



2013 Ram 2500 and 3500 Heavy Duty OVERVIEW

Chrysler Canada: The New 2013 Ram Heavy Duty Lineup Features Best-in-Class Capability, New Technology and New Features

- **2013 Ram Heavy Duty rises to the highest level of capability with best-in-class towing and best-in-class Gross Combined Weight Rating (GCWR)**
- **The new 2013 Ram Heavy Duty features best-in-class torque, more horsepower, B-20 biofuel capability and improved fuel economy with the new 6.7-litre Cummins® High-Output Turbo Diesel powertrain**
- **Choice of proven Cummins or legendary HEMI® engines featuring new six-speed automatic and class-exclusive manual transmissions**
 - **Available 6.7-litre Cummins High-Output Turbo Diesel produces 370 horsepower and best-in-class 850 lb.-ft. of torque**
 - **Standard 5.7-litre HEMI V8 delivers 383 horsepower and 400 lb.-ft. of torque, and features variable-valve timing for greater efficiency and performance**
- **Ram 3500 is now available with the 5.7-litre HEMI V8 engine**
- **Ram reduces operating costs via a new diesel exhaust after-treatment to deliver best-in-class oil-change interval, up to 24,000 kilometres, and contributes to enhanced fuel-economy**
- **Segment-exclusive front-axle disconnect on 3500 models works with the transfer case to boost fuel economy**
- **Unsurpassed diesel powertrain limited warranty – 5 years or 160,000 kilometres**
- **New segment-exclusive, customizable, full-colour 7-inch multiview vehicle information centre display**
- **New PowerNet Electrical Architecture acts like a high speed internet connection conveying virtually every facet of vehicle operation through smart modules located throughout the truck enabling Ram to offer a host of purposeful technologies**
- **New interior features add further model differentiation with trim specific vehicle information centre, steering wheel and controls, instrument panel, door panels, interior colours and premium materials**
- **New available passive entry, Keyless Enter 'n Go™, and segment-exclusive remote locking RamBox® tailgate and door locks**



- **New lighting, bi-functional halogen projector headlamps and improved quad projection headlamps with available exclusive LED front turn signals, markers and tail lamps**
- **New frames feature high-strength 50 KSI steel, eight cross member construction, hydroformed main rails, fully boxed rear rails and optional 5th wheel/gooseneck hitch mounting provisions**
- **New steering and suspension systems offer improved handling and drivability with best-in-class payload, frontal load (snow plow) and towing capabilities**
- **Four-channel Electronic Stability Control now standard on all 2500 and 3500 models**
- **Conventional trailer hitch system upgraded to Class 5 with 7711 kg (17,000 lb.) load capability and 816 kg (1,800 lb.) of tongue weight for use with 2-inch and 2.5-inch receiver hitch**

Canada's longest-lasting line of pickups now adds best-in-class capability to its list of market advantages – the new 2013 Ram Heavy Duty line features best-in-class towing and best-in-class Gross Combined Weight Rating (GCWR). Ram 2500 and 3500 Heavy Duty trucks also add new features, including an all-new interior, new lineup of next-generation Uconnect media centres, PowerNet electrical architecture, new frame and new suspension on 3500 models. The new 2013 Ram Heavy Duty solidifies the long list of leadership claims, including best-in-class total cost of ownership.

“To answer the needs and wants of our customers, Ram Truck has taken a big step forward in capability while improving cost of ownership and efficiency,” said Fred Diaz, President and CEO, Ram Truck Brand — Chrysler Group LLC. “The 2013 Ram Heavy Duty allows you to push and pull more than any competitor, and the truck looks great doing it with new exterior design cues and an all-new interior featuring our latest technology.”

ENGINEERING

Frames

For 2013, Ram Heavy Duty trucks feature new frames built with high-strength 50 KSI steel, including eight separate cross-members, hydroformed main rails and fully boxed rear rails for optimal strength and mass efficiency. Wider front frame rails (approximately 25 mm (one inch) per side; 51 mm (two inches) overall) enable front suspension springs to be positioned slightly outboard, an enabler for generating more positive roll stiffness. A new front suspension cross-member is now a two-piece welded component between the front axle and oil pan.



Centre frame rail sections are roll-formed, an efficient means for maintaining consistent strength in less complex longitudinal sections. In the rear portion of the new frame, the structure includes fully boxed rear rails and a factory-installed rear axle cross member with provisions for 5th wheel and gooseneck hitches. A new conventional trailer hitch system is upgraded to Class 5 with a 7,711 kg (17,000 lb.) load capability and 816 kg (1,800 lb.) of tongue weight for use with 2-inch or 2.5-inch receiver hitches.

