



2016 Ram 2500 & 3500 Heavy Duty OVERVIEW

FCA Canada: Ram Heavy Duty Trucks — King of the Hill Holds Best-in-class Titles in the Areas Most Important to Customers

- Ram Heavy Duty retains the highest level of capability with a new best-in-class towing rating of 14,157 kg (31,210 lb.), best-in-class torque of 900 lb.-ft. with Cummins 6.7-litre diesel powerhouse and best-in-class payload of 3,352 kg (7,390 lb.)
- Canada's most durable diesel pickup (based on data from IHS Automotive: POLK Canada)
- Part of Canada's best-selling line of diesel pickups (based on data from IHS Automotive: POLK Canada)
- Ram continues building momentum with new luxurious Laramie Limited model
 - Prominent tailgate "Ram" badge, Argento wood and premium leather are key ingredients of the new Ram Laramie Limited design
- Expansion of Ram 2500 Compressed Natural Gas (CNG) availability to include Regular Cab and 4x2 pickups
- New switchable rear camera display in 8.4-inch Uconnect[®] screen allows the driver to interchange both the CHMSL and rearview camera displays between the radio and the rearview mirror
- New available pickup box lighting and Park-Sense[®] Front/Rear Park Assist system to help customers maneuver in the industry's most capable HD trucks
- New open bin centre console design on all trims
- Two gas-powered engine options, plus manual and automatic transmission-equipped diesel powertrains offer customers a wide range of choices to meet their needs
 - Available 6.4-litre HEMI[®] V8 delivers best-in-class gas engine, 410 horsepower (hp) at 5,600 rpm and 429 lb.-ft. of torque at 4,000 rpm, and features variable-valve timing (VVT) with Fuel Saver Technology cylinder deactivation
 - Standard 5.7-litre HEMI V8 delivers 383 hp at 5,600 rpm and 400 lb-ft of torque, and features VVT for greater efficiency and performance
- Available 6.7-litre Cummins High-Output Turbo Diesel produces 385 hp at 2,800 rpm and 900 lb.-ft. of torque



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

- **Ram engineering continues to lead heavy-duty segment innovation with class-exclusive multilink coil spring rear suspension on Ram 2500 for improved ride and handling**
- **Exclusive factory-installed AutoLevel Rear Air Suspension**
- **Gooseneck/Fifth-wheel Prep Package available for Ram 2500 and 3500**
- **Best-in-class dual alternator systems with up to 440 amps**
- **Unsurpassed diesel powertrain limited warranty – 5 year/160,000 km and best-in-class 24,000 km recommended oil change intervals on the Cummins Turbo diesel engine**

The Ram Truck's goal is to build the best trucks in the industry. In the heavy-duty pickup segment, that equates to the best capability, highest towing and most power. In 2016, Canada's longest-lasting pickups continue to offer the most capable three-quarter and one-tonne pickups in the segment.

So, when it's time to buy a new truck, Ram delivers on customers' top "why buys:"

- Power – 900 lb.-ft. of torque with 6.7-litre Cummins I-6
- Towing – Up to 14,157 kg (31,210 lb.) with Ram 3500
- Towing – Up to 8,156 kg (17,980 lb.) with Ram 2500
- Payload – Up to 3,352 kg (7,390 lb.) with Ram 3500
- Power – 410 hp and 429 lb.-ft. of torque with 6.4-litre HEMI® V8
- Capacity – Gross Combined Weight Rating (GCWR) of 17,736 kg (39,100 lb.) with Ram 3500

Ram 2500 and 3500 Heavy Duty trucks offer more innovative features than the competitors' trucks, including a multilink coil spring rear suspension system with optional air suspension on Ram 2500, as well as a supplemental air bag suspension option on Ram 3500.

The 2016 model year brings a new Ram Laramie Limited design offering. The benchmark in truck opulence is taken to an even higher level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating, real wood interior components and unique badges, Limited is a "black-tie" luxury alternative to the popular Laramie Longhorn edition pickup.

The Limited's all-new grille is the most prominent change of the exterior. As the leading point of the new Limited, its new billet port grille breaks from the long tradition of crosshair styling with bold "RAM" lettering. The new Park-Sense® Front/Rear Park Assist system, mounted in the bumper, gives audible warning of nearby objects.



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

The Limited is the apex of modern luxury. Subtle stitching accents, pinstriping, unique materials and patterns are found throughout the interior. These details were 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, 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.

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

Engineering

Heavy-duty trucks generally have suspension equipped for constant, heavy payloads. This can result in a harsher ride when unloaded. The Ram 2500 offers a choice between two segment-exclusive rear suspensions for enhanced ride and handling: a multilink coil system or air suspension system.

The five-link coil design provides better articulation over obstacles than a leaf spring system, and the robust coil springs are more than up to the task of handling the loads required of the Heavy Duty Ram 2500 – up to a segment-best 8,156 kg (17,980 lb.) for towing.

The Ram 2500 also offers a rear air suspension system. An air bag replaces the coil spring, much like on the Ram 1500. Load capacity is not sacrificed and the Ram 2500's great ride and handling gets even better, crushing the competition with two doses of engineering innovation – five-link coil standard and air suspension option. Another benefit to the air suspension design is the load-levelling capability, which automatically detects load on the rear suspension from a trailer or payload. The air pressure increases until the vehicle reaches normal ride height, levelling the truck and improving stability and loaded ride.

The Ram 3500 continues to utilize the rear Hotchkiss leaf spring system, but now offers a supplemental air suspension system on single rear-wheel (SRW) and dual rear-wheel (DRW) applications. By adding supplemental air bags to the rear suspension, Ram Truck engineers were able to soften the leaf springs, allowing for more unladed suspension movement. When a high-load capacity condition exists, the air suspension automatically fills the rear air bags to level the truck in order to improve stability and ride quality – even when pulling a best-in-class 14,157 kg (31,210 lb.) load.

In the front, the Ram Heavy Duty line features an advanced three-link front suspension to ensure roll stiffness. Greater roll stiffness, also known as body roll, is an important characteristic in taller vehicles,



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

especially trucks with heavy payloads. Roll stiffness is measured by the amount the truck's body tips side-to-side, independently of the wheels, during cornering.

Ram 2500 and 3500 offer gooseneck (centre-positioned ball in the bed) or fifth wheel (similar in appearance to a tractor-trailer connection) capability. Ram offers a complete "hitch 'n go" Towing Prep Package right from the factory. Additionally, Ram features an in-box connection junction and a standard Class 5 receiver hitch with a four- and seven-pin connector on the bumper.

Ram offers two different dual alternator systems on its heavy-duty pickups, providing additional power for higher electrical loads from commercial vehicle upfits and accessories. Ram Heavy Duty models equipped with the Cummins 6.7-litre diesel engine offer dual 220-amp alternators (best-in-class 440 amps). Both the Ram 2500 and 3500 equipped with the 6.4-litre HEMI V8 gas engine also offer a dual-alternator system – the first gas-driven application of its kind in either class – which combines 220- and 160-amp units for 380 amps of total best-in-class output.

Although the Ram Power Wagon benefits from a multilink rear suspension, it also utilizes a unique front suspension system to maintain its leadership in off-road capability. The modified front three-link system incorporates high-movement links, allowing for additional flexibility and axle articulation. The Power Wagon is powered by the 6.4-litre HEMI V8 engine contributing to Ram Power Wagon's title: the most capable production off-road truck in the industry.

Powertrain

Ram Truck is expanding the configuration availability of the Ram 2500 Compressed Natural Gas (CNG) to include Regular Cab and 2WD. Equipped with a 5.7-litre HEMI V8, the Ram 2500 Heavy Duty CNG pickup is designed for fleet and retail customers and offers cost and emissions benefits, using an abundant, domestically sourced fuel.

The 6.4-litre HEMI V8 delivers best-in-class hp and best-in-class torque among heavy-duty pickups with gasoline engines. Engineered to deliver capability, durability and bang for the buck, the largest displacement V8 in its class provides a worthy gas-power option to the segment's overall standard-bearer – the 6.7-litre Cummins Turbo Diesel.

Compelling numbers tell the story of the 6.4-litre, 16-valve engine with 410 hp at 5,600 rpm and a peak torque rating of 429 lb-ft at 4,000 rpm.

The legendary HEMI architecture provides the foundation of the 90-degree V8. But its advanced technology is decidedly forward-looking. Cooled exhaust-gas recirculation (CEGR), variable-valve timing (VVT) and FCA trademark Fuel Saver Technology with cylinder deactivation all contribute to



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

efficiency and help to capitalize on every cubic inch. The 66RFE six-speed automatic transmission is standard with the 6.4-litre HEMI V8 engine.

Other engine options include the 5.7-litre HEMI V8, standard equipment for the Ram 2500 and 3500 (SRW). The engine produces 383 hp at 5,600 rpm and generates peak torque of 400 lb.-ft. of torque at 4,000 rpm. The 5.7-litre HEMI V8 is mated to a 66RFE six-speed automatic transmission.

Dominating the torque charts, the renