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## Ram Truck Unveils Cargo Van

- Cargo Van (C/V) now offered by Ram Truck brand
- Solid side panels and flat load floor tailored to small-business needs
- Ram C/V offers best-in-class cargo space, payload and class-exclusive towing capability
- Commercial-tuned ride and heavy-duty suspension maximize payload capability
- Pentastar V-6 engine delivers best-in-class horsepower and torque

March 7, 2011, Indianapolis - The Ram Truck Brand today unveiled its new 2012 Ram Cargo Van.

The Ram Cargo Van – or Ram C/V – features solid sliding door, rear quarter window and backlight privacy panels in place of clear glass windows. However, buyers have the option of equipping their Ram C/V with several combinations of solid and glass panels, including a choice of solid or glass backlight.

“We see growth in the Class 1 light commercial vehicle market,” said Fred Diaz, President and CEO – Ram Truck Brand and Lead Executive for U.S. Sales, Chrysler Group LLC. “With its class-leading capability and a lower total cost of ownership, the highly versatile Ram Cargo Van is a great vehicle choice for small businesses and commercial fleets.”

The Ram Cargo Van also receives a structural aluminum rear load floor. Two flooring options will be available, including one with a flat, uninterrupted, high-capacity surface. A second, optional floor provides through-the-floor access to three exclusive storage bins and load floor tie-downs.

With more than 25 years of minivan engineering behind it, and as the inventor of the first minivan-based cargo van, the Ram Truck brand understands the versatility needs for both small and large businesses. Ram C/V utilizes the convenience features and city-friendly dimensions that have made Chrysler Group minivans segment leaders, while maximizing cargo, convenience and capability attributes.

Ram C/V offers small businesses many competitive advantages. Among them, Ram C/V provides a Class 1 commercial vehicle-leading 1,800-lb. cargo payload and category-exclusive towing capability, up to 3,600 lbs. A 20-gallon fuel tank and 25 mpg highway also deliver best-in-class fuel range.

Ram Cargo Van is engineered to meet small business and commercial needs. A commercial-tuned ride and heavy-duty suspension offer maximum hauling capability. A heavy-duty radiator and heavy-duty transmission oil cooler help meet heavier powertrain demands. Ram C/V is also engineered with unique hydraulic power-assist rack-and-pinion steering, front anti-sway bar and rear twist-beam axle with coil springs. Ram C/V has a maximum Gross Combined Weight Rating (GCWR) of 8,750 lbs.

With standard electronic stability control (ESC), commercial load-tuned tire-pressure monitoring (TPM), four-wheel anti-lock disc brake system (ABS) and ideal command-of-the road seating, the Ram Cargo Van offers capability, comfort and convenience with great road manners.

### New Pentastar V-6 Engine

At the heart of the 2012 Ram Cargo Van is new, 3.6-liter Pentastar V-6 engine mated to a smooth-shifting six-speed automatic transaxle. The Pentastar V-6 is a high-tech, high-performing engine with variable valve timing that hits the sweet spot between power and efficiency. It delivers best-in-class horsepower (283) and torque (260 lb.-ft.) without

sacrificing fuel economy.

The Ram C/V also features a new driver-selectable fuel economizer mode. Drivers can change the transaxle shift schedule with a flip of a switch to maximize their fuel economy.

In addition, a rear spoiler and reduced brake caliper and rear bearing drag all contribute to Ram Cargo Van's class-leading aerodynamics and excellent fuel economy.

## **Interior**

When Chrysler Group's minivan lineup was refreshed for 2011, interiors were given a world-class makeover.

A modern, new one piece instrument panel is more intuitive for the customer with improved ergonomics and larger, redesigned gauges. Trim rings in the console glow and ambient blue-green color, allowing passengers to find items they are looking for at night.

With 144.4 cubic feet of interior storage, Ram C/V leads the segment, and unlike other Class 1 competitors, provides ample space to haul four by 4x8 sheets of building materials. Cargo access is maximized via the front seats, Ram C/V's rear liftgate and dual sliding doors.

