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Ram Truck Confirms All-new Large Van

November 27, 2012, Auburn Hills, Mich. -

Ram Truck today announced that it will develop a new large van for the North American market, which will go on sale beginning 3rd quarter 2013.

Joining the smaller, but highly capable Ram C/V as an additional van offering, the 2014 Ram ProMaster will compete with other full-size commercial vans.

"The Ram ProMaster further strengthens our commercial lineup, offering a full line of work trucks and vans," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. "As the Ram Truck Brand continues to gain share and grow sales in the retail truck market, we will be just as aggressive in our goal to be a commercial truck market leader."

"We feel that from a product-feature and launch timing standpoint, the all-new Ram ProMaster van is going to be a home run with commercial customers," added Diaz. "Our relationship with Fiat, one of the world's foremost commercial truck makers, has given us access to great products and technology that will resonate with our U.S. and Canadian Ram Truck customers."

Based on the successful Fiat Ducato, the Ram ProMaster will be significantly redesigned with familiar Ram Truck styling cues, offering features and powertrains preferred by North American commercial customers.

About 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 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. 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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convenience of one-stop sales and service essential to help commercial/small businesses stay on the road to profitability. Business owners may access this free membership program with proof of business ownership at any BusinessLink dealer.

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For On The Job program information, call (877) ONTHEJOB.

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