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## **2013 Ram 1500 Named to 2013 Automobile Magazine All-Stars**

May 20, 2013, Auburn Hills, Mich. - The Ram 1500 has been named a [2013 Automobile Magazine All-Star](#) by the publication's editorial staff for the third time in the past four years.

"The Automobile Magazine All-Star award puts the 2013 Ram 1500 on top of other half-ton trucks in the market," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "This prestigious award doesn't just focus on new trucks but all current model trucks and we're proud to accept the honor."

For 2013, the new Ram 1500 offers buyers best-in-class 25 MPG fuel efficiency, new technology and new features without sacrificing capability. Ram 1500—the most recognizable pickup on the road—marks a milestone for Ram as this truck delivers a truckload of pioneering and fuel-saving systems. Equipped with a choice of engines, including the legendary 5.7-liter HEMI® V-8 engine or the award-winning Pentastar V-6, the Ram 1500 offers the best powertrains in the industry, known for their reliability.

Automobile Magazine's testers put the luxurious Ram 1500 Laramie Longhorn through its paces and were favorably impressed.

"The chocolate brown hide and thick stitching are of European quality, there's real wood on the dash, and it comes without the tawdry veneer that looks like cheap plastic," the article states. Automobile Magazine declares: "The Longhorn is the ultimate in cowboy cool."

The 2013 Ram 1500 features first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and active air suspension. The 2013 Ram 1500 is available in nine trim levels and starts at \$23,900 including \$1050 destination charge.

Ram engineers changed every area of the truck – from a newly designed frame to new engines and transmissions to a new interior with the next-generation Uconnect® Access system. With best-in-class ride and handling and best-in-class aerodynamics, the 2013 Ram 1500 delivers unmatched content, performance and capability to truck buyers.

### **About the Automobile Magazine All-Stars**

Established in 1986, the Automobile Magazine All-Stars is a list of the best vehicles currently in production. Eligible vehicles are not limited to new or significantly changed. Automobile Magazine's editorial staff searches for greatness in all segments, not an easy task in times of keen competition. This year's list of 11 vehicles was finalized after days of testing last fall, following hours of discussion and voting by each of Automobile's 16 editors and contributors.

### **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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