

2014 Ram 1500 OVERVIEW

Chrysler Canada: Canada's Longest-Lasting-Line of Pickups 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 a Manufacturer's Suggested Retail Price (MSRP) of \$26,995; 2014 Ram 1500 EcoDiesel edition starts at \$36,395 MSRP
- Ram first to market with game-changing technologies
- Class leading powertrain:
 - Best-in-class fuel economy¹ with new 3.0-litre EcoDiesel engine featuring 240 horsepower, 420 lb.-ft. of torque and a TorqueFlite eight-speed automatic transmission
 - 3.6-litre Pentastar™ V6 engine, one of *Ward's Automotive 2013 "10 Best Engines"*, featuring 305 horsepower, 269 lb.-ft. of torque and a segment-exclusive TorqueFlite eight-speed automatic transmission
 - 5.7-litre HEMI® V8 with FuelSaver Technology and Variable-Valve Timing provides 395 horsepower and 410 lb.-ft. of torque
- First-in-segment FuelSaver Technology including a TorqueFlite eight-speed automatic transmission, stop-start, thermal management system, pulse-width modulation and active aerodynamics comprising grille shutters and air suspension
- New available 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 with a coefficient of drag (Cd) as low as 0.360
- Uconnect™ multimedia centres with 8.4-inch high-definition touch screen display

Canada's longest-lasting line of pickups now offer a new 3.0-litre EcoDiesel engine mated with the TorqueFlite eight-speed automatic transmission. The engine delivers an outstanding combination of best-in-class fuel efficiency¹, unsurpassed V6 torque and impressive capability.

Also new on the 2014 Ram 1500 is a front park assist system and host of efficiency, comfort and emissions-friendly refinements including a variable displacement compressor; pulse-width modulated blower; humidity sensor; and the latest technology environmentally friendly in air conditioning refrigerant.

The 2014 Ram 1500 delivers best-in-class fuel economy¹ 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, comprising grille shutters and air suspension.

The 2013 Ram 1500 won Motor Trend's Truck of the Year, the 2013 North American Truck of the Year and the 2013 Truck of Texas – a rare trifecta of coveted awards in the pickup segment. Building on the award-winning truck, the 2014 Ram 1500 EcoDiesel will further stretch its best-in-class fuel economy¹ title lead and continue to raise the innovation bar in one of the automotive industry's most customer-loyal segments.

Adding to these industry honours, Consumer Reports has ranked the Ram 1500 as the top performer in a recent test of full-size pickups, and is adding Ram 1500 to its "Recommended" list.

Pricing for the 2014 Ram 1500 starts at a Manufacturer's Suggested Retail Price (MSRP) of \$26,995.

Powertrain

The 2014 Ram 1500 continues the brand's quest of redefining 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-litre powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V6 that produces 240 horsepower (hp), 420 lb.-ft. of torque and is noticeably more fuel efficient than all V6 and V8 gasoline engines in the half-ton category.

Like the 3.6-litre Pentastar™ V6 and 5.7-litre HEMI® V8 gasoline engines already offered on the Ram 1500, the new EcoDiesel V6 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 (one of the world's largest diesel engine manufacturer and a Chrysler supplier since 1992) – is one of the most advanced diesel engines in the marketplace. This state-of-the-art engine is equipped with a diesel oxidation catalyst, diesel particulate filter, and selective catalytic reduction system.

The new Ram 1500 also is equipped with a capless fuel filler system for re-filling convenience. The 3.6-litre Pentastar™ V6 engine, one of Ward's Automotive "10 Best Engines" in the industry for three years in a row, features variable-valve timing (VVT), 305 hp, 269 lb.-ft. of torque and best-in-class fuel economy¹. The legendary 5.7-litre HEMI® V8 with fuel-saving cylinder shut-off and VVT delivers an impressive 395 hp and 410 lb.-ft. of torque.

The class-exclusive eight-speed automatic transmission, standard equipment with 3.0-litre V6 EcoDiesel and 3.6-litre V6 Pentastar™ and available with the 5.7-litre HEMI® V8 delivers and exceptional combination of capability and enhanced fuel efficiency.

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

- Exclusive offering of a small-displacement turbo diesel engine
- Exclusive offering of an eight-speed automatic transmission
- Unsurpassed V6 torque
- Best-in-class V6 gasoline engine fuel efficiency¹
- Best-in-class combination of horsepower and fuel efficiency in a V8 engine
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-litre V6) 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 integrated sensors, located on the front bumper, that sequentially send out ultrasonic waves when the vehicle is driven in forward, at low speeds. The system can detect objects as far away as 1,199 mm (47.2 inches). Readouts located in the cluster display (and audible chimes) notify the driver of front/rear object proximity.

Parasitic Loss Reduction

Pulse-width modulation (PWM)

PWM is a fuel-saving technology that reduces the parasitic electrical load. The technology not only eliminates unnecessary load on the alternator but also improves the durability of benefitting systems.

Fuel delivery and the forward cooling fan are two systems that take advantage of PWM, adding a 0.4 per cent 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, VDC automatically varies its pumping capacity to meet air conditioning demands rather than working in an on/off fashion. As a result, the VDC 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 modulation blower

Like the VDC, the pulse-width modulation (PWM) blower continually controls fan speeds for optimal performance in all driving scenarios. 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 positioned 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, 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 colours, including two new shades: Blue Streak Pearl and Granite Crystal Metallic; available in a monotone and/or two-tone finish depending on the model.

Impressive powertrain limited warranty – 5 years/100,000 km

The 2014 Ram 1500 is backed with a solid 5-year /100,000-km 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. 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 3-year / 60,000 km basic limited warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Quality

The Ram 1500's quality is continually scrutinized at the 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 per cent 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 (Michigan, U.S.A.) 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.

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.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. 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.



Fuel Economy¹

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.