Suspension

To handle the best-in-class towing and payload capability of the new Ram Heavy Duty, a new front and rear suspension system with advanced geometry builds upon the chassis improvements and greatly improves overall roll stiffness. An advanced three-link front suspension on the Ram 3500 is necessary for the vehicle's higher GVWR and for use with heavy front loads, including snow plows. Additionally, a newly designed Hotchkiss leaf spring rear suspension on the Ram 3500 offers improved ride and handling while delivering higher towing and payload capability.

Steering

The new premium reciprocating ball steering gear, redesigned steering knuckles, ball joints and more robust steering linkages deliver enhanced and precise on-centre feel despite the vehicles higher towing and payload capacities.

Body

A number of body improvements have been made to enhance overall noise, vibration and harshness (NVH) and to align with the best-in-class capabilities of the 2013 Ram Heavy Duty. The new truck comes equipped with updated engine, transmission and body mounts, including pioneering hydro-mounts at C-pillar positions for class-leading NVH characteristics despite the truck's aptitude for higher payloads and towing.

A new capless fuel filler on diesel applications is a space-saving initiative that enables side-by-side fuel and diesel exhaust fluid (DEF) port configuration. The result is more convenient fuel and DEF re-fill at pump stations.

The Ram 3500 features a factory-installed trailer tow connector in the truck bed, included with the optional 5th wheel or gooseneck tow prep package. New structural support is designed into the body to support the payload increase and improve durability performance. Additionally, new reinforced tie-down points with enhanced strength are designed for heavier loads.



Electrical

The new Ram Heavy Duty now features the PowerNet electrical architecture system allowing both high and low-speed data networks to connect system modules and ensure that information is properly communicated and shared between them.

A majority of the commercial truck customers need to tie into the electrical system. A new best-in-class, vehicle system interface module (VSIM) is capable of communicating between aftermarket modules and various factory control modules. The VSIM up-fitter interface module features a total of 72 inputs and outputs, including lighting controls, door position and throttle and transmission position. The class-exclusive module acts as a secure gateway to the vehicles' electrical system.

Additional new features

New for 2013, central locking includes the segment-exclusive RamBox[®] cargo management system and tailgate power locks, creating a convenient solution for locking all exterior doors and storage with one push of a button. Auto rain-sensing wipers and SmartBeam headlamps also find their way into the feature availability list of the new 2013 Ram Heavy Duty.

Total cost of ownership and unsurpassed diesel powertrain limited warranty – 5 years or 160,000 kilometres

Operating costs are of great consideration for owners who use their trucks for work. The 2013 Ram Heavy Duty holds class-leading features in:

- Fuel economy with the introduction of a new DEF system
- Extended maintenance cycle (oil change, fuel filter life)
- Brake life with advanced engine exhaust brake and the largest brakes in the segment

The 2013 Ram Heavy Duty is backed with an unsurpassed 5-year or 160,000 kilometre diesel Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labour needed to repair a covered powertrain component – engine, transmission and drive system. The gasoline engine is protected by a 5 year or 100,000 kilometres powertrain warranty. The standard 3-year or 60,000 kilometres Basic Limited Warranty provides bumper-to-bumper coverage for the Ram Heavy Duty, from the body to the electrical system.



POWERTRAIN

For 2013, the 5.7-litre HEMI® V8 makes its debut in Ram 3500 Heavy Duty pickup as standard equipment (Single Rear Wheel models). Also standard in the Ram 2500 Heavy Duty, the engine produces 383 horsepower with 400 lb.-ft. of torque. The HEMI V8 is mated to a 66RFE six-speed automatic transmission.

Dominating the power charts, Canada's best-selling diesel engine, the renowned 6.7-litre Cummins® High-Output Turbo Diesel I-6 is now available in three versions. The first version is paired with Ram's segment-exclusive six-speed manual transmission, which features a wear-compensating clutch for lifetime "like-new" performance and a dual-trunion shift tower to accommodate a compact shift pattern. This combination delivers 350 horsepower and 660 lb.-ft. of torque – a significant boost from the 2012 model-year.

The second option matches the Cummins® to the 68RFE six-speed automatic transmission. The diesel engine cranks out 370 horsepower with an unsurpassed 800 lb.-ft. of torque (in ¾-ton trucks).

Finally, an upgraded 6.7-litre Cummins High-Output Turbo Diesel I-6 for Ram 3500 is paired with a new Aisin six-speed automatic transmission (AS69RC), leaving no doubt to Ram Heavy Duty's capability. In addition to 385 horsepower, the most powerful Cummins generates best-in-class torque of 850 lb.-ft. at a low 1,600 rpm. The new AS69RC transmission features wide gear ratios that contribute to upgraded shift performance, an approximate 1 per cent gain in transmission efficiency and improved driveability when compared to the previous design.

