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Ram Heavy Duty Trucks — with the Industry's Best Powertrains and Exclusive Air Suspension – Are Built to Tow

- Ram Heavy Duty retains the highest level of capability with best-in-class towing, best-in-class payload and best-in-class Gross Combined Weight Rating (GCWR)
- Largest displacement V-8 in the segment, 6.4-liter HEMI® delivers best-in-class gasoline engine power
- Multiple engine choices open the door to additional customers who are looking for a large gasoline powertrain at a great value
- Two gas-powered options, plus manual and automatic transmission-equipped diesel powertrains offer customers a wide range of choices to meet their needs
- Available 6.4-liter HEMI V-8 delivers best-in-class gas engine 410 horsepower (306 kW) at 5,600 rpm and 429 lb.-ft. of torque (582 N•m) at 4,000 rpm, and features VVT with Fuel Saver cylinder deactivation
- Standard 5.7-liter HEMI V-8 delivers 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m), and features variable-valve timing for greater efficiency and performance
- Available 6.7-liter Cummins High-Output Turbo Diesel produces 385 horsepower (283 kW) at 2,800 rpm and 865 lb.-ft. of torque (1,152 N•m)
- Ram engineering continues to lead Heavy Duty segment innovation with Ram 2500 link coil rear suspension to deliver best-in-class ride
- Exclusive factory rear air suspension for Ram 2500, and exclusive factory supplemental air suspension system for Ram 3500
- Integrated gooseneck/fifth wheel capability
- Ram Power Wagon – the most capable off-road truck – returns with 6.4-liter HEMI V-8 engine, unique suspension and new design
- Hill-descent Control adds to Power Wagon's off-road competence for 2015
- Also new for 2015 are optional Ram Work Grade vinyl seats which add hard-working durability
- Configurable vehicle information center with 7-inch multiview display, available on SLT and standard on Laramie models; new welcome screen features high-quality, model specific digital graphics
- New, power folding mirrors further enhance Ram's "Built to Tow" credentials
- Black Forest Green Pearl paint added to 2015 Ram Heavy Duty color palate
- Exclusive factory-installed compressed natural gas (CNG) system available
- Best-in-class dual alternator systems up to 440 amps
- Available 17-, 18- and 20-inch wheel packages
- Unsurpassed powertrain warranty – five years/100,000 miles – and best-in-class
- 15,000-mile oil change interval on the Cummins diesel engine

September 2, 2014, Auburn Hills, Mich. - The Ram Truck Brand's goal is to build the best trucks in the industry. In the heavy-duty pickup segment, that equates to the best capability, highest towing and most power. For 2015, Ram continues to offer the most capable three-quarter and one-ton pickups in the segment.

So, when it's time to buy a new truck, Ram delivers on customers' top "why buys:"

- Towing – Up to 30,000 pounds with Ram 3500
- Towing – Up to 17,970 pounds with Ram 2500
- Payload – Up to 7,320 pounds with Ram 3500
- Power – 865 lb.-ft. of torque with 6.7-liter Cummins
- Power – 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI® V-8
- Capacity – Gross Combined Weight Rating (GCWR) of 37,600 pounds with Ram 3500

Ram 2500 and 3500 Heavy Duty trucks offer more innovative features than competitors' trucks, including a five-link coil suspension with optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

Inside, a new, optional "Work Grade" vinyl seat delivers extreme durability for severe ingress/egress duty cycles. Durability is an important requirement for commercial customers, and the higher ride heights of heavy-duty pickup trucks can lead to extra wear on the side of the seat as users enter and exit the vehicle frequently during the work day. This new Tradesman option, also available on Ram 3500, 4500 and 5500 Chassis Cab trucks, is exclusive to Ram trucks and even comes with its own "Ram Work Grade" tag.

Further enhancing the Ram 2500 and 3500 Heavy Duty pickup line's "Built to Tow" reputation are new power folding trailer tow mirrors. Available in black or chrome, depending on vehicle trim level, these mirrors bring the 7-inch by 11-inch towing mirrors in, close to the body for parking, car washes and other situations where larger mirrors can be an inconvenience. Ram trucks equipped with conventional 6-inch by 9-inch mirrors are already offered with the power-folding option. Ram competitors do not offer power-folding mirrors on nearly as many trim levels.

Engineering

Heavy-duty trucks generally have suspension equipped for constant, heavy payloads. This can result in a harsher ride when unloaded. The Ram 2500 takes lessons learned from the Ram 1500 and offers a choice between two segment-exclusive rear suspensions for best-in-class ride and handling: a five-link coil system or air suspension system.

