

Ram Introduces "New Crew" of Ram Heavy-Duty Pickups; New 2010 Ram 2500 and 3500: Ultimate Heavy-Duty Pickup Trucks

- The New Crew: the 2010 Ram Heavy Duty is available for the first time in a crew-size cab model – providing Ram with a formidable entry in the highest volume part of the heavy-duty pickup segment (approximately 50 percent)
- Choice of legendary diesel- and gasoline-fueled powerplants
 - Available 6.7-liter Cummins® Turbo Diesel produces 350 horsepower (261 kW) at 3,000 rpm and 650 lb.-ft. of torque (881 N•m) at only 1,500 rpm. The 6.7-liter meets the most stringent of 50-state emission requirements and includes a segment-exclusive standard exhaust brake
 - Standard 5.7-liter HEMI® V-8 delivers 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm and features variable-valve timing for greater efficiency and performance
- Ride greatly improved over previous generation with re-tuned suspension components
- New C-pillar with fluid-filled hydro mounts improves driving dynamics
- Handling of fully loaded vehicle greatly improved over previous generation with new suspension tuning
- Ram Heavy Duty 3500 with dual rear wheels, diesel engine, automatic transmission and 4.10 rear axle has an increased Gross Combined Weight Rating (GCWR) of 24,500 pounds from 24,000 pounds
- Max Tow Package GCWR increases to 25,400 pounds (late availability)
- Ram Heavy Duty 3500 offers superior towing capability at 17,600 pounds and a maximum payload of 5,150 pounds
- Ram Heavy Duty 2500 Gross Vehicle Weight Rating (GVWR) increases to 9,600 pounds from 9,000 pounds, a 600 lb. increase on crew cab and Mega Cab 4x4 models equipped with the Cummins Turbo Diesel engine
- Increased front Gross Axle Weight Rating (GAWR) of 5,500 pounds on 4x4 models equipped with the 6.7-liter Cummins Turbo Diesel engine allows for more front-weight carrying capability, including greater snowplow weights
- Class IV receiver standard on all Ram Heavy Duty models
- Premium front seats with heat and ventilation; heated rear seats; heated steering wheel; automatic temperature control; two-tone upholstery; memory seats, radio and mirrors; navigation; adjustable pedals and numerous infotainment options, including SIRIUS Backseat TV™ with three channels of programming, Uconnect Multimedia with a 30-gigabyte hard drive and an available first-in-segment 10-speaker surround-sound system
- Numerous storage options, including in-floor storage
- Offered in three cab styles (regular cab, crew-size cab and Mega Cab) and two cargo-box sizes (6 feet 4 inches and 8 feet), single-and dual-rear-wheel configurations
- All-new integrated trailer brake controller, offered with trailer tow package, improves trailer braking and stability
- Available in five distinct trim levels – ST, SLT, TRX, Laramie and Power Wagon
- Exterior styling differentiates light-duty and heavy-duty models with unique grille, hood and bumpers

- Dual-rear-wheel fenders (3500 dually only) are new for 2010 and are integrated into the box stamping providing a sleek aerodynamic appearance
- More than 20 safety and security features available
- B20 package available to fleet customers only

October 22, 2009, Auburn Hills, Mich. - The Ram brand continues to refine the boldest, most powerful and capable pickup truck on the planet with the introduction of the new 2010 Ram Heavy Duty lineup, offering first-time innovations and features, along with new standards of strength, utility and driveability.

"This is the continuation of the reinvention of our Ram lineup," said Fred Diaz, President and Chief Executive Officer—Ram Brand, Chrysler Group LLC. "During the past 5 years, Dodge has gained market share in the heavy-duty pickup segment, and to stay on that track, Ram keeps innovating. Our new 2010 Ram 2500 and 3500 pickups will continue to build on our momentum."

First and foremost, the new 2010 Ram is about capability. In fact, its many features—including powertrain, towing and payload capacities, driving dynamics, premium amenities and styling—truly make it the ultimate heavy-duty pickup truck.

"Our new 2010 Ram 2500 and 3500 pickups continue to build on Ram's leadership in the heavy-duty pickup segment," said Scott Kunselman, Senior Vice President—Engineering, Chrysler Group LLC. "Our Ram Heavy Duty pickups reinforce Ram's bold and powerful reputation and provide improved capability in critical areas of the segment."

