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## **2009 Dodge Ram 2500 Box-Off Successfully Blends Needs of Commercial and Heavy-duty Pickup Truck Markets**

August 31, 2008, Auburn Hills, Mich. - Combining "Ram-tough" power and strength with enhanced handling, safety and durability, the 2009 Dodge Ram 2500 Box-Off successfully blends the needs of the commercial and heavy-duty pickup truck customer to keep commercial customers working at optimum levels.

Expanding business and commercial work applications, the 2009 Dodge Ram 2500 Box-Off is suitable for virtually any type of installation, including flat beds, utility/service bodies, stake bodies, landscaping, dry box, aerial devices, rancher bodies and catering applications.

Powered by a new 5.7-liter HEMI® V-8 with Variable Valve Timing (VVT) that delivers 355 horsepower (265 kW) and 395 lb.-ft. of torque (536 N•m), the 2009 Dodge Ram 2500 Box-Off delivers superior power, performance and capability to handle the toughest commercial job.

### **WHAT'S NEW FOR 2009**

- All-new 5.7-liter HEMI® V-8 with Variable Valve Timing (VVT)
- Automatic transmission standard
- Manual transmission no longer available

### **DESIGN**

The 2009 Dodge Ram 2500 Box-Off is instantly recognizable with its signature in-your-face crosshair grille and features refined styling and interior comfort.

Available in regular and Quad Cab® models, frame rail rear spacing of 42 inches and cab-to-axle dimensions of 37 and 56 inches allow easy upfits for commercial buyers' individual needs.

Quad Cab models boast spacious interior room of 121.7 cubic feet and feature four standard doors and 60/40 folding rear seats delivering superior interior functionality and capability.

### **ENGINEERING**

The 2009 Dodge Ram 2500 Box-Off delivers the commercial strength that business customers demand. The standard all-new 5.7-liter VVT HEMI® V-8 delivers superior power to a work truck engineered for commercial customer use with exceptional upfit, towing and carrying capabilities. Maximum Gross Vehicle Weight Rating (GVWR) is 9,000 lbs., maximum payload is 3,200 lbs., and maximum Gross Combined Weight Rating (GCWR) is 20,000 lbs.

The Dodge Ram 2500 Box-Off features 17-inch wheels and tires and an extended driving range due to its large 35-gallon fuel tank. An adjustable fuel filler kit allows upfitters flexibility in locating the fuel fill to meet end-users' needs. The 2009 Dodge Ram 2500 Box-Off is not only bold and durable, but is built with an uncompromising "Ram tough" attitude that remains the standard among heavy-duty pickups.

### **PRODUCT HIGHLIGHTS**

- Successfully blends needs of the commercial and heavy-duty pickup truck markets, offering superior capability and strength with enhanced handling, safety and power
- Adaptable for a wide array of business and commercial work applications, suitable for virtually any type of installation
- Engineered for commercial customer use with exceptional upfit, towing and carrying capabilities

## 2009 DODGE RAM 2500 BOX-OFF LINEUP

### Dodge Ram 2500 Box-Off ST

#### Standard Features

- 17-inch wheels and full-size spare tire
- 5.7-liter HEMI® V-8 engine with VVT
- Air conditioning
- AM/FM stereo with CD player and four speakers
- Four-wheel disc brakes with four-wheel ABS
- Part-time four-wheel-drive transfer case (4x4 models only)
- Five-speed automatic transmission

#### Optional Features

- 17-inch chrome-clad steel wheels
- Speed control
- Trailer tow mirrors

### Dodge Ram 2500 Box-Off SLT

#### Standard Features

In addition to standard features on the ST, the Ram 2500 Box-Off SLT adds:

- 17-inch chrome-clad steel wheels
- Keyless entry
- Overhead console with mini-trip computer and compass
- Power windows and door locks
- Speed control

#### Optional Features

- 17-inch chrome-clad aluminum wheels
- AM/FM stereo with six-disc CD changer
- Bucket seats with leather upholstery
- Full-screen navigation radio
- Power adjustable pedals
- Power sun roof
- Six-way power driver's seat
- uconnect phone

### Dodge Ram 2500 Box-Off Laramie

#### Standard Features

In addition to standard features on the SLT, the Ram 2500 Box-Off Laramie adds:

- Body-side chromed molding
- Dual-zone climate control
- Security alarm
- Sentry Key® engine immobilizer
- Leather-wrapped steering wheel with audio controls

## SAFETY AND SECURITY

Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Advanced Multi-stage Air Bags
- Anti-lock Brake System (ABS)
- BeltAlert
- Brake/Park Interlock
- Center Occupant Shoulder Belt
- Lower Anchors and Tethers for CHildren (LATCH)

- Constant Force Retractors (CFR)
- Crumple Zones
- Door Alert
- Driver-side Inflatable Knee Blocker
- Enhanced Accident Response System (EARS)
- Energy-absorbing Steering Column
- Electronic Brake Force Distribution
- Front Crush Sensors
- Head Restraints
- Knee Bolsters
- Occupant Classification System (OCS)
- Power-adjustable Pedals
- Seat Belt Pretensioners
- Security Alarm
- Side-curtain Air Bags
- Tire Pressure Monitoring (TPM)
- Three-point Lap/Shoulder Belt
- Disconnect phone

#### COLOR AVAILABILITY

- Bright Silver Metallic
- Brilliant Black
- Brilliant White
- Electric Blue
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray Metallic
- Patriot Blue
- Low-volume paint colors (fleet only)

#### MANUFACTURING INFORMATION

- 2009 model production start: August 2008
- Production location: Saltillo Assembly Truck Plant in Saltillo, Mexico
- 5.7-liter HEMI® V-8 engine: Saltillo Engine Plant in Ramos Arizpe, Coahuila, Mexico
- Five-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.

#### MARKET POSITION

The 2009 Dodge Ram 2500 Box-Off successfully blends the needs of the commercial and heavy-duty pickup truck markets, offering superior capability and strength with enhanced handling, safety and power. With an uncompromising attitude that remains the standard among heavy-duty pickups, Dodge Ram 2500 Box-Off delivers commercial performance and amenities that business customers demand.

#### DEMOGRAPHICS/TARGET CUSTOMER

##### Small-business Customer

- Ten vehicles or less in fleet
- Entrepreneur, independent businessperson with hands-on management style
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; and service and delivery (florist, dry cleaner, package/parcel, etc.)

##### Small-fleet Customer

- Ten to 49 vehicles in fleet
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; service and delivery (florist, dry cleaner, package/parcel, etc.); and utilities/government/municipalities

#### MARKET ADVANTAGES

- Standard 5.7-liter HEMI® V-8 with VVT provides 355 horsepower (265 kW) and 395 lb.-ft. of torque (536 N•m)
- Spacious interior room of 121.7 cubic feet with Quad Cab® models

#### PRODUCT CHRONOLOGY

##### 2008 MODEL YEAR

- Available 6.7-liter Cummins turbodiesel
- Available six-speed automatic transmission (diesel only)
- Available exhaust brake system (diesel only)
- New colors – Sunburst Orange, Detonator Yellow and Stone White (replaces Bright White)
- Dark Maple Burl woodgrain interior accents for Laramie models
- Tire Pressure Monitoring system is standard on models with less than 10,000 lbs. GVWR

##### 2007 MODEL YEAR

- New 6.7-liter Cummins turbodiesel engine delivers 305 horsepower (227 kW) and 610 lb.-ft. of torque (827 N•m)
- New six-speed automatic transmission (mated with 6.7-liter turbodiesel engine)
- YES Essentials® stain resistant, odor resistant, anti-static seat fabric
- Optional Remote Start

##### 2006 MODEL YEAR

- Dodge Ram 2500 Box-Off ST, SLT or Laramie available in 4x2, 4x4, regular or Quad Cab® with single rear wheels
- Dodge Ram 3500 Box-Off ST, SLT or Laramie available in 4x2, 4x4, Quad Cab with single rear wheels
- Dodge Ram 3500 Box-Off ST, SLT or Laramie available in 4x2, 4x4, regular or Quad Cab with dual rear wheels
- Re-engineered fuel system
- Redesigned 17-inch chrome-clad aluminum wheels standard on Sport package, optional on Laramie models
- Thicker front-door glass and re-engineered door seals reduce wind noise and contribute to interior cabin quietness
- Polymer constraint layer on front of dash panel for enhanced engine and road noise abatement
- Redesigned headlamps, grille, front fascia and fender assemblies
- Enhanced headlamp performance
- Optional power-sliding backlight
- Available in nine colors, including Inferno Red Crystal Pearl Coat and Light Khaki Metallic Clear Coat
- Redesigned instrument panel includes wider center stack, reduced-glare panel cluster, new HVAC controls with four trim levels (ST, monochrome; SLT, woodgrain; Laramie, wood/metal; Sport, metallic)
- Optional full-screen navigation radio
- Optional DVD rear-seat entertainment system on Quad Cabs
- Optional front bucket seats with full center console available on SLT, Sport package and Laramie
- Rear-seat ladder-style headrests on Quad Cab
- Enhanced seat design includes enhanced leather offerings and French-stitched sew lines
- Upscale finishes including maple pommele accents on instrument panel and doors and Satin Silver II accents on control knobs
- Interior color offerings: Khaki and Medium Slate Gray

##### 2005 MODEL YEAR

- New sun roof available on Quad Cab
- UConnect® Hands-free Communication System with Bluetooth® technology features push-to-talk button in rearview mirror assembly optional on SLT and Laramie
- SIRIUS Satellite Radio optional on SLT and Laramie Quad Cab
- New transmission mounts for manual transmissions reduce noise, vibration and harshness (NVH)

- New diesel in-tank fuel lift pump

#### 2004 MODEL YEAR

- All Cummins diesel engines are now High Output versions
- Tow/haul mode included with automatic transmission models
- New 48RE four-speed automatic transmission with standard and High Output Cummins diesel engines
- New exterior color: Deep Molten Red replaces Garnet Red
- New adjustable rear-seat outboard head restraints standard
- Chrome bodyside moldings standard for Laramie
- Chrome-surround grille with chrome billet inserts for Laramie standard
- Heated mirrors optional on SLT and Laramie
- Chrome-clad wheels now standard on Laramie
- New available navigation radio with 4.9-inch full-color display, AM/FM stereo, CD player and DVD-based navigation system
- Satin Silver door and instrument panel bezels for Laramie

#### 2003 MODEL YEAR

- 2500 and 3500 single rear-wheel Box-Off models introduced in spring of 2003
- All-new ST, SLT and Laramie models
- All models are built on two wheelbases: 140.5 and 160.5 inches
- 5.7-liter HEMI® Magnum OHV, SMPI V-8 with 5-45RFE five-speed automatic transmission or NV4500 five-speed manual transmission
- Cummins 5.9-liter standard diesel engine with 47RE four-speed automatic transmission or NV4500 heavy-duty five-speed manual transmission
- Cummins 5.9-liter High Output diesel engine with NV5600 heavy-duty six-speed manual transmission

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