Columbus Convention Center (400 N. High Street, Columbus, Ohio 43215). For more information about the Columbus International Auto Show, visit [www.columbusautoshow.com](http://www.columbusautoshow.com). Auto show attendees are encouraged to check out the all-new [2019 Ram 1500](#), located in the Ram brand display. The new Ram 1500 becomes the benchmark for durability, technology, efficiency and convenience with features never before offered in a pickup. An all-new eTorque system delivers improved fuel efficiency in both V-6 and V-8 configurations. The new Uconnect 4C offers a massive 12-inch touchscreen, leading the pickup world with technology and featuring split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L. The 2019 Ram 1500 is hitting dealer showrooms now.

### **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](http://www.stellantis.com).

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