

2016 Ram 1500 **OVERVIEW**

FCA Canada: 2016 Ram 1500 Offers Best-in-class Fuel Efficiency

- Fuel economy is one of the top purchase reasons in the half-ton truck segment and Ram Truck owns the top spot, beating all full-size pickups with exclusive 3.0-litre EcoDiesel V6 engine with a highway fuel economy rating of 8.0 L/100 km (35 mpg)
- Ram continues building momentum with two new models including a new top-ofclass Ram 1500 Laramie Limited model and the all-new Rebel with a one-of-a-kind offroad design
- Prominent badge, Argento wood and premium leather are key ingredients of the new Ram Laramie Limited design, treasured by high-end pickup buyers
- Ram 1500 Rebel makes a statement with standard air suspension for increased ride height, 33-inch tires, skid plates, tow hooks and other off-road-ready features
- Rebel features unique interior colours and materials, including Radar Red and black seats with tire-tread-matching pattern
- New front grille design for Rebel and Laramie Limited feature a significant styling departure for Ram Truck brand
- All new Ram 1500 models utilize new centre console layout, while Laramie Longhorn inherits real wood sliding tambour door from Laramie Limited
- New Ram 1500 Sport buzz models offer a colourful selection of customization
- New centre console design
- 2016 Ram 1500 offers great value in half-ton trucks starting at \$29,095, plus \$1,745 destination, and includes a standard 5.7-litre HEMI[®] V8
- Class-leading powertrain:
 - Best-in-class fuel economy as good as 8.0 L/100 km (35 mpg) highway with 3.0-litre EcoDiesel V6 engine, featuring 240 horsepower (hp) and 420 lb.-ft. of best-in-class low-end torque
 - 3.6-litre Pentastar™ V6 engine features fuel economy as good as 9.3 L/100 km (30 mpg) highway, 305 hp and 269 lb.-ft. of torque



- 5.7-litre HEMI V8 with variable-valve timing (VVT) and Multi-Displacement System (MDS) technology provides up to 10.9 L/100 km (26 mpg) highway, 395 hp and 410 lb.-ft. of torque
- First-in-segment MDS Fuel Saver Technology, TorqueFlite™ 8-speed automatic transmission, Stop/Start technology, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension
- Best-in-class aerodynamics, coefficient of drag (Cd) at 0.360
- Unsurpassed powertrain warranty 5 years/100,000 km

The 2016 Ram 1500 – Canada's longest-lasting pickup – leads pickup truck fuel economy with the exclusive 3.0-litre EcoDiesel V6 engine delivering 240 hp and 420 lb.-ft. of torque and fuel economy as good as 8.0 L/100 km (35 mpg) highway.

The 3.0-litre EcoDiesel engine is mated to the TorqueFlite® 8-speed automatic transmission. This award-winning powertrain delivers an outstanding combination of fuel efficiency and towing capability up to 4,173 kg (9,200 lb.).

Ram Truck offers great value in half-ton trucks with a starting price of \$29,095 plus \$1,745 destination, and includes a standard 5.7-litre HEMI® V8 engine.

The 2016 Ram 1500 capitalizes on a truckload of exclusive, pioneering, fuel-saving systems, including an 8-speed automatic transmission, thermal management system, pulse-width modulation (PWM) and active aerodynamics with grille shutters and air suspension.

The Ram 1500 continues to move forward with two mid-year 2015 offerings that carry into the 2016 model year – the Ram 1500 Rebel and Ram 1500 Laramie Limited.

The Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment, offering an off-road-style package. The Rebel drops right into a core segment of the truck market with unique design cues and mechanical innovation backed by Ram Truck engineering.

Rebel features an all-new grille with prominent billet silver "RAM" letter badge. Departing from the brand's iconic "crosshair" designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface. It also incorporates a powder coated, billet silver skid plate, front tow hooks and all-new 17-inch cast-aluminum wheels with black painted pockets.



Inside. Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating elements. High-durability technical-grain vinyl seats are finished in Radar Red and black with Sedoso fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel's actual footprint. Standard heated front seats feature Light Diesel Grey accent stitching, Radar Red Ram's head embroidery on the headrests and black with Light Diesel Grey Rebel nameplate embroidered on the upper seat bolsters.

Ram Truck brand also has taken the Ram Laramie Limited – the benchmark in truck opulence – to an even higher level of sophistication and attention to detail. Featuring premium materials, such as allblack, full-leather seating; real wood interior components; and unique badges, Limited is a "black-tie" luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

The Limited's all-new grille is the most prominent change of the exterior. As the leading point, its new billet port grille breaks from the long tradition of crosshair styling with bold "RAM" lettering. Limited also features an all-new 20-inch forged multi-surface aluminum wheel – unique in the truck market.

The Limited is the apex of modern luxury. Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. These are details created for the customer who appreciates them. A new console bin houses a cellular phone and tablet holder, which can be concealed with a new tambour wood sliding door. The real wood door is made from Black Argento wood, the chosen timber for the Limited interior. The collective silver pinstripe theme runs through the wood and a satin chrome handle rolls the door with ease. Finally, passengers will enjoy solid black premium Berber carpet inserts, which can easily be removed from the floor mats to reveal double-duty slush mats.

New for Ram Truck, and debuting on the Limited and Rebel models, is an all-black headliner and pillar combination.

Four new buzz models based on the Ram 1500 Sport also make their way into the 2016 model year. The limited-edition trucks are available in Crew Cab 4x4. Among the features in the Sport trim, the trucks include a 395-hp HEMI V8 engine, 8-speed automatic TorqueFlite transmission, black badging, dual exhaust, vented sport hood and 20-inch wheels. Colours include: Ignition Orange and Ceramic Blue.

Interior treatments include body-colour accent stitching throughout the cabin, Sport embroidery on the seat backs, accent colour Ram's head on the headrests and coloured accent sport mesh on the seat inserts.



Along with these buzz models, the Ram 1500 Black Sport will be continuing into the 2016 model year. This special package is available on Ram 1500 Sport Quad Cab and Crew Cab models and features a unique blacked-out exterior appearance with 20-inch black cast aluminum wheels, a sport performance hood and black badging. The interior is also enhanced with the addition of a 10 amplified speaker system including subwoofer and 552-watt amplifier and dual-zone air conditioning with Automatic Temperature Control (ATC).

Powertrain

Aptly branded EcoDiesel, the 3.0-litre powerplant is a turbocharged 60-degree, dual overhead camshaft (DOHC) 24-valve V6 engine, which produces 240 hp and 420 lb.-ft. of torque and is more efficient than all available pickup trucks. The best-in-class low-end torque from the 3.0-litre EcoDiesel engine is the enabler for 4,173 kg (9,200 lb.) of towing capacity while delivering a fuel economy rating of 8.0 L/100 km (35 mpg) highway.

Like the 3.6-litre Pentastar™ V6 and 5.7-litre HEMI V8 gasoline engines already offered on the Ram 1500, the EcoDiesel V6 is mated to the TorqueFlite, the only 8-speed automatic transmission offered in the half-ton class.

The EcoDiesel, developed and manufactured by VM Motori (FCA supplier since 1992), is one of the most advanced diesel engines in the marketplace. It is equipped with a diesel oxidation catalyst, diesel particulate filter and selective catalytic reduction.

The 3.6-litre Pentastar V6 engine with variable-valve timing (VVT) offers 305 hp, 269 lb.-ft. of torque and fuel economy as efficient as 9.3 L/100 km (30 mpg).

The legendary 5.7-litre HEMI V8 engine with fuel-saving cylinder shut-off and VVT provides fuel economy as efficient as 10.9 L/100 km (26 mpg), 395 hp and 410 lb.-ft. of torque.

The Ram 1500 has established what is unmistakably the most advanced and efficient truck in the lightduty category, as evidenced by:

- Exclusive offering of a small-displacement turbo diesel engine (3.0-litre EcoDiesel V6)
- Exclusive offering of an 8-speed automatic transmission in all powertrains
- Best-in-class fuel economy ratings of 8.0 L/100 km (35 mpg) highway
- Only manufacturer in light-duty class to offer diesel, gasoline and flex-fuel (E85-capable 3.6litre Pentastar V6) engines



Engineering

Parasitic Loss Reduction

Pulse-width modulation (PWM) is a fuel-saving technology for the Ram 1500 that 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 per cent improvement in fuel efficiency.

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 work 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 shut 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. Like other PWM applications, the PWM 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 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 defogging 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 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.

Bed lighting is now available on the Ram 1500. Bright LEDs shine from the rear corners next to the tailgate, giving owners better visibility when the workday lasts into the evening.

Inside, 2016 models will inherit a new centre console design, which debuted in the Rebel and Laramie Limited trims. Laramie Longhorn will use its own variant of the tambour door found on the 2015 Laramie Limited.

The Ram 1500 offers 12 different colours, including three new shades: Red Pearl, Luxury Brown Pearl and Pearl White. Other colours include: Maximum Steel Metallic, Blue Streak Pearl, Granite Crystal, Black Forest Green Pearl, True Blue Pearl, Bright Silver Metallic, Brilliant Black Crystal Pearl, Flame Red and Bright White, and are all available in a monotone and/or two-tone, depending on the model.

Unsurpassed powertrain warranty - 5 years / 100,000 km

The 2016 Ram 1500 is backed with a 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 2016 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center's state-ofthe-art scientific labs in Auburn Hills, Michigan, 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-per centile driver – 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 2016 Ram 1500 Crew Cab and Quad Cab models are built at the FCA US LLC Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab and additional Crew Cab models of the 2016 Ram 1500 are built at the FCA US LLC Saltillo Truck Assembly Plant in Saltillo, Mexico.

About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."