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## **2014 Ram 1500 Offers Best-in-class Fuel Efficiency with Industry's Only Light-duty Diesel Pickup**

- Ram Truck is the only brand to offer a small-displacement diesel for its half-ton
- line of trucks
- 2014 Ram 1500 starts at \$24,200, plus \$1,095 destination; EcoDiesel option priced \$2,850 greater than similarly equipped HEMI®-powered Ram 1500
- Ram Truck first to market with game-changing technologies
- Class-leading powertrain:
  - Best-in-class fuel economy with new 3.0-liter EcoDiesel engine featuring
  - 240 horsepower, 420 lb.-ft. of torque and a TorqueFlite eight-speed automatic transmission
  - 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines) features 42 percent more horsepower, 13 percent more torque and at least 20 percent better fuel economy when compared to the previous 3.7-liter V-6 engine
  - 5.7-liter HEMI V-8 with Fuel Saver Technology and variable-valve timing (VVT) provides 395 horsepower, 410 lb.-ft. of torque
- First-in-segment Fuel Saver Technology, TorqueFlite eight-speed automatic transmission, stop-start, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension
- New front park assist system available
- Class-exclusive air suspension enhances fuel economy, improves ride control and off-road capability along with entry/exit and loading, and features automatic load leveling
- Best-in-class aerodynamics, coefficient of drag (Cd) at 0.360
- Best-in-class base V-6 engine towing capacity of 7,450 pounds (3.6-liter Pentastar V-6)
- 2014 Ram 1500 3.0-liter V-6 EcoDiesel towing capacity of 9,200 pounds
- Award-winning Uconnect Access offers alternative ways to access new connected services and applications via the vehicle's 8.4-inch touchscreen display or the web
- Unsurpassed powertrain warranty – five years/100,000 miles

September 7, 2013, Auburn Hills, Mich. - The 2014 Ram 1500 will offer a new, 3.0-liter EcoDiesel engine, mated with the TorqueFlite eight-speed automatic transmission. The engine delivers an outstanding combination of best-in-class fuel efficiency – greater than 25 mile per gallon (mpg) – unsurpassed torque and up to 9,200 pounds of towing capability.

Pricing for the 2014 Ram 1500 starts at \$24,200, plus \$1,095 destination. The exclusive V-6 EcoDiesel with TorqueFlite eight-speed automatic transmission is priced \$2,850 greater than a similarly equipped Ram 1500 with a 5.7-liter HEMI® V-8 with Torqueflite eight-speed transmission.

The 2014 Ram 1500 equipped with a 3.6-liter Pentastar V-6 achieves best-in-class base V-6 engine towing capacity of 7,450 pounds.

"The new 2014 Ram 1500 offers more innovation than the competition and delivers best-in-class fuel efficiency," said Reid Bigland, President and CEO — Ram Truck Brand, Chrysler Group LLC. "The new truck builds on a very successful 2013 model, which has won every award we could have hoped for.

"Adding the new EcoDiesel engine is more than just icing on the cake, it answers a long-time consumer demand and Ram is the only manufacturer to offer it," Bigland added.

The 2014 Ram 1500 delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems including: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics with grille shutters and air suspension.

The 2013 Ram 1500 won Motor Trend's Truck of the Year, The North American Truck of the Year and Truck of Texas – a rare trifecta in the pickup segment. Building on the award-winning truck, the 2014 Ram 1500 EcoDiesel will further stretch its best-in-class fuel economy title lead and continue to raise the innovation bar in one of the automotive industry's most customer-loyal segments.

## **POWERTRAIN**

The 2014 Ram 1500 continues the brand's quest of re-defining the half-ton full-size pickup class with the introduction of an exclusive small displacement turbo diesel engine that delivers a best-in-class combination of torque and fuel efficiency.

Aptly branded EcoDiesel, the new 3.0-liter powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V-6 that produces 240 horsepower and 420 lb.-ft. of torque is more efficient than all V-6 gasoline engines in the half-ton category. This abundant torque from a 3.0-liter engine is the enabler for 9,200 pounds of towing capacity while delivering fuel economy better than 25 mpg on the highway.

Like the 3.6-liter Pentastar V-6 and 5.7-liter HEMI V-8 gasoline engines already offered on the Ram 1500, the new EcoDiesel V-6 will be mated to the TorqueFlite 8, the only eight-speed automatic transmission offered in the half-ton class.

The new EcoDiesel – developed and manufactured by VM Motori (a Chrysler supplier since 1992) – is one of the most advanced diesel engines in the marketplace. Equipped with a diesel oxidation catalyst, diesel particulate filter, and selective catalytic reduction, it is emissions-compliant in all 50 states.

The new Ram 1500 also is equipped with a capless fuel filler system for re-filling convenience.

The 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award three years in a row) with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and best-in-class fuel economy of 25 mpg. For 2014, the Pentastar V-6 equipped Ram 1500 also offers best-in-class base engine towing capability at 7,450 pounds. The Pentastar V-6 features 42 percent more horsepower, 13 percent more torque and at least 20 percent better fuel economy when compared to the previous 3.7-liter V-6 powertrain. The legendary 5.7-liter HEMI V-8 with fuel-saving cylinder shut-off and VVT provides 395 horsepower and 410 lb.-ft. of torque.

The class-exclusive eight-speed automatic transmission (TorqueFlite 8), standard equipment with 3.0-liter V-6 EcoDiesel and 3.6-liter V-6 Pentastar, doubles the amount of gears compared to the previously available four-speed automatic transmission, which improves drivability and enhances fuel efficiency. The eight-speed also is available with the 5.7-liter HEMI V-8.

When the 2014 Ram 1500 full-size pickup arrives in retail outlets the fourth quarter of calendar year 2013, it will establish what is unmistakably the most advanced and efficient powertrain portfolio in the light-duty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (EcoDiesel V-6)
- Exclusive offering of an eight-speed automatic transmission (8HP45 with Pentastar V-6, 8HP70 with HEMI V-8 and EcoDiesel V-6)
- Unsurpassed torque
- Best-in-Class capability and fuel economy in a base V-6 gasoline (Pentastar V-6 mated to eight-speed

transmission)

- Best-in-Class combination of power and fuel efficiency in a V-8 engine
- (HEMI V-8 mated with eight-speed transmission)
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel
- (E85 capable 3.6-liter V-6) engines

## **ENGINEERING**

Beginning in model year 2014, the Ram 1500 will offer a front park assist system, a first-time offering on a full-size Ram pickup truck.

The system uses four sensors located on the front bumper. The bezel-less, integrated sensors sequentially send out ultrasonic waves when the vehicle is driven forward at low speeds. The system can detect objects as far away as 47.2 inches.

The sending sensor and adjacent sensors pick up the echo of a signal when it bounces off an object. Triangulation is used to determine relative distance, based on elapsed time between the outgoing signal and its return.

Readouts located in the cluster display (and audible chimes) notify the driver of front/rear object proximity.

### **Parasitic Loss Reduction**

Pulse-width modulation (PWM) is a fuel-saving technology for the Ram 1500, which reduces parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems. The forward cooling fan takes advantage of PWM, adding a 0.2 percent improvement in fuel efficiency.

The 2014 Ram 1500 will carry additional uses of PWM technology and a host of new efficiency, comfort and emissions-friendly refinements. These include a variable displacement air-conditioning compressor pulse-width modulated vent blower and humidity sensor.

### **Variable displacement compressor (VDC)**

As opposed to a "fixed" displacement compressor, the variable displacement compressor (VDC) automatically varies its pumping capacity to meet air conditioning demands rather than working in an on/off fashion. As a result, the variable displacement compressor lessens loads on the engine, reducing parasitic losses for enhanced fuel efficiency and helping to maintain a consistent cockpit temperature. The technology also reduces related noise and vibration annoyances.

When the interior cabin temperature is higher than what's desired (outside the automatic temperature control setting), the VDC increases refrigeration capacity until the desired temperature is reached. Once the temperature is reached, the VDC automatically reduces its capacity to maintain the desired temperature rather than shutting off completely.

The overall result is smoother compressor transitions, less noise and greater fuel efficiency.

### **Pulse-width modulated blower**

Like the VDC, the pulse-width modulated (PWM) blower continually controls fan speeds for optimal performance in all driving scenarios; quiet, efficient operation; and virtually unnoticeable performance. Not unlike other PWM applications that debuted on the 2013 Ram 1500, the pulse-width blower ensures an infinite amount of varying fan speeds to satisfy every customer-requested condition in relation to the air conditioning system.

### **Humidity sensor**

The new humidity sensor is packaged behind the rearview mirror, and works in tandem with the PWM blower and VDC to continually measure the potential for humidity being formed on the windshield interior. While the sensor enables noticeable de-fogging benefits, it also enables the VDC and PWM blower to run at the most optimal speeds to expedite humidity reduction.

### **New Air Conditioning Refrigerant**

Beginning in 2014, the Ram 1500 will be the first in its competitive set to carry F1234yf refrigerant, an application developed to help reduce greenhouse emissions.

## DESIGN

The 2014 Ram 1500 retains its ruggedly handsome appearance with an award-winning interior (Ward's 10 Best Interiors), exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style.

For 2014, the Ram 1500 offers 12 different colors, including two new shades: Blue Streak and Granite Crystal; available in a monotone and/or two-tone depending on the model. Other colors include: Black Gold Pearl, Copperhead Pearl, Maximum Steel Metallic, Prairie Pearl and Western Brown Pearl are all available in a monotone and/or two-tone, depending on the model.

### **Unsurpassed powertrain warranty – five years/100,000 miles**

The 2014 Ram 1500 is backed with a five-year /100,000-mile Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram dealer, if necessary. The warranty also is transferable allowing customers who sell their truck during the warranty period, to pass the coverage onto the new owner.

The standard three-year / 36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

## QUALITY

The 2014 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center's state-of-the-art scientific labs in Auburn Hills, Mich., including the Noise/Vibration/Harshness Lab, Electromagnetic Compatibility Facility, Wind Tunnel and the Road Test Simulator (RTS).

For example, the RTS recreates the abuse a truck endures at the hands of a 95th percentile driver – meaning someone who drives the vehicle in more severe conditions than 95 percent of all customers. The RTS can put a lifetime of wear and tear on a truck in about one month's time. The Ram development team is committed to finding and fixing any issues before the customer does.

## MANUFACTURING

The 2014 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Mich.), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab models of the 2014 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

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