

Ram 1500 EcoDiesel Crowned 2014 Canadian Truck King; Ram Trucks Sweep 2014 Canadian Truck King Challenge in all Categories

- Ram EcoDiesel crowned 2014 Canadian Truck King Challenge winner
- Ram claimed both light-duty and the heavy-duty categories, beating out the latest entries from Ford, Chevrolet, GMC and Toyota
- Ram 1500 with V-6 Pentastar power claimed top spot in under \$45,000 light-duty category
- New Ram 1500 EcoDiesel and 5.7-litre HEMI® claim 1-2 finish in over \$45,000 light-duty category
- 2014 Ram 2500 heavy duty with Cummins Turbo Diesel power wins ¾ ton class
- Victories come atop wins as 2013 North American Truck of the Year, 2013 Motor Trend Truck of the Year and a 2013 Consumers Digest "Best Buy"

October 10, 2013, Windsor, Ontario - Ram Truck has swept the 2014 Canadian Truck King Challenge, a rigorous multi-day, third-party event that sees today's top pickup trucks from the light- and heavy-duty segments rigorously tested head-to-head in an apples-to-apples series of exercises.

The 2014 Ram 1500, powered by the award-winning Pentastar V-6 engine, claimed victory in the under \$45,000 category. The new Ram 1500 EcoDiesel, the first light-duty, full-size pickup to offer durable, efficient diesel technology, and Ram 1500, with legendary 5.7-litre HEMI® V-8 power, claimed the 1-2 spot in the over \$45,000 category. The new Ram 1500 EcoDiesel was also crowned the overall 2014 Canadian Truck King Challenge winner.

In the ¾-ton heavy-duty category, the new 2014 Ram 2500 Heavy Duty, powered by the renowned Cummins Turbo Diesel engine, earned the top spot, beating even the Ford F-350 Super Duty.

"We are thrilled that Ram Trucks took all of the top honours at the 2014 Canadian Truck King Challenge," said Reid Bigland, President and Chief Executive Officer - Ram Truck Brand and Chairman, President and Chief Executive Officer, Chrysler Canada Inc. "Besting the competition here only emphasizes the breadth of capability, efficiency and technology the Ram team has worked tirelessly to build into every one of our truck offerings. A third party endorsement, whether it be winning Truck King or being named 2013 North American Truck of the Year or a 2013 Consumers Digest 'Best Buy' is largely why Ram Truck has been shattering monthly sales records and leads the Canadian pickup truck market in conquest sales in 2013."

The multi-day 2014 Canadian Truck King Challenge took place in both Kawartha Lakes, Ontario (light duty) and London, Ontario (heavy duty) in recent weeks. The expert panel of judges put all of the entrants through intensive, real-world truck evaluations with the focus on capability, consumption and features. The testing included 8,000 lb (3,629 kg) of towing; 1,800 lb (817 kg) of heavy payload and even some off-roading. This was the seventh year of the competition which gets more thorough and deep-diving with every passing installment.

"The sweep of the 2014 awards by Ram shows just how hard this group has been working. While many scores this year were very, very close, Ram did edge out its competition in all three categories with quality, styling and innovative powertrain choices - like the new 3L EcoDiesel and the eight-speed transmission, " said Howard Elmer, founder of the Canadian Truck King Challenge.

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.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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