



RAM

1500

OVERVIEW

2015 Ram 1500 OVERVIEW

Chrysler Canada: Canada's Longest-Lasting-Line of Pickups Offers Best-in-class Fuel Efficiency with Gasoline and Diesel Powered Trucks

- **Award-winning, class leading powertrains:**
 - **Best-in-class fuel economy with the 3.0-litre EcoDiesel engine featuring a segment-exclusive TorqueFlite eight-speed automatic transmission, 240 horsepower (hp), 420 lb.-ft. of torque and towing capacity of up to 4,173 kg (9,200 lb.)**
 - **3.6-litre Pentastar™ V6 engine features 305 hp, 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 hp 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 Active-Level™ four corner air suspension with aero mode**
- **Class-exclusive Active-Level four corner air suspension enhances fuel economy, improves ride control and off-road capability along with entry/exit and loading, and features automatic load levelling**
- **Best-in-class cargo versatility with class-exclusive Rambox Cargo Management system**
- **Uconnect® multimedia centres with 8.4-inch high-definition touch screen display**
- **New for 2015, the 7-inch customizable in-cluster display screen features high-quality model specific digital graphics welcome screens**
- **2013 and 2014 Motor Trend Truck of the Year – First ever back-to-back winner**
- **2014 Canadian Truck King Challenge Winner**

Canada's longest-lasting pickup capitalizes on 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 four corner air suspension.



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With its award-winning powertrains, the Ram 1500 holds the top two spots in half-ton truck fuel economy, even beating small trucks. With the exclusive 3.0-litre EcoDiesel V6 engine, the Ram 1500 achieves up to 8.4 litres per 100 kilometres (L/100 km) (34 mpg)* highway fuel economy, the best of any pickup in the segment. With the 3.6-litre Pentastar™ V6 engine, the Ram 1500 delivers up to 9.3 L/100 km (30 mpg)* highway fuel economy, the best in its class for a gasoline engine (* 5-cycle rating shown, see last page for 2-cycle comparison).

The Ram 1500 earned Motor Trend's Truck of the Year designation in 2013 and 2014, the first time a vehicle of any type has taken the coveted award back-to-back. The Ram 1500 also won the 2014 Canadian Truck King Challenge, claiming top honours in the under \$45,000 and over \$45,000 categories.

Powertrain

The 2014 Ram 1500 continues the brand's quest for redefining the half-ton full-size pickup class with the exclusive small displacement turbo diesel engine that delivers an exceptional blend of torque and fuel efficiency.

Aptly branded EcoDiesel, the 3.0-litre powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V6 that produces 240 hp, 420 lb.-ft. of torque and is noticeably more fuel efficient than all V6 and V8 gasoline engines in the half-ton category. The 3.0L EcoDiesel V6 was named one of "*Ward's 10 Best Engines*" for 2014.

The EcoDiesel – developed and manufactured by VM Motori (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 award-winning 3.6-litre Pentastar V6 engine features variable-valve timing (VVT), 305 hp, 269 lb.-ft. of torque and best-in-class gasoline engine fuel economy. 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 TorqueFlight eight-speed automatic transmission, standard equipment with the 3.0-litre V6 EcoDiesel and 3.6-litre V6 Pentastar and available with the 5.7-litre HEMI V8 delivers an exceptional combination of capability and enhanced fuel efficiency.



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The 2015 Ram 1500 full-size has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (EcoDiesel V6)
- Exclusive offering of an eight-speed automatic transmission
- Unsurpassed V6 torque
- Best-in-class V6 gasoline engine fuel efficiency
- Best-in-class towing and fuel economy in a base V6 gasoline engine (Pentastar V6 mated to an eight-speed automatic transmission)
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-litre V6) engines

The 2015 Ram 1500 is backed by an impressive 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

Engineering

Parasitic Loss Reduction

Pulse-width modulation (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, enhancing fuel efficiency by 0.2 per cent.

The 2015 Ram 1500 carries 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 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



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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 is 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. The pulse-width modulation 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 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.

Air Conditioning Refrigerant

The Ram 1500 was the first in its competitive set to carry F1234yf refrigerant, an application developed to help reduce greenhouse emissions.

Design

The 2015 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 2015 Ram 1500 SLT's (with Luxury Group) and all other models with the 7-inch customizable in-cluster display centre receive brand-new start-up screens that highlight each trim package chosen.

For 2015, the Ram 1500 offers 12 different colours, including new Black Forest Green Pearl. Exterior colours are available in a monotone and/or two-tone finish depending on the model.



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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 2015 Ram 1500 is built at the Chrysler Group LLC 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 2015 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.



*FUEL ECONOMY

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.

EnerGuide fuel economy ratings for 2015 models will be calculated using the NEW (5-cycle) Government of Canada test method. This NEW test method will apply to all 2015 model-year vehicles. 2015 model year ratings not available at time of publication.

For comparison purposes only, ratings for the 2014 Ram 1500 4x2 with 3.0L EcoDiesel V6 and 8-speed automatic using the NEW (5-cycle) and OLD (2-cycle) Government of Canada test methods would be:



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NEW: 11.6 L/100 km (24 mpg) city, 8.4 L/100 km (34 mpg) highway
OLD: 10.2 L/100 km city (28 mpg), 7.1 L/100 km (40 mpg) highway

For more information please visit the Government of Canada Web site: www.vehicles.nrcan.gc.ca