The new 2010 Ram Heavy Duty 2500 and 3500 pickups incorporate some of the design cues from the Ram 1500. The Ram Heavy Duty pickup's larger grille incorporates a taller hood that includes louvers on each side. Access to the front winch (on Power Wagon models) and tow hooks led to a unique front-bumper design. The new dual-rear-wheel fenders (3500 dually only) are now integrated into the box stamping and offer a smooth aerodynamic appearance.

The Ram Heavy Duty will be available in U.S. dealerships in regular, Crew Cab and Mega Cab versions in five trim levels—ST, SLT, TRX, Laramie and Power Wagon—in the first quarter of 2010.

Ultimate Lineup

The new 2010 Ram Heavy Duty pickups are the result of exhaustive customer research and study.

"We went all over the country to learn how people really use their heavy-duty trucks at work and play," said Diaz.

"We did our research with a cross-functional team, and what we learned, we brought to the process of creating the all-new 2010 Ram 2500 and 3500 Heavy Duty pickups."

The big news for the new 2010 Ram Heavy Duty pickups is the addition of a crew-size cab. Crew-size cabs are the fastest-growing part of the truck segment, growing from approximately 20 percent of the market in 2002 to nearly 50 percent in 2008.

"Research confirmed that heavy-duty customers want a cab with four full-size doors," said Diaz. Also available are regular cab and Mega Cab models.

Customers also want choice in packaging and equipment. As a result, Ram Heavy-Duty offers five distinct trim levels – ST, SLT, TRX, Laramie and Power Wagon. Each has a unique appearance and offers various equipment options.

"The heavy-duty segment comprises about a third of the full-size truck market, and its customers are the most brand loyal in the industry," said Diaz. "With five models, we want to provide customers with the ultimate lineup of heavy-duty pickups."

Total Ram (light- and heavy-duty) sales in 2008 were 15.3 percent of full-size pickup segment. Overall Ram Heavy Duty truck market share in 2008 was 23.0 percent of the heavy-duty truck segment.

The truck segment is still one of the largest segments in the industry, with just more than 1.6 million units sold in 2008.

On average, Ram Heavy Duty's buyer is predominately male (90 percent) and approximately 55 years old. Eighty-five percent are married and earn an average annual income of \$87,000. Thirty-four percent have graduated from college.

Fifty percent of heavy-duty truck buyers use their trucks for work, and 100 percent use their trucks for fun and leisure.

Ram's Heavy-duty Résumé

Ram continues its strong heritage in the heavy-duty truck market by building on its past. Since 2003, Ram has launched new models or made improvements to its heavy-duty pickup truck lineup:

- 2003 – Launched all-new version of Ram Heavy Duty
- 2004 – Introduced diesel engine improvements
- 2005 – Introduced Ram Power Wagon
- 2006 – Introduced Ram Mega Cab
- 2008 – Introduced (2007.5 M.Y.) new 6.7-liter Cummins Turbo Diesel engine
- 2009 – Introduced new 5.7-liter HEMI® engine and new brake system for added brake life and improved fuel economy and new 3.42 axle ratio on diesel automatic transmission

And all-new for 2010, the Crew Cab, with either 6-foot-4-inch or 8-foot boxes, replaces the Quad Cab to meet Heavy-Duty truck customer needs and focus on overall vehicle refinement and ride comfort.

Ultimate Hauling and Towing Capability

The backbone of 2010 Ram Heavy Duty pickups is a hydro-formed, fully boxed frame with advanced torsional rigidity and stiffness. A coil-spring suspension setup is used in the front of the vehicle, while the multi-leaf spring design is maintained in the rear for heavy-duty capability. Front and rear shocks and springs are tuned for optimum ride quality and capability.

