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## **Ram Has “Turned Up the Eco” on Fullsize Truck MPGs ... to 29**

- Ram 1500 EcoDiesel HFE increases highway MPG rating to 29
- EcoDiesel tops next nearest competitor by 12 percent
- 21 MPG City and 24 MPG Combined are highest EPA ratings for any pickup
- EcoDiesel HFE will be first diesel powertrain offered in Ram 1500 Express model

January 13, 2015, Auburn Hills, Mich. - The Ram Truck brand today announced that it will add a new, more fuel-efficient model to its half-ton truck lineup and further extend its claim on the industry's highest fuel efficiency rating.

The 2015 Ram 1500 EcoDiesel HFE will deliver the highest fuel economy among all fullsize truck competitors -- 12 percent higher than the next-closest competitor. Its “HFE” designation is Ram's way of highlighting this model's excellent fuel efficiency.

Ram EcoDiesel HFE gets an EPA-certified 29 mpg highway fuel economy rating. EcoDiesel HFE's city and combined mpgs are 21 and 24, respectively, also highest among all pickups.

“Fuel efficiency is at the top of truck buyers' priorities, and Ram is the recognized benchmark for the industry,” said Bob Hegbloom, President and CEO – Ram Truck Brand. “Twenty-nine miles per gallon cuts through the clutter. Ram invested in powertrain technologies and those are paying real dividends in the wallets of our customers.”

The fuel economy king features a unique trim package on the popular Ram 1500 Tradesman Quad Cab four-door body, with a 6-ft. 4-in. bed and 20-inch wheels. The Ram EcoDiesel also is available with a body-colored fascia adopted from the Ram Express model, which gives the Ram EcoDiesel HFE a sporty exterior appearance not offered on other EcoDiesel-powered Ram 1500s. Class-exclusive wheel-to-wheel side steps and a tri-fold tonneau cover offer owners a double-bonus: greater functionality and best-in-class aerodynamics contributing to better fuel efficiency.

“The Ram 1500 EcoDiesel delivers dominant fuel efficiency across five configurations and nine trims,” said Mike Cairns, Director – Ram Truck Engineering. “The Quad Cab is a widely purchased configuration which delivers the best aero benefit of any half-ton truck.”

Ram 1500 EcoDiesel HFE models will also get a new HFE badge that heralds its MPG claims.

The EcoDiesel HFE will go on sale late first quarter of 2015.

Ram 1500 -- the most recognizable pickup on the road -- delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The Ram 1500 delivers an outstanding combination of best-in-class fuel efficiency, unsurpassed torque and a surplus of towing capability.

The EcoDiesel-powered Ram 1500 earned a 29 mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup. It also exceeds the EPA highway rating for the top-ranked small pickup.

Ram truck offers models designed for a wide range of buyers, including outdoorsmen, tradesmen, first-time buyers

and ranchers. Laramie, Laramie Longhorn and Laramie Limited trims are designed to meet the high expectations of affluent pickup truck buyers looking to combine capability with sophistication. Featuring premium materials, such as full-leather seating, real wood interior components and modish design, Ram offers a refined luxury alternative uncommon in pickups.

#### **Ram Truck Brand**

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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