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New Ram 1500 Tradesman Heavy Duty Model Delivers Best-in-class Towing and Payload

- Ram 1500 Tradesman HD model tops the competition with 3/4-ton capability
- No other 1/2-ton truck delivers the towing and payload capacity of the Ram 1500 Tradesman HD

September 28, 2011, Dallas - The Ram Truck brand today announced that it would offer a new Ram 1500 Tradesman Heavy Duty pickup designed to deliver unparalleled capability in the half-ton segment.

With an 11,500-pound maximum trailer rating and 3,100-pound payload, the Ram 1500 Tradesman Heavy Duty tows and hauls more than any other light-duty truck. The Ram 1500 Heavy Duty's 17,500-pound gross combined weight rating (GCWR) also tops all half-ton pickups in the market.

Available exclusively as a 4x2 regular cab truck with an 8-foot bed, the Ram 1500 Tradesman HD is built for ultimate capability.

"The Ram 1500 Tradesman Heavy Duty is a job-rated truck with the features commercial truck buyers want at a price they can afford," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "The commercial truck segment is all about total cost of ownership and that includes being able to tow and haul more. It's a simple matter of economics. More towing and payload means fewer loads. And fewer loads mean lower fuel bills."

| Comparison Chart of 2012 Half-ton Trucks | | | |
|--|-----------------------|---------------|------------------------|
| | Ram 1500 Tradesman HD | Ford F-150 XL | Chevrolet Silverado LT |
| Payload | 3,100 lbs. | 3,060 lbs. | 1,865 lbs. |
| Maximum Trailer | 11,500 lbs. | 11,300 lbs. | 10,700 lbs. |

The Ram 1500 Heavy Duty incorporates several technical features that distinguish it from other Ram 1500 models and give it best-in-class capability for hauling and for pulling heavy loads.

For starters, the Ram 1500 Tradesman Heavy Duty delivers a 3/4-ton Ram 2500 Heavy Duty frame with increased steel gauges, heavy-duty axles and eight-lug wheel hubs.

The Ram 1500 Tradesman HD is equipped with the Heavy Duty version of the 5.7-liter HEMI® V-8 engine rated at 383 horsepower and 400 lb.-ft. of torque, plus heavy-duty cooling, larger HD brakes, the HD six-speed automatic transmission and standard Class IV hitch with lighted, above-bumper 4- and 7-pin trailer wiring connectors.

The Ram 1500 Tradesman HD arrives in Ram Truck dealerships in the first quarter of 2012.

The Ram Tradesman Family

The Ram 1500 Tradesman Heavy Duty is the newest member of the Tradesman family of trucks, which were launched in February 2011.

The Tradesman, which is aimed at one of the pickup truck category's largest traditional customer bases, is a value-

priced option package designed to meet the hard-working needs of small-business owners, construction jobsites and commercial fleets.

The Ram 1500 Tradesman offers better performance for the price than other work trucks, and even non-HD Tradesman models provide best-in-class standard work truck capability, towing 10,450 lbs.

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For On The Job program information, call (877) ONTHEJOB or click on www.dodge.com/en/commercial/programs_discounts/.

About the 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 2011 Ram 1500 was named a Consumers Digest Best Buy and AUTOMOBILE Magazine All-Star. Ram 1500's smooth-riding suspension and 20 mpg, 390 horsepower HEMI® V-8 are just two of the reasons it beat the competition. Ram 1500 also was named the Truck of Texas by the Texas Auto Writers Association in 2011.

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. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models

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.

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