For 2013, all Ram Heavy Duty diesels benefit from an all-new cooling system. A high-efficiency fan, dual radiators, dual transmission coolers and charge air cooler afford 25 per cent more heat-reduction capacity. Lower operating temperatures deliver improved performance, durability and lower operating costs.

Diesel-equipped Ram Heavy Duty pickups feature an industry-exclusive Ram Active Air intake system, activated by new monitoring capabilities added to the engine controller. When the intake system senses extreme heat, it draws cool air from the front of the vehicle – a function that also engages at high altitudes for superior throttle response in low oxygen environments. When conditions are wet from snow, ice or water-fording, the system pulls air from an underhood inlet clear from snow packing and water ingestion.

The list of 2013 diesel-engine features does not end there. The Cummins powerplants benefit from a larger exhaust-gas recirculation (EGR) cooler, which complements the debut of selective catalytic



reduction (SCR) and accommodates a best-in-class oil-change interval of up to 24,000 kilometres. Oil life is increased by reducing soot production and reducing fuel dilution of the oil.

Combined with a 10 per cent improvement in fuel economy due in part to the engines' high-pressure common-rail fuel system, SCR offers a net reduction in Ram Heavy Duty operating costs. The SCR-equipped diesels, which can run on B-20 biofuel, also operate cleaner by lowering greenhouse-gas emissions and better managing soot production than Lean NOx Trap (LNT) technology.

From behind the wheel, the diesels deliver improved cold-start performance and superior refinement from innovations such as the new smart exhaust brake system. Enabled by Cummins' unique, proprietary sliding-nozzle turbine design, the feature electronically manages exhaust braking for smoother downhill driving, regardless of vehicle load.

Cummins' variable-geometry turbocharger also affords more effortless operation at higher altitudes, greater management of EGR flow rates and improved control over exhaust temperatures to accommodate de-sooting.

For the 2013 Ram Heavy Duty, no detail was too small to consider – an approach that inspired the design of a new fuel filter/water separator. The frame-mounted unit delivers best-in-class, 3 micron particulate filtration and water stripping for improved engine performance and durability.

Capability is high on the priority list for Ram engineers, evidenced by axle upgrades for 2013.

The 2013 Ram 3500 boasts a best-in-class GCWR. A contributor is the 11.8-inch rear axle matched with the diesel engine boasting a 300-mm hypoid gear set, a 4-pinion helical differential and an aluminum ring-gear cover for optimal cooling – and improved aesthetics.

The Ram Heavy Duty also features a segment-exclusive front axle disconnecting system. When conditions warrant, select drivetrain components are disconnected, improving overall fuel efficiency.

DESIGN

The new 2013 Ram 2500 and 3500 Heavy Duty models uphold a bold presence while retaining comfort and styling with exterior design changes. The new Ram Heavy Duty also features an all-new interior and all-new segment-leading technology – every model offers new, specific content.



Exterior

Aligning with all-new grilles, the 2013 Ram Heavy Duty quad headlamp design has improved light spread, pattern consistency and distance. An available all-new premium headlamp and lighting system features bi-functional halogen projectors and LEDs for park/turn and taillamps.

New available power folding 6x9-inch outside mirrors help to monitor traffic and obstacles on the side of the truck and allow a better view of the trailer when towing.

An available tailgate handle-mounted rear camera back-up system has been upgraded for 2013 with higher definition and dynamic imaging in the 8.4-inch display. Also, an available new centre high-mounted stop light (CHMSL) camera provides a view of the bed for easier 5th wheel or gooseneck trailers as well as monitoring bed loads.

Ram 3500 models feature new, crafted 18-inch and 20-inch wheel designs that incorporate trim level themes.

Exterior door and fender badges are relocated to a portrait style format from the current landscape format, yielding not only a cleaner appearance but more usable real estate on the door for a commercial customer's signs and graphics.

The new, wheel-to-wheel, polished stainless steel running boards have a sturdy box cross-section design with a hexagon tread pattern and offer aerodynamic improvements while providing customer's improved access to the forward portion of the truck bed.

Interior

New Ram Heavy Duty features and technologies create an opportunity for a redesigned interior with material upgrades, improved fit and finish, new colours, HVAC controls and new multi-media systems.

The 2013 Ram Heavy Duty features the next generation 8.4-inch Uconnect system with background screens tailor-made to specific Ram models and themes. To make room for the new big screen, the centre stack is upgraded with matching materials found throughout the interior. Complementing the range of Ram Heavy Duty models, the interior design team created new, individualized themes with different colours and materials.

The all-new HVAC system includes a redundant architecture allowing the operator to use either the 8.4-inch touch screen or manual controls to alter the truck's environment. Below the upgraded HVAC arrangement is a new switch bank with relocated, easy-to-use controls for a number of features depending on vehicle models and options. The top row is for functional features and includes exhaust



brake, tow/haul and Electronic Stability Control. The bottom row is for comfort controls and includes heated steering wheel, heated seats and ventilated seats. The bottom row also can be optioned as an auxiliary switch bank for all five spots. All buttons in the comfort bank are also redundant in the Uconnect system. Contiguous to the switch bank is a prominently placed adjustable integrated trailer brake control allowing the driver to add or reduce trailer brake function on the fly. The new console centre stack includes a 115-volt outlet and new drawer at the base of the stack with a smooth, premium feel tool box-slide action. The new drawer features 12-volt outlets on either side and an optional powered USB on the driver's side.

New technology also moves to the gauge cluster. Previously only available on premium models, the 3.5-inch vehicle information centre screen is now standard on entry level trims and displays vehicle-operating functions. The new thin-film transistor (TFT), 7-inch multiview vehicle information display is now available on select models and features fully customizable function and configurability. Similar to the 8.4-inch Uconnect system, select 7-inch cluster background screens are tailor-made to specific Ram models.

All Ram Heavy Duty trucks continue to use a column shifter for the automatic transmission. Electronic Range Select is now located on the face of the steering wheel, right side, allowing individual gear selection. Diesel models offer a manual six-speed transmission, the only manual transmission offering in the segment.

The centre consoles for both the bucket and 40-20-40 bench seat configurations are all-new with efficient storage in mind. The new bucket seat console uses the extra space as additional storage. The bench seat design includes three new cup holders built into the console lid that features a washable rubber bellow lining. Both versions of the console feature two tiers of storage and are available with a new multi-media port with USB, SD card and auxiliary inputs in the upper tier. Additionally, a 2.5-amp USB power port and 12-volt outlet are available to meet device-charging needs.

UCONNECT™

The 2013 Ram Heavy Duty lineup offers a truckload of innovative, segment-exclusive technology, adding all-new features to an already best-in-class interior. New for 2013, Ram offers the next-generation radio platform with features including hands-free mobile phone operation, hands-free navigation, hands-free texting with compatible phones and hands-free control of music.

Uconnect Voice Command allows drivers to control their mobile phone, music and navigation system while staying focused on driving. The phone book within a compatible phone is automatically downloaded, synchronizing as many as 1,000 phone book entries, which can then be selected by



simply saying a contact name. The feature also allows drivers to switch radio modes, tune to AM, FM, and SiriusXM™ Satellite radio stations.

Uconnect supports Bluetooth-equipped cell phones with Message Access Profile (MAP) advanced text-messaging. This voice recognition uses the embedded connectivity to access cloud-based voice-recognition and enable advanced text messaging, which converts the spoken word into verbatim text messages. Communication is limited only by the user's vocabulary.

Filling the gauge cluster in front of the driver is an available 7-inch, colour, premium multiview vehicle information display, featuring a new customizable function that enables Ram customers to personalize information inside the instrument cluster. Ram's new information display is designed to visually communicate information, using graphics and text, quickly and easily. The 7-inch multiview display offers drivers a wide range of customization options, from a basic digital speed read out to specific vehicle status information. Operation of the display is clearly communicated to users with easy-to-understand icons and instructions.

The 2013 Ram Heavy Duty offers an audiophile-quality audio system to immerse passengers in premium sound. Alpine high-performance speakers and an advanced digital signal processing (DSP) amplifier are available with the Alpine 10-speaker premium audio system including subwoofer.

SAFETY AND SECURITY

Ram Heavy Duty trucks offer more than 45 active and passive safety and security features, including standard front air bags and front seat side-mounted air bags with Enhanced Accident Response System, knee bolsters, seat-belt pretensioners, BeltAlert and ParkView® Rear Back-up Camera system. The 2013 Ram Heavy Duty trucks also include standard Electronic Stability Control (ESC), a segment exclusive on 3500 Heavy Duty. ESC hosts a number of technologies including all-speed traction control, trailer-sway control, Hill start Assist and anti-lock brake system (ABS).

The new 2013 Ram Heavy Duty trucks now offer Keyless Enter 'n Go technology, which allows the doors to be unlocked and the truck to be started without having to touch the key fob. Also new for 2013, remote central locking includes the RamBox® cargo management system and tailgate powerlocks, creating a convenient solution for locking down the truck with the push of a button. An available remote start feature allows a driver to start their truck from up to 90 metres (300 feet) away. Door controls, illuminated entry, engine immobilizer and panic alert are standard features with the Keyless Enter 'n Go system. Auto rain-sensing wipers and SmartBeam® headlamps also are new offerings, adding to a long list of content.



2500/3500 HD OVERVIEW

Manufacturing

Start of production of the 2013 Ram 2500 and 3500 Heavy Duty is scheduled for the first quarter of 2013 at the Saltillo Truck Assembly Plant in Coahuila, Mexico.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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