Customers in the heavy-duty segment have a range of needs, and most of them involve high levels of capability. The new 2010 Ram 2500 and 3500 are designed to deliver a total package:

- Increased Gross Vehicle Weight Rating (GVWR) on 2500 4x4 crew cab diesel models to 9,600 pounds from 9,000 pounds
- Increased Gross Combined Weight Rating (GCWR) on 3500 dually models with diesel, auto transmission and 4.10 rear axle to 24,500 pounds from 24,000 pounds
- Increased GCWR on 3500 4x2 models to 24,000 pounds from 23,000 pounds
- Increased front Gross Axle Weight Rating (GAWR) on several models:
 - To 5,500 pounds from 5,200 pounds on diesel 4x4 pickups
 - To 5,000 pounds from 4,700 pounds on diesel 4x2 pickups

Suspension upgrades and larger front-axle U-joints, combined with increased front GAWR, result in increased front-weight carrying capability—a must for larger snowplows.

Towing capability is a strong suit of the new 2010 Ram 2500 and 3500 pickups, with the only standard exhaust brake in the segment (diesel-equipped models). This feature reduces brake fade, prolongs brake life and provides confidence and safety when hauling heavy loads on downhill grades. Large front (360 mm) and rear (358 mm) brakes with integrated Anti-lock Brake System (ABS) increase brake life and braking stability.

An available integrated trailer brake control provides better driver control in towing situations. Trailer brake control information is conveniently displayed in the Electronic Vehicle Information Center (EVIC), which is standard on diesel models and available on gas SLT, TRX and Laramie models.

In addition, new 2010 Ram transmissions feature Electronic Range Select, which enables the driver to manually limit the highest available transmission gear, allowing manual upshifts and downshifts based on road speed and engine speed. A tow/haul mode switch enhances tow capability while towing. Tow/haul mode is available with both five-speed and six-speed automatic transmissions.

Other tow-friendly features include improved trailer-tow mirrors with integrated turn signals, memory function and puddle lamps. The larger 7-inch x 11-inch trailer-tow mirrors offer improved visibility with larger convex glass surfaces. Mirrors flip up and out in a vertical configuration for improved visibility around wide trailers. Trailer-tow mirrors are now standard on Ram 3500 models. As an added convenience, a Class IV receiver is now standard on all Ram 2500 and 3500 Heavy Duty pickups.

Ultimate Powertrains

In terms of power, the new 2010 Ram Heavy Duty tops the charts with the available, legendary 6.7-liter Cummins Turbo Diesel engine, which produces 350 horsepower (261 kW) at 3,000 rpm and 650 lb.-ft. of torque (881 N•m) at only 1,500 rpm.

The most durable and reliable engine in its class, the 6.7-liter Cummins Turbo Diesel features standard oil-change intervals of 7,500 miles. It also has life-to-major overhaul intervals of 350,000 miles, providing more than a 100,000-mile advantage over the competition.

And it's as clean as it is durable. The Cummins 6.7-liter Turbo Diesel engine uses a diesel particulate filter (DPF) to virtually eliminate particulate matter emissions and an adsorber catalyst to reduce oxides of nitrogen (NOx) by as much as 90 percent in order to meet stringent 2010.5 diesel emissions requirements.

Backing up the available 6.7-liter diesel engine is a choice of either a standard G56 six-speed manual transmission or an available 68RFE six-speed automatic transmission. The six-speed manual has an ultra-low first-gear ratio, which makes it ideal for heavy hauling requirements, while the six-speed automatic offers ease of driveability and towing.

The other choice for 2010 Ram Heavy-Duty customers is the standard 5.7-liter HEMI V-8 gasoline engine, which delivers 383 horsepower (286 kW) at 5,600 rpm and 400 lb.-ft. of torque (542 N•m) at 4,000 rpm. The 5.7-liter HEMI was redesigned for 2009, with several new and improved technologies, including:

- Variable-valve Timing (VVT)
- Increased compression ratio
- Active intake manifold with long runners for low-end torque and short runners for high-rpm power
- Improved cylinder-head port-flow efficiency
- Reduced-restriction exhaust and induction systems

The 5.7-liter HEMI comes standard with the heavy-duty 545RFE five-speed automatic. It offers Electronic Range Select and tow-haul capability, which provide a unique shift schedule that minimizes gear hunting while towing heavy loads. It also provides automatic downshift capability while decelerating.

