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## **2013 Ram 1500 Laramie Longhorn Named to Ward's 10 Best Interiors List for 2013**

- For 2013, the Ram 1500's award-winning interior includes material upgrades, all-new interior themes with invigorating colors that speak to the lifestyle of the Ram Truck brand
- All-new HVAC controls and new multimedia systems enhance the driver experience
- The 2013 Ram 1500 also features an exclusive eight-speed transmission activated with a breakthrough e-shift rotary dial

April 14, 2013, Auburn Hills, Mich. - The 2013 Ram 1500 Laramie Longhorn has been named one of Ward's 10 Best Interiors for 2013, compiled by WardsAuto.

"With the 2013 Ram 1500, we integrated new features and technology to an already best-in-class interior and we are honored that WardsAuto has chosen the Ram 1500 Laramie Longhorn for Ward's 10 Best Interiors list," said Klaus Busse, Head of Interior Design — Chrysler Group LLC. "We've added unique materials and richer colors to give Ram customers a premium feel while staying true to the hardy nature of a Ram truck."

The WardsAuto editorial staff selected the 10 winners after evaluating 46 vehicles. All contenders for the annual award were completely new or significantly upgraded for the 2013 or 2014 model years.

"The instrument cluster looks like a fine chronograph. Both front and rear seats are heated, as well as the full circumference of the steering wheel. The wood trim is natural-looking and of the highest quality. Other amenities are too numerous to mention," said Drew Winter, Editor-in-Chief, WardsAuto World magazine. "If Bentley made a pickup truck, this is what the cabin would look like."

The winners will be honored on May 22 at the WardsAuto Interiors Conference in Dearborn, Mich.

### **2013 Ram 1500**

For 2013, new features and technologies create opportunity for a redesigned interior with material upgrades, all-new interior themes with invigorating colors, all-new HVAC controls and new multimedia systems. The 2013 Ram 1500 also features an exclusive eight-speed transmission with a breakthrough e-shift rotary dial.

Rear occupants can enjoy the same experience as the driver. With contact points a priority, new premium materials, colors and designs are now on all four doors. Soft-touch materials enhance armrests and upper bolsters with expanded use of premium surfaces.

The 2013 Ram 1500 features the award-winning 8.4-inch Uconnect system with background screens tailor-made to specific Ram models and themes. To make room for the new big screen, the center stack is upgraded with matching materials found throughout the interior. To complement the range of Ram 1500 models, the interior design team created new, individualized themes with different colors and materials.

For the Laramie Longhorn, the Ram design team sought out a rare Walnut grain with a unique burl that was unintentionally created by ranchers using trees as fence posts for barbed wire. Eventually, the trees grow over the rusting metal wire, creating a swirl coloring pattern and tone that is not found anywhere else.

The all-new HVAC controls take lessons learned from other Chrysler Group Uconnect applications and feature simple, improved function, meeting the highest human-machine interface (HMI) standards. The HVAC system includes a redundant control strategy allowing the operator to use either the 8.4-inch touchscreen or mechanical knobs to alter the truck's environment. Below the upgraded HVAC arrangement is a new switch bank with relocated,

easy-to-use controls for a number of features depending on vehicle models and options. All buttons in the comfort bank also are redundant on the Uconnect system. Contiguous to the switch bank is a prominently placed, adjustable integrated trailer brake control allowing the driver to add or reduce trailer brake function on the fly.

The Ram 1500's new, exclusive eight-speed transmission created the need for an innovative rotary e-shift dial in the cockpit to replace the center console gate shifter – a first for pickups. The new shifter works in a multitude of seating configurations and will replace floor and column shifters for use in the eight-speed transmission. Realizing this is a dramatic change in the way trucks have historically shifted gears, the interior design team accepted the challenge with a new shift knob, naturally and prominently placed to the driver's right, at the lower left-hand side of the center stack, in place of the previous transfer case shift knob. The rotary dial enables intuitive blind-shift transitions between "Drive" and "Reverse" with a direct and confident feel. The transfer case retains full capability with push buttons located directly under the e-shift dial.

New technology also moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information screen is now standard on ST and SLT and displays vehicle operating functions. The new thin film transistor (TFT), 7-inch multiview display is now available on SLT, standard on Sport, Laramie and Laramie Longhorn models. The 7-inch multiview display features fully customizable function and configurability. Similar to the 8.4-inch Uconnect screen, select 7-inch cluster background screens are tailor-made to specific Ram models, with designs that match the truck's theme.

### **About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct 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.

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. 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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