

Ram Truck Territory Indoor Track Experience at the 2021 Chicago Auto Show

July 14, 2021, Auburn Hills, Mich. - The Ram Truck brand is bringing back its Ram Truck Territory interactive ride experience to the Chicago Auto Show. The 28,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck brand vehicle lineup. Professional drivers will navigate attendees through the interactive course in both the Ram 1500 light-duty and 2500/3500 heavy-duty trucks, which won three-peat awards in 2019, 2020 and 2021 from MotorTrend as the "Truck of the Year." It is projected that 12,000 test rides will be given.

Key track features include:

- Torque will be displayed as the Ram 2500 lifts a 7,000-lb wall with the front tow hooks
- A stability demonstration on a "high banked wedge" structure that is more than six feet high and 70 feet in diameter with a 30-degree tilt
- To demonstrate the towing power of the Ram 3500 Highoutput 6.7L Cummins Diesel powered truck, it will hitch to the 24-foot high Ram "Tow Power Tower" and lift a weight to simulate towing 15,000 pounds
- A series of steel culverts will showcase ride handling capability and suspension options
- Riders will also feel the traction and experience hill descent technology on the iconic Ram Mountain, a 13-foot high, 30-foot long course element with 30-degree approach and departure angles
- Technology will be displayed as the drivers highlight the 360-degree camera technology, class-exclusive four-corner air ride suspension, multi-function tailgate, 12.1-inch touchscreen and acoustic NVH features

Course construction facts:

- Fifteen 53-foot trailers are used in the transport of freight
- The Ram Truck Territory properties weigh 140 tons (280,000 lbs.)
- The space is branded with more than 8,000 square feet of graphics

Test drives will be given in the following Ram vehicles:

- Ram 1500 Laramie
- Ram 1500 Limited
- Ram 1500 Rebel
- Ram 2500 75th Anniversary Power Wagon
- Ram 2500 Limited
- Ram 3500 Limited 6.7L Cummins High-Output

Ram Truck Territory will be open to the public during the 2021 Chicago Auto Show, Thursday, July 15 - Monday, July 19.

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.

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