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Ram Truck Brand New for 2012

Auburn Hills, Mich. , Sep 1, 2011 - The Ram Truck brand continues to establish its own identity and clearly define its customer.

"As a stand-alone brand, Ram Truck is focused on truck customers – how they use their trucks and what features they'd like to see," said Fred Diaz, President and CEO, Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "Whether it's a family that drives their half-ton Ram 1500 every day, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles without fail, Ram is going to be there for them."

For 2012, the Ram Truck brand increases the capabilities of its hardest-working trucks – the Ram 3500, 4500 and 5500 Chassis Cab trucks – and adds a new Ram Cargo Van, which expands Ram's reach into the Class 1 segment.

Also for 2012, Ram 1500 – the most-awarded Ram truck ever – and Ram 2500 / 3500 Heavy Duty pickups get new safety, fuel efficiency and convenience features.

Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities.

Ram trucks now boast these segment exclusives:

- Coil spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox® lockable and lighted bedside storage
- In-floor storage on all Ram crew cabs

- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models
- 3,600-lb. towing for Class 1 cargo vans

The Chassis Cab trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability. Building on Ram Truck's leadership in the heavy-duty pickup segment, Ram's commercial-grade work trucks are built on proven frames and chassis, and engineered for maximum uptime, low cost of ownership, optimum performance and enhanced commercial capability.

"The commercial truck segment is all about total cost of ownership," added Diaz. "When you account for fuel economy, brake wear, tire wear and the best powertrain warranty in the business, Ram Chassis Cab trucks offer the lowest cost of ownership. Also, the new Ram Cargo Van, with its class-leading capability and a lower total cost of ownership, is a great vehicle choice for small businesses and commercial fleets."

Equipped with a choice of engines, including the legendary 5.7-liter HEMI® V-8 engine or the powerful 6.7-liter Cummins Turbo Diesel, Ram Trucks offer the best powertrains in the industry and are known for their reliability. The 5.7-liter HEMI engine offers an amazing combination of power and fuel economy with 390 horsepower and 20 mpg highway. The Cummins Turbo Diesel-equipped Ram pickup is the only heavy-duty pickup to meet 2012 EPA compliance rules, without the need for a Selective Catalytic Reduction (SCR) and Diesel Exhaust Fluid (DEF).

A partnership that extends back more than 20 years, Ram Truck and Cummins have delivered billions of miles of customer reliability. Cummins-equipped Ram trucks with more than 300,000 miles are common, while others have surpassed one million hard-working miles. All Ram Truck engines, transmissions and axles are covered by a segment-leading five-year, 100,000-mile powertrain warranty.

Also returning for 2012 is the award-winning Ram Power Wagon. The Ram Power Wagon is the most capable factory-equipped off-road-ready pickup truck on the road. It's equipped with electric-locking front and rear differentials, an electronic disconnecting sway bar, Bilstein shocks, 33-inch BFGoodrich off-road tires, underbody skid plate protection, a 4.56 axle ratio for hill climbing and a custom-built Warn 12,000-lb. winch cleverly hidden behind the front bumper.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. The Ram 1500, 2500, 3500 pickups; 3500, 4500 and 5500 Chassis Cabs and Ram Cargo van are designed to deliver a total package.

BusinessLink: The fast lane for small business

BusinessLink is a free program that connects business owners with a network of Chrysler Group dealers that are specially equipped to work with small businesses. Nationwide, Chrysler Group's more than 490 BusinessLink dealers offer the convenience of one-stop sales and service essential to help commercial / small businesses stay on the road to profitability.

Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer. Benefits include no dues or fees, specialized in-dealership commercial / small business sales and service personnel, extended service and repair hours, priority next-available-bay service, free shuttle service, 24/7 towing service, free loaners for select vehicles, expertise in commercial financing options and unique business variable incentives.

Find a local BusinessLink dealer at (877) 2THELINK or on the web at www.chryslerbusinesslink.com.

On The Job: The cost of doing business just went down

Chrysler Group's On The Job vehicle program provides commercial / small business owners a variety of incentives and discounts to assist them in purchasing, servicing, maintaining and customizing vehicles to specifically address their unique professional needs. Among them:

- Up to \$1000 in custom commercial upfit allowances
- Up to \$1000 on vehicle graphics; allowing owners to turn their professional vehicle into a mobile rent-free advertising machine to promote their businesses
- Up to two years of free oil changes

Small Business / Commercial incentives can be combined with all other retail incentives. These On The Job programs are designed to help business owners reduce the cost of doing business by doing business at any of Chrysler Group's 2,300 dealerships. Most Chrysler Group vehicles qualify for On The Job program advantages when the vehicle is purchased for business use.

For On The Job program information, call (877) ONTHEJOB or click on www.dodge.com/en/commercial/programs_discounts/.

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