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Chrysler Canada: Ram Truck Announces Industry's Broadest Alignment With Society of Automotive Engineers (SAE) J2807 Towing Standards Across All Pickup Truck Segments

- Ram Truck is the only full-size pickup truck manufacturer to adopt the Society of Automotive Engineers (SAE) J2807 towing practices in all three pickup truck segments (½-ton , ¾- ton and 1-ton)
- Ram pickup maximum towing capacities unchanged or improved under SAE standardized J2807
- Ram 1500 owns the top positions in pickup fuel economy and SAE affirmed towing capacity for V-6 engines
- Ram 1500 3.0-litre V6 EcoDiesel with 8-speed transmission combines best-in-class new 5-cycle fuel economy of 8.4 L/100km (34 mpg) highway* with up to 4,173 kg (9,200 lb.) of towing capacity
- Ram 1500 3.6-litre V6 Pentastar™ with 8-speed transmission combines best-in-class gasoline engine fuel economy of 9.3 L/100km (30 mpg) highway* with 3,447 kg (7,600 lb.) of towing capacity
- Ram 1500 offers SAE towing of up to 4,831 kg (10,650 lb.) with 5.7-litre HEMI V8 and exclusive 8-speed transmission
- Ram 2500 Heavy Duty retains the highest level of ¾-ton truck capability with best-in-class SAE towing of 8,151 kg (17,970 lb.) and a payload capacity of 1,801 kg (3,970 lb.)
- Largest displacement V-8 in the Heavy Duty segment, 6.4-litre HEMI® delivers best-in-class gas 410 horsepower and 429 lb.-ft. of torque and features VVT with Fuel Saver cylinder deactivation
- Ram 3500 Heavy Duty is King of the Hill with best-in-class SAE 13,608 kg (30,000 lb.) of towing capacity backed by 6.7-litre Cummins Turbo Diesel producing 385 horsepower and 850 lb.-ft. of torque
- Ram trucks feature an unsurpassed diesel powertrain warranty – five years/160,000 km

July 16, 2014, Windsor, Ontario - Beginning with the 2015 model year, Ram, Canada's longest-lasting pickups, will become the first automaker to adopt the Society of Automotive Engineers (SAE) J2807 standardized tow rating practices across all three full-size pickup truck segments, including the ½-ton Ram 1500, ¾-ton Ram 2500 Heavy Duty and one-ton "King of the Hill" Ram 3500 Heavy Duty.

Ram beats the competition in the two most sought-after titles in the pickup truck market, fuel economy and SAE towing capacity, offering the most capable and most fuel efficient trucks available.

"Because our customers asked for it, every single 2015 model year pickup truck Ram sells will come with a trailer-tow rating achieved using SAE's J2807 testing protocols," said Reid Bigland, President and CEO – Ram Truck Brand. "No other automaker can make that claim."

On the heels of finalized SAE towing specifications that now include trucks up to 6,350 kg (14,000 lb.) GVWR, Ram has validated its full pickup line with the SAE J2807 Towing Standard – the only truck maker to adopt the standard in all three pickup truck weight classes.

"Ram Truck has been preparing for integration of the SAE towing standard over the past few years and adding heavier ¾ and 1-ton trucks to the criteria gives it more teeth," said Mike Cairns, Director- Ram Truck Engineering, Chrysler Group LLC. "For too long, an uneven playing field existed and towing capacities went unchecked. We're happy to be the only pickup truck manufacturer to align with the SAE J2807 towing standard across our pickup truck line up."

The SAE J2807 towing standard outlines dynamic and performance criteria as it relates to a given vehicle. Examples within the standard include a number of tests while towing: 0-96 km/h (0-60 mph) time allowance, tackling the notorious Davis Dam Grade while maintaining no less than 60 km/h (40 mph) for single-rear-wheel trucks and 56 km/h (35 mph) for dual-rear-wheel trucks, a constant radius understeer test while increasing speed and a sway manoeuvre using aggressive steering input. The purpose is to put all trucks through the schedule of tests in which operators will likely see in the real world. SAE standards have existed in a number of other areas including engine torque and horsepower. Ram Truck is the first to adopt the official towing standard for ½-ton, ¾-ton and 1-ton trucks.

2015 Ram SAE J2807 towing capacities:

Ram 1500 V6 with 3.6-litre gasoline Pentastar™ – Unsurpassed 3,447 kg (7,600 lb.)
Ram 1500 V6 with 3.0-litre EcoDiesel – Best-in-class 4,173 kg (9,200 lb.)
Ram 1500 V8 with 5.7-litre gasoline HEMI – 4,831 kg (10,650 lb.)
Ram 2500 V8 with 6.4-litre gasoline HEMI – 7,394 kg (16,300 lb.)
Ram 2500 with 6.7-litre Cummins diesel – Best-in-class 8,151 kg (17,970 lb.)
Ram 3500 V8 with 6.4-litre gasoline HEMI – 7,448 kg (16,420 lb.)
Ram 3500 with 6.7-litre Cummins diesel – Best-in-class 13,608 kg (30,000 lb.)

Ram Truck Brand

Since its launch as a stand-alone division of Chrysler Group LLC in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck continues to invest substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2015 model year, Ram continues to beat the competition in the two most sought-after titles, fuel economy and towing capacity.

- Best-in-class new 5-cycle fuel economy with exclusive EcoDiesel – 8.4 L/100 km (34 mpg) highway* with Ram 1500
- Best-in-class towing capability – 13,608 kg (30,000 lb.) with Ram 3500

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.

*** Fuel Economy**

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.

EnerGuide fuel economy ratings for 2015 models will be calculated using the NEW (5-cycle) Government of Canada test method. This NEW test method will apply to all 2015 model-year vehicles. 2015 model year ratings not available at time of publication.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and

Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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