## **Exterior**

The new 2012 Ram Cargo Van also benefits from the exterior redesign given to Chrysler Group's passenger minivans. Exterior improvements include a new front fascia, new hood and quad headlamps. A new, more sculpted rear fascia and liftgate and new LED taillamps complete the look front to back.

The Ram Cargo Van is distinguished by prominent Ram badging, front and rear.

## **Standard Equipment**

The Ram Cargo Van features a monochromatic paint scheme with body-colored front and rear fascias and side moldings. It also receives a special chrome C/V badge.

Standard features include covered 16-inch steel wheels, a 160-amp alternator, 20-gallon fuel tank, all-season extra-load capacity tires, 730-amp maintenance-free battery, commercial-duty suspension, engine oil cooler, quad halogen headlamps, load leveling and height control, power rack-and-pinion steering and fold-away power exterior mirrors with heating element.

Inside, Ram Cargo Van gets air conditioning with dual-zone temperature control, an instrument cluster with 120 mph speedometer and tachometer, outside temperature display, an overhead console, A-pillar passenger assist handle, 120-volt auxiliary power outlet, 12-volt front and rear DC power outlets, air filtering, audio jack input for mobile devices, AutoStick automatic transmission, cloth low-back bucket seats, "Ram" interior accents, door courtesy lamps, driver and passenger-side sun visors with mirrors, rearview auto-dim mirror, dual glove boxes, front courtesy / map lamps, headlamp shut-off delay, cargo compartment observation mirror, a liftgate floodlamp, lower instrument panel storage bin, dual sliding doors with alert warning, power locks, power front windows, rear dome lamp, speed control, steering wheel mounted audio controls, tilting and telescoping steering wheel, tip start and variable intermittent windshield wipers.

Safety features include active head restraints, advanced multistage front airbags, four-wheel antilock disc brakes, LATCH-ready child seat anchor system, tire-pressure monitoring sensor, drivers side inflatable knee bolster air bag, electronic stability control, keyless entry with immobilizer and a tire pressure monitoring warning lamp.

The 2012 Ram Cargo Van is available in four paint colors: Bright Silver Metallic, Brilliant Black Crystal Pearl, Stone White and True Blue Pearl.

Ram Cargo Van options include an engine block heater, media center with 30 GB hard drive and 6.5-inch touch-screen display, audio jack input for mobile devices, Garmin® navigation system, ParkView® back-up camera, a Mopar® cargo compartment floor mat, Mopar exterior vinyl window shading, a Mopar full-width cargo divider, power

eight-way driver's seat with lumbar adjust, front and rear power windows, security alarm, Sirius Satellite Radio and Uconnect handsfree voice command with Bluetooth®, remote USB port, rearview auto-dim mirror, steering-wheel-mounted audio controls, rear window defroster, rear window wiper and washer and supplemental side curtain airbags. The 2012 Ram Cargo Van will be built at the Chrysler Group Windsor (Ontario) Assembly Plant and will go on sale third quarter 2011. The Ram Cargo Van will replace the Dodge Grand Caravan C/V in the Chrysler Group's product lineup. Pricing will be announced closer to launch.

### **About the Ram Truck brand**

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities.

The Ram Truck brand added to its award-winning truck lineup with the introduction of the 2010 Ram 2500 and 3500 Heavy Duty trucks. Ram heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

The Ram Truck brand is further enhancing its commercial vehicle presence with a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

### **On The Job**

The Ram Truck commercial vehicle program provides incentives and discounts to assist customers in purchasing, servicing and customizing their Ram Trucks. Small businesses can save big with "On The Job" allowances on all Ram Truck models:

- Up to \$1,000 commercial equipment upfit allowance
- Up to \$1,000 Chrysler Service Contract allowance
- Up to \$1,000 Mopar certificate allowance
- (877) ONTHEJOB
- [www.ramtrucks.com/commercial](http://www.ramtrucks.com/commercial)

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