The five-link coil design provides better articulation over obstacles than a leaf spring system, and the robust coil springs are more than up to the task of handling the loads required of a Heavy Duty Ram 2500 – up to a segment-best 17,970 pounds for towing.

The Ram 2500 also offers a rear air suspension system. An air bag replaces the coil spring, much like the Ram 1500. Load capacity is not sacrificed and the Ram 2500's best-in-class ride and handling gets even better, crushing the competition with two doses of engineering innovation – five-link coil standard and air suspension option. Another benefit to the air suspension design is the load-leveling capability, which automatically detects load on the rear suspension from a trailer or payload. The air pressure increases until the vehicle reaches normal ride height, leveling the truck and improving stability and loaded ride.

The Ram 3500 continues to utilize the rear Hotchkiss leaf spring system on the Ram 3500, but now offers a supplemental air suspension system on single rear wheel (SRW) and dual rear-wheel (DRW) applications. By adding supplemental air bags to the rear suspension, Ram engineers were able to soften the leaf springs, allowing for more unladed suspension movement. When a high-load capacity condition exists, the air suspension automatically fills the rear air bags to level the truck to improve stability and ride quality – even when pulling a best-in-class 30,000-pound load.

In the front, the Ram Heavy Duty line features an advanced three-link front suspension to ensure roll stiffness. Greater roll stiffness, also known as body roll, is an important characteristic in taller vehicles and especially trucks with heavy payloads. Roll stiffness is measured by the amount the truck's body tips side-to-side, independently of the wheels, during cornering.

Ram 2500 and 3500 offer gooseneck (center-positioned ball in the bed) or fifth wheel (similar in appearance to a tractor-trailer connection) capability. Ram is unmatched in terms of offering the most complete "hitch 'n go" Towing

Prep Package found anywhere in the heavy-duty category. Additionally, Ram features an in-box connection junction and a standard Class 4 and 5 receiver hitch with a four- and seven-pin connector on the bumper.

Ram offers two different dual alternator systems on its heavy-duty pickups, providing additional power for higher electrical loads from commercial vehicle upfits and accessories. Ram Heavy Duty models, equipped with the Cummins 6.7-liter diesel engine, offer dual 220-amp alternators (best-in-class 440 amps). Both the Ram 2500 and 3500 equipped with the new 6.4-liter HEMI V-8 gas engine also offer a dual-alternator system – the first gas-driven application of its kind in either class – which combines 220- and 160-amp units for 380-amps of total best-in-class output.

Although the Ram Power Wagon benefits from a five-link rear suspension, it also utilizes a unique front suspension system to maintain its leadership in off-road capability. The modified front three-link system incorporates high-movement links, allowing for additional flexibility and axle articulation. The Power Wagon is powered by the 6.4-liter HEMI V-8 engine contributing to Ram Power Wagon's title: the most capable production off-road truck in the industry.

For 2015, Ram Power Wagon is equipped with Hill-descent Control. This system uses the antilock braking system to control the truck's motion downhill. Hill-descent Control also allows a smooth and controlled downhill ride in rough terrain without the driver needing to touch the brake pedal. If the vehicle accelerates without the driver input, the system will automatically apply the brakes to slow down to the desired vehicle speed.

Powertrain

With Chrysler Group's 6.4-liter HEMI V-8, the 2015 Ram Heavy Duty delivers best-in-class horsepower and best-in-class torque among pickups with gasoline engines.

Engineered to deliver capability, durability and bang for the buck, the largest displacement V-8 in its class provides a worthy gas-powered option to the segment's overall standard-bearer – the 6.7-liter Cummins Turbo Diesel.

Compelling numbers tell the story of the 16-valve engine with 410 horsepower (306 kW) at 5,600 rpm and a peak torque rating of 429 lb.-ft.(582 N•m), at 4,000 rpm.

One of the enablers for such performance is an active dual-runner-length intake manifold optimized specifically for the Ram Heavy Duty lineup. The result is improved low-end torque without sacrificing high-end power.

The legendary HEMI architecture provides the foundation of the 90-degree V-8. But its advanced technology is decidedly forward-looking. Cooled exhaust-gas recirculation (CEGR), variable-valve timing (VVT) and Chrysler Group's trademark Fuel Saver cylinder-deactivation technology all contribute to efficiency and help to capitalize on every cubic inch.

The 66RFE six-speed automatic transmission is standard with the 6.4-liter HEMI.

Other engine options include the 5.7-liter HEMI V-8, standard equipment for the Ram 2500 and 3500 (SRW). The engine produces 383 horsepower at 5,600 rpm and generates peak torque of 400 lb.-ft. of torque at 4,000 rpm. The 5.7-liter HEMI V-8 is mated to a 66RFE six-speed automatic transmission.

Dominating the torque charts, the renowned 6.7-liter Cummins Turbo Diesel I-6 is available in three versions. The first version is paired with Ram's segment exclusive six-speed manual transmission, which features a wear-compensating clutch for lifetime like-new performance and a dual-trunion shift tower to accommodate a compact shift pattern. This combination delivers 350 horsepower at 2,800 rpm and 660 lb.-ft. of torque at 1,500 rpm. The second option matches the Cummins to the 68RFE six-speed automatic transmission. The diesel engine cranks out 370 horsepower at 2,800 rpm with 800 lb.-ft. of torque at 1,600 rpm (Ram 2500).

Finally, the 6.7-liter Cummins High-Output Turbo Diesel I-6 for Ram 3500 is paired with the Aisin six-speed automatic transmission (AS69RC), leaving no doubt to Ram Heavy Duty's capability. In addition to 385 horsepower at 2,800 rpm, the most powerful Cummins generates torque of 865 lb.-ft. at 1,700 rpm. The AS69RC transmission features wide gear ratios that contribute to impressive shift performance, efficiency and drivability.

The Ram Heavy Duty also features another innovation, the industry-exclusive Ram Active Air intake system. When the intake system senses extreme heat, it draws cooler air from the front of the vehicle – a function that also engages at high altitudes for superior throttle response in low oxygen environments. When conditions are wet from snow, ice or water-fording, the system pulls air from an under-hood inlet, clear from snow packing and water. The Ram 3500 boasts a best-in-class GCWR. A contributor is the 11.8-inch rear axle matched with the high-output diesel engine boasting a 300 mm hypoid gear set, a four-pinion helical differential and a cooling-fin equipped aluminum differential cover for optimal thermal management.

Two BorgWarner part-time transfer cases are available on the Ram Heavy Duty. The BW 44-46 is an electric shifting part-time transfer case with 2WD, 4WD High, 4WD Low and Neutral. BW 44-47 is a manual shifting transfer case with 2WD, 4WD High, 4WD Low and Neutral. Both options feature a low-range ratio of 2.64 and locking differential from front to rear.

Low total cost of ownership and unsurpassed powertrain warranty – five years/100,000 miles

Operating costs are of great consideration for owners who use their trucks for work. The Ram Heavy Duty holds class-leading features in:

- Fuel economy
- Extended maintenance cycle (oil change, fuel filter life)
- Brake life with advanced engine exhaust brake and largest brakes in the segment

The Ram Heavy Duty is backed with an unsurpassed five-year/100,000-mile Powertrain Limited Warranty. 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 Truck dealer, if necessary. The warranty also is transferable allowing customers who sell their truck during the warranty period to pass the coverage to the new owner. The standard three-year/36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram Heavy Duty, from the body to the electrical system.

Design

The Ram 2500 and 3500 Heavy Duty models uphold a bold presence while retaining comfort and styling. The Ram Heavy Duty features segment-leading technology, while every model offers specific content.

The Ram 2500 is available with a choice of 17-, 18- and 20-inch wheels, including forged aluminum, polished with painted, White Gold-painted pockets and cast aluminum with silver inserts. A cargo-view camera, mounted in the center high-mounted stop lamp (CHMSL) provides a view of the bed for easier fifth wheel or gooseneck trailers as well as monitoring bed loads. Also, a flat-load floor option is now available on Crew Cab models, featuring foldout panels that create a flat surface across the floor of the rear seating area.

A 3.5-inch vehicle information center screen is a standard feature. A thin-film transistor (TFT), 7-inch multiview display is available on SLT, and higher trim level. The 7-inch screen features fully customizable function and configurability giving the owner a variety of systems to monitor from transmission temperature to navigation.

For 2015 Ram Heavy Duty, in SLT trim (with Luxury Group) and higher, feature a new instrument panel welcome screen with high-quality, model-specific digital graphics.

The Ram Heavy Duty is available in 12 standard colors. Black Forest Green Pearl is new for 2015 and is available in monotone and/or two-tone depending on the model.

Ram Heavy Duty pickups are also available in an additional 18 specialty paint options, including Midnight Blue, Case Construction Power Tan, Case IH Red, New Holland Construction Yellow, New Holland Agriculture Blue and Robin Egg Blue.

Manufacturing

Start of production of the 2015 Ram 2500 and 3500 Heavy Duty is scheduled for the third quarter of 2014 at the

Saltillo Truck Assembly Plant in Coahuila, 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, ProMaster and ProMaster City, 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 benchmarks for:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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