

Contact: Scott Brown
David Elshoff

Ram Hosts Giant Los Angeles-area ProMaster City Van Dealer Drive-away Event

- Additional shipments help address high demand in No. 2 commercial van market
- Dozens of ProMaster City vans gathered at Angel Stadium of Anaheim before arriving in Los Angeles-area Ram Truck dealerships

July 22, 2016, Auburn Hills, Mich. - Ram Truck dealers from around the Los Angeles metropolitan area made their way to Angel Stadium of Anaheim today to load-up on new Ram ProMaster City vans.

The Ram Commercial Truck brand hosted a one-day dealer drive-away event for the popular new ProMaster City van. From there, dealers will head head back to their stores with dozens of small vans destined for all sorts of small businesses – from caterers to locksmiths.

Following Ram Commercial Truck brand's best February, March, April, May and June on record for small-van sales volumes, Ram dealers have been clamoring for more shipments in order to meet the unprecedented demand.

The ProMaster City's class-leading features and third-party accolades, including *Green Car Journal's* 2016 Commercial Green Car of the Year™, have helped boost the van's success.

Ram ProMaster City offers best-in-class standard features where they count:

- 178 horsepower and 174 lb.-ft. of torque
- Payload – 1,883 pounds
- Cargo volume – 131.7 cubic feet
- Unsurpassed 24 combined mpg (21 mpg city/ 29 mpg highway)
- Unsurpassed towing capacity – 2,000 lbs.
- Exclusive 9-speed automatic transmission
- Powertrain warranty – five years/60,000 miles

The 2016 Ram ProMaster City is Ram's newest addition to its commercial vehicle lineup and contributes to the expanding, purpose-built van segment with functional elements tied directly to commercial customer demand. ProMaster City opens a door for incremental growth of Ram's brand sales volumes.

Available in Tradesman cargo or five-passenger Wagon variations, the Ram ProMaster City is based on the successful Fiat Doblò, a two-time International Van of the Year winner with more than 1.3 million units sold. The Class 1 entry incorporates familiar Ram design elements and offers features, systems and powertrains preferred by North American customers.

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.

Follow Ram and FCA news and video on:

Company blog: <http://blog.fcanorthamerica.com>

Media website: <http://media.fcanorthamerica.com>

Ram Truck brand: www.ramtrucks.com

Ram Zone blog: <http://blog.ramtrucks.com>

Facebook: www.facebook.com/RamTrucks and <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/ramtrucks and www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/RamTrucks and www.twitter.com/FiatChrysler_NA

YouTube: www.youtube.com/RamTrucks and www.youtube.com/fcanorthamerica

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>