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## **Ram Truck Brand Offers Special Services Police Truck for Extreme Duty Cycles**

- New Ram 1500 Crew Cab 4x4 Special Service package offers special equipment to support police and other emergency services
- Additional door support allows for installation of ballistic material inside front doors
- Added Power Distribution Center (PDC) and 220-amp alternator supports high-amp drawing systems and accessories
- Package includes 5.7-liter HEMI® V-8 with 390 horsepower/407 lb.-ft. torque, 3.92 axle ratio and four-wheel-drive
- 5 year/100,000-mile powertrain warranty

November 7, 2011, Auburn Hills, Mich. - Starting this month, Ram Truck will be offering a new Ram 1500 Crew Cab 4x4 Special Service package for law enforcement and other emergency agencies through Chrysler Group Fleet sales. The newest Ram model features a selection of severe-duty-adapted equipment available on the 2012 Ram 1500 and several unique features.

Following the overwhelming approval of the Dodge Charger Pursuit by law enforcement and municipal administrators, the Ram 1500 package combines durability, reliability and value with an expedient solution for upfitting special equipment.

"Like the Ram Truck brand, first responders give it their all with guts and glory, and we're proud to offer a Ram truck that gives them the reliability and durability to get to the scene quickly and safely," said Fred Diaz, President and CEO of Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. "The Special Service package offers legendary Ram capability and a ready-to-go platform for the folks who require a truck they can depend on."

Made for extreme-duty cycles, emergency and municipal service trucks are sometimes left idling for extended periods of time. The Ram 1500 includes 100,000-mile sparkplugs and a larger oil cooler to protect the engine during the unforgiving stop-and-go operations associated with first responders.

"The Ram 1500 Special Service Truck has been engineered to handle the severe demands of Law Enforcement," said Peter Grady, Vice President of Network Development and Fleet, Chrysler Group LLC. "The same characteristics also make it an excellent choice for the Public Works, Maintenance, Engineering and Fire Departments. This package expands our portfolio of hardworking vehicles available to state and local governments."

To handle the high electric loads, the Ram 1500 Special Service Truck includes a 220-amp alternator. A unique wire harness is capable of providing power, ground and fusing for a variety of law enforcement lighting, siren, computer, modem, radar or camera systems. The package also includes a Power Distribution Center (PDC) with fusing and relays for circuits contained in the wire harness. The PDC is supplied from the battery with two separate 100-amp main fuses for camera, computer, modem and printer systems.

The unique instrument panel houses a certified speedometer with engine hour and idle hour meter and a 110-volt inverter. The truck is available with a four key fobs and ten-way power front seats, which quickly accommodate multiple drivers.

A special headliner with auxiliary dome lamp sits over stain-repellent cloth bucket seats in the first row and a vinyl bench in the second row. The center console is removed to add space for extra equipment and the shifter is located on the steering column.

The Ram 1500 Special Service truck is offered exclusively in a roomy Crew Cab configuration with 125 cubic feet of interior volume. Additional welds in the front door structures handle the weight of ballistic material used by law enforcement vehicle upfitters. The truck also is available with the popular RamBox storage system. RamBox measures 50.5 inches and offers 7.3 cubic feet of lockable and lighted storage capacity.

Powering the new package is the reliable 5.7-liter HEMI® V-8 with Fuel Saver Technology, a six-speed automatic transmission and four-wheel-drive with standard ESC. The new model benefits from a 5-year/100,000-mile powertrain warranty.

Steel wheels wrapped with Goodyear LT 265/70R17 tires offer improved cooling to the ABS equipped 13.2-inch front vented discs and 13.8 –inch discs in the rear. The innovative coil-spring rear suspension on the Ram 1500 has provides best-in-class ride and handling both on- and off-road.

A 3.92 axle ratio, 390 horsepower and 407 lb.-ft. of torque contribute to a towing capacity of 10,000 lbs., payload of 1,455 lbs. and a GCWR of 15,500 lbs.

#### **About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

For 2011, the Ram Truck brand added the hardest-working Ram trucks — the Ram 3500, 4500 and 5500 Chassis Cab trucks — to its already award-winning truck lineup which includes the rugged and reliable Dakota, the Ram Cargo Van, Ram 1500 – the most-awarded Ram truck ever – and Ram 2500/3500 Heavy Duty pickups.

The 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 hp HEMI V8 are just two of the reasons it beat the competition. Ram 1500 was also named the Truck of Texas by the Texas Auto Writers Association (TAWA).

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. 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

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. Ram Trucks are designed to deliver a total package.

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