Two 4x4 transfer cases are available: the NV 271, a manual unit standard on ST and Power Wagon models; and the NV273, an electric shift-on-the-fly transfer case, standard on SLT, TRX and Laramie models.

A choice of four axle ratios are available on new 2010 Ram 2500 and 3500 Heavy Duty pickups, depending on equipment level: 3.42, 3.73, 4.10 or 4.56.

Ultimate Off-Road Capability

The Ram Power Wagon returns for the 2010 model year. It is equipped with electric-locking front and rear differentials, electronic disconnecting sway bar, Bilstein shocks, 32-inch BF Goodrich off-road tires, underbody skid plate protection, a 4.56 axle ratio for hill climbing and a custom-built Warn® 12,000-lb. winch that is accessible through the front bumper. The 2010 Ram Power Wagon features new exterior graphics and a lower body two-tone paint scheme.

Improved Ride Comfort

Improved suspension tuning and new fluid-filled hydromounts were added to the C-pillar mounts on the 2010 Ram Heavy Duty to improve damping through the frame-bending mode frequency in order to better manage shake and after-shake response. The result is reduced shake and improved ride compared with the previous generation Ram Heavy Duty.

Twenty-five safety and security features

Ram employs a two-fold approach to safety: passive safety features, including pre-tensioning and load-limiting seat-

belt retractors and active safety features, including responsive steering, handling and braking.

Following are 25 safety and security features available on new 2010 Ram 2500 and 3500 Heavy Duty pickups:

- **Anti-lock Brake System (ABS):** Senses and prevents wheel lockup, offering improved steering control under extreme braking and/or slippery conditions
- **Advanced multi-stage air bags:** Use either an Occupant Classification System or a Low-risk Deployment Air Bag for the front passenger
- **BeltAlert:** Periodically activates a chime and illuminates an icon in the instrument cluster to remind the driver and front passenger to buckle up if a vehicle is driven without the driver being properly belted
- **Brake/Park interlock:** Prevents an automatic transmission or transaxle from being shifted out of Park unless the brake pedal is applied
- **Child-protection rear door locks:** Disable the rear doors' inside-release handle via a small lever on the door-shut face
- **Constant-Force Retractors (CFR):** Distribute force or load exerted on a seat belt and then gradually release the seat-belt webbing in a controlled manner
- **Crumple zones:** Designed to compress during an accident in order to absorb energy from an impact, decreasing transfer of that energy to occupants
- **Electronic brake-force distribution:** Adjusts braking pressure front to rear, based on weight distribution of passengers and cargo to minimize brake dive during hard braking
- **Energy-absorbing steering column:** The manual-adjust steering column utilizes two hydro-formed coaxial tubes that move relative to each other in order to allow the column to move forward for enhanced energy absorption during a crash. The power-adjust steering column employs a calibrated bending element that collapses during column stroke for optimal energy management
- **Enhanced Accident Response System (EARS):** Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on the interior lighting and unlocking doors after air bag deployment. Also shuts off the flow of fuel to the engine
- **Height-adjustable seat belts:** Allow occupants to raise and lower the shoulder belt. Encourage seat-belt use by offering a more comfortable fit
- **HomeLink universal home security system transceiver:** Stores three separate transmitter radio-frequency codes to operate garage-door openers, security gates, security lighting or other radio-controlled devices
- **Interior head-impact protection:** Interior pillars above the beltline and instrument panel, including areas around windshield and rear-window headers, roof and side-rail structures and shoulder-belt turning loops specifically designed to limit head-impact force
- **Knee bolsters:** The lower instrument panel and the glove box door are designed to properly position the occupant, enabling air bags to work effectively
- **Lower Anchors and Tethers for CHildren (LATCH) Child Seat Anchor System:** Designed to ease installation of compatible aftermarket child seats
- **Low-risk deployment air bag:** Front-passenger air bag that uses unique shape, venting, folding patterns, advanced inflators or a combination of these four technologies to position and inflate the restraint properly for a belted passenger, while also meeting federal safety requirements for out-of-position, small occupants and rear-facing infant seats. Occupants are advised to always sit properly in their seats with the seat belt fastened. Children 12 years old and younger should always be seated in the back seat correctly using an infant or child restraint system or have the seat belt positioned correctly for their age and weight
- **Parksense® Rear Park Assist System:** Assists at low speeds in reverse to detect stationary objects. Consists of visible (interior lights seen with rearview mirror) and audible warnings for the driver
- **Power-adjustable pedals:** Allows brake, accelerator and clutch (if equipped) pedals to move toward or away from the driver in order to achieve a safe and comfortable seating position for improved vehicle control
- **Remote Keyless Entry:** Locks and unlocks doors, and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- **Seat-belt pretensioners:** During a collision, the impact sensors initiate front seat-belt pretensioners to immediately remove slack, thereby reducing the forward movement of the occupants' heads and torsos
- **Sentry Key® engine immobilizer:** Utilizes an engine key that has an embedded transponder with a pre-

programmed security code to discourage vehicle theft. When the key is inserted into the ignition, the controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after a few seconds

- **Standard side-curtain air bags:** Extend protection to all outboard front- and rear-seat passengers. Each side air bag has its own impact sensor in order to autonomously trigger the air bag on the side where an impact occurs
- **Three-point seat belts:** Provide front outboard seating positions and all rear seating positions in the Ram 2500 and 3500 Heavy-Duty pickups with lap and shoulder belts
- **Tire Pressure Monitoring (TPM):** Informs driver when tire pressure is too low. SLT and Laramie systems display actual tire pressure at each wheel. Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system (2500 only)
- **Uconnect Phone:** Uses Bluetooth technology to provide voice-controlled wireless communication between the occupants' compatible mobile phone and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility

Bold Exterior Design

The new 2010 Ram Heavy Duty pickups carve out a unique design with styling differentiated from the Ram light-duty lineup.

"We brought some of the best design cues from our Ram 1500 to the new 2010 Ram Heavy Duty, yet we set the 2500 and 3500 pickups apart from our light-duty trucks," said Ralph Gilles, President and Chief Executive Officer, Dodge Car Brand and Senior Vice-President-Product Design, Chrysler Group LLC. "The 'big-rig' styling is even more pronounced with the classic Dodge look that conveys bold, powerful and capable."

Styling the new 2010 Ram Heavy Duty encompassed practical as well as aesthetic considerations.

To accommodate cooling requirements of the 6.7-liter Cummins Turbo Diesel engine (perennially the most popular powerplant in the Ram Heavy Duty lineup with a take-rate of 90 percent), the new 2010 Ram Heavy-Duty grille opening is larger than the light-duty grille. The larger grille incorporates a taller hood that includes louvers on each side. Access to the front winch (on Power Wagon models) and tow hooks led to a unique front-bumper design.

The new 2010 Ram Heavy Duty grille includes a chromed surround with either black center billets (ST, SLT and Power Wagon models) or chromed center billets (Laramie model and Big Horn and Lone Star editions). Ram 2500 and 3500 TRX models feature a body-color surround with black center billets. The grille is body-mounted, while the bumper is frame-mounted.

Front fenders and headlamps of the new 2010 Ram 2500 and 3500 are shared with light-duty pickup models. External mirrors are sculpted to produce a more useable area for better visibility, with aerodynamic benefit and less noise. Mirrors are equipped with turn-signal indicators, memory function, puddle lamps and adjustable convex mirrors. Mirrors are finished in black on ST, SLT, TRX and Power Wagon, or black and chrome on Laramie models. The larger 7-inch x 11-inch mirror for trailer towing is standard on 3500 models and available on 2500 model pickups. These mirrors flip up and out into a vertical configuration for trailer-tow use.

Front and rear doors follow the style pioneered by the 2009 Ram 1500—a design that places the door cut to the side of the truck, rather than into the roof, in order to reduce wind noise and weight.

The new dual-rear-wheel fenders (3500 dually only) are now integrated into the box stamping and offer a smooth aerodynamic appearance.

The tailgate is sculpted for better air flow, incorporating a spoiler in the upper part of the sheet metal. This tailgate also accommodates an available back-up camera for convenient trailer hook-ups and includes a lift-assist feature that makes raising and lowering a one-hand operation. Standard bedrail protection is included with both the 6-foot-4-inch and 8-foot cargo boxes. The boxes now feature bedrail caps that protect sheet metal from dents and scratching.

Upgraded Interiors: Ultimate Comfort, Convenience and Appearance

Inside, the new 2010 Ram Heavy Duty offers abundant amenities, comfort and convenience. Many of the comfort and convenience features were first pioneered with the 2009 Ram 1500.

Interior appointments include soft-feel door bolsters and armrests and one-piece molded door panels for premium comfort. Seats are redesigned with improved power lumbar and lateral support, which creates a comfortable cabin on even the longest work days. Six-ring instrumentation keeps track of vehicle functions, while many controls are arrayed in the center stack for easy access to buttons and knobs.

Other available features include two-tone upholstery with full-width contrasting stitching on the instrument panel; premium seating with heat and ventilation; heated rear seats; heated steering wheel; automatic temperature control; two-tone upholstery; memory seats, radio and mirrors; navigation; adjustable pedals and numerous infotainment options, including SIRIUS Backseat TV™ with three channels of programming, Uconnect Multimedia with a 30-gigabyte hard drive and an available first-in-segment 10-speaker surround-sound system.

Storage is top-of-mind with many work- and leisure-oriented customers, and Ram provides many more storage locations in its new 2010 Ram Heavy Duty pickups.

A new-for-2010 available center console features an upper bin that is large enough to hold a laptop computer (with an accessible power outlet) and a lower bin that accommodates hanging files. In addition, the console offers several other storage compartments—room enough to store business tools and personal items.

Additional storage locations are built into the instrument panel, front and rear door panels, seat backs and even the floor. In the crew-size cab, two in-floor bins located in the rear footwells offer storage enough for 10 12-ounce cans. Bins have removable liners for easy cleanout. Upper and lower glove boxes provide a total of more than 800 cubic inches of storage.

The Ultimate Cab – Mega Cab

The new 2010 Ram 2500 and 3500 Mega Cab models retain their title of best-in-class interior room in the segment, including:

- Largest, longest cab (143.2 cubic feet, 111.1 inches long)
- Largest interior cargo volume (72.2 cubic feet)
- Largest cargo volume behind rear seat (7.7 cubic feet)
- Largest flat-floor load area (16.8 square feet)
- Largest second-row leg room (44.2 inches)
- Largest rear-door opening (34.5 inches wide, 35.5 inches high)
- Largest rear-door open angle (85 degrees)
- First-ever reclining rear seats (22- to 37-degree seat-back angle)

Saltillo Assembly Plant

The new 2010 Ram 2500 and 3500 Heavy Duty pickups will be built at Chrysler Group LLC's Saltillo Assembly Plant in Coahuila, Mexico. One of the company's most flexible plants, the Saltillo plant produces the Ram 1500 regular cab, the Ram 2500/3500 Heavy Duty and the Ram 3500, 4500 and 5500 Chassis Cabs.

The manufacturing processes in use at the Saltillo facility provide the ability to balance production with demand and enable the plant to efficiently build low-volume vehicles that take advantage of market niches. As needed, the plant can quickly shift production volumes between different models within a single plant or among multiple plants. This not only allows the company to produce a high-quality product, but also to do so faster and at lower cost.

Production of the new 2010 Ram 2500 and 3500 Heavy Duty pickups also will be enabled by the Saltillo plant's recent expansion, which allows the facility to manage the added complexity of the Ram Heavy Duty pickups' chassis and suspensions, including two chassis lengths, regular, crew-size cab and Mega Cab versions, 4x2 and 4x4 variants, and single- and dual-rear-wheel models.

The Saltillo Assembly Plant has more than 1,700 employees on two shifts and is one of five Chrysler Group LLC manufacturing facilities in Mexico.

Ram Brand

With a work-hard, play-hard attitude, Ram offers the boldest, most powerful and capable pickup truck lineup on the planet.

Introduced in 2008, the Ram 1500 is a game-changer in terms of its ability to “outsmart” and “out-tough” the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities.

The Ram 1500 also ranks at the top of Strategic Vision Inc.’s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

Ram will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty Trucks. The new Heavy-Duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram’s leadership in the Heavy-Duty pickup segment.

Ram will further enhance its commercial vehicle presence with the introduction of a “new crew” of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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