

2010 Ram Heavy Duty and 2010 Dodge Dakota Take Top Honors at the Texas Auto Writers Annual Texas Truck Rodeo

- All-new 2010 Ram 3500 named "Heavy Duty Pickup Truck of Texas," beating $\frac{3}{4}$ - and one-ton competition
- 2010 Dodge Dakota named "Mid-size Truck of Texas"

October 18, 2009, San Antonio, Texas -

Ram Heavy Duty and Dodge Dakota took top honors at the Texas Auto Writers Association (TAWA) annual Truck Rodeo outside of San Antonio, Texas this past weekend. TAWA members named the all-new 2010 Ram 3500 "Heavy Duty Pickup Truck of Texas," giving Dodge top honors over $\frac{3}{4}$ - and one-ton competitors. The 2010 Dodge Dakota also won "Mid-size Truck of Texas."

"We're very proud of these awards; they affirm our leadership in the truck market," said Fred Diaz, President and Chief Executive Officer Ram Brand, Chrysler Group LLC. "In a head-to-head competition, our all-new 2010 Ram Heavy Duty un-seated last year's winner, right in the pickup truck capital of the U.S. Ram is not only the best heavy-duty truck we've ever built; it's the best heavy-duty truck on the market, hands down. We're also proud that the Dodge Dakota won its category, affirming Dakota's capability and versatility."

Judging by the 40-plus TAWA members occurs over two full days of on- and off-road evaluation. Consideration is given to everything from exterior styling and off-road capability to the entrant's overall utility, value and fuel efficiency.

"Trucks are the work horses of Texas, said Harold Gunn, President of TAWA. "And the Truck Rodeo is the most comprehensive evaluation of new trucks and SUVs in the country. The wins for Ram Heavy Duty and Dodge Dakota are significant because our Truck Rodeo offers journalists a chance to judge vehicles in side-by-side comparisons and these top awards were given based on individual impressions and by secret ballot."

About Ram Heavy Duty

The 2010 Ram Heavy Duty brings increased capability and innovate new features to the heavy-duty segment with all-new styling, an all-new crew-size cab and a pair of legendary engines: the 6.7-liter Cummins Turbo Diesel with 350 horsepower, producing 650 lb.-ft. of torque and the most powerful standard engine in the segment, the 383 horsepower 5.7-liter HEMI® V-8 with 400 lb.-ft. of torque.

Ram Heavy Duty pickup trucks offer "big rig" styling, power and capability. With an uncompromising attitude that remains the standard for all full-size heavy-duty pickups, Ram Heavy Duty delivers the performance and amenities customers demand.

About Dodge Dakota

Designed for customers with active lifestyles, the 2010 Dodge Dakota may be equipped for work or play.

Dodge Dakota features best-in-class towing of up to 7,250 pounds, the greatest interior room of any mid-size truck with 30 cubic feet of interior space in Extended Cab models and 37.1 cubic feet in Crew Cabs and the largest and longest standard cargo bed in its class: 6-foot 6 inches in the Extended Cab.

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