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2023 Detroit Auto Show: Ram Truck Territory Indoor Track Experience Fast Facts

September 12, 2023, Auburn Hills, Mich. - The Ram Truck brand is bringing its Ram Truck Territory interactive ride experience to the [Detroit Auto Show](#). The 30,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck brand vehicle lineup. Professional drivers will navigate attendees through the interactive course in both the Ram 1500 light-duty and 2500/3500 heavy-duty trucks. It is projected that 20,000 rides will be given at this year's show.

Since the debut of the Ram track in 2005, more than 805,000 people have experienced the interactive experience at auto shows, state fairs, agriculture events and award shows in the U.S.

New for 2023, guests will experience the extreme articulation capabilities of Ram trucks as they navigate around a pair of convex wedges at 26 degrees. Guests will feel the traction and experience hill descent technology on the Ram Mobile Mountain, an 18-foot-tall, 30-yard-long mountain.

For 2023, Ram Truck Territory will offer:

- New 18-foot hill with 35-degree ascent/descent
- New dual turning wedges
- New breakover log crawl
- High banked wedge
- Culverts
- New tow tower interactive demo
- Elevated TRX display

Off-road test drives will be given in the following Ram vehicles:

- Ram 1500 Rebel
- Ram 1500 Limited
- Ram 1500 Limited GT
- Ram 2500 Rebel
- Ram 2500 Power Wagon
- Ram 2500 Limited
- Ram 3500 Limited

Course construction facts:

- 30,000-square-foot exhibit
- 280,000 lbs. of freight, 18 truckloads
- 20 cubic yards of hardwood mulch
- 12 pine trees ranging from 8-18 feet
- 50-by-14-foot LED wall
- Over 9,000 square feet of graphics

Ram Truck Territory is free and will be open to the public during the 2023 Detroit Auto Show from Saturday, Sept. 16 - Sunday, Sept. 24, 2023.

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