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## **Industry-first RamBox Takes Pickup Storage to New Lengths ... and Depths**

Exclusive Feature Meets Number One Unmet Need in Truck Market: Dry, Lockable Storage

June 29, 2008, Auburn Hills, Mich. - Ten cases.

Two hundred forty 12-ounce cans. That's just one example of what will fit into the all-new 2009 Dodge Ram's industry-first new RamBox cargo bins.

"In addition to stocking the all-new Dodge Ram with your favorite beverages, RamBox provides secure storage options for tradesmen, craftsmen, sportsmen, fitness buffs and outdoorsmen," said Scott Kunselman, Vice President – Truck Product Development, Chrysler LLC. "RamBox can store golf clubs, fishing rods, sports gear, toolboxes and much, much more."

RamBox is a unique, segment-exclusive cargo management system that includes three key elements:

- Two weatherproof, lockable, drainable, illuminated storage bins that run the length of the 5-foot-7-inch pickup bed, and are as wide as the wheel well;
- An adjustable bed divider/extender that fits on the lowered tailgate that adds 2 feet of additional length to secure loads up to 7 feet long;
- And a cargo rail system with sliding, adjustable cleats for tie-down versatility

"RamBox meets the number-one unmet need among pickup truck owners," said Mark Allen, Chief Designer – Jeep®/Truck Design Studio. "Truck buyers want dry, lockable storage, and Rambox not only meets that need, it takes it a step further with the addition of built-in lights and drains. And there's still enough room between each bin to lay a sheet of plywood flat in the pickup bed."

The idea for RamBox was hatched at the initial stages of research for the all-new 2009 Dodge Ram. Engineers and designers had market research that told them that dry, lockable storage was critical to light-duty pickup owners who used their trucks for a variety of lifestyle activities.

"We challenged ourselves to mine additional storage space in the Dodge Ram," said Allen. "We knew it would have to be integrated into the pickup bed, and it had to be serviceable for all the uses that pickup truck owners would put it through."

Dodge designers and engineers began with the simple premise that additional storage shouldn't look like an afterthought, and it had to be sized to keep enough width in the pickup bed for a standard sheet of plywood. The team went through more than a dozen different designs before RamBox emerged.

The execution is simple.

RamBox side bins create storage along each side of the pickup bed, space previously left untouched because of wheel-well intrusion. RamBox bins fit the length of the pickup bed and incorporate the space over each wheel well to secure cargo within a lit, lockable and drainable container. Lids include swing hinges with intermediate and full-open positions that lift the lid 90 degrees perpendicular to each side. Total capacity of both bins is 7.4 cubic feet – slightly more than a 55-gallon drum.

RamBox also functions as a cargo management system. Side bins are large enough to hold items including a set of golf clubs, helmets, toolboxes, kayak paddles, fishing rods, chainsaws – or 12-ounce cans with ice. A bed divider creates individual compartments in the pickup bed to separate payload items such as tools or equipment. This unit also unfolds to function as a bed extender, creating an additional two feet of length to the pickup bed and securing loads up to 7 feet long. It can be conveniently stowed in the front of the bed when not in use. In addition, the cargo rail system uses sliding cleats for infinitely adjustable tie-down capability.

“All of our research indicated that new customers are buying a truck for the first time not only because it’s cool and capable, but also because it gives them a place to put all their stuff,” said Kunselman. “The RamBox storage system is Dodge’s response to that need.”

RamBox will be available as an option on 2009 Dodge Ram Crew 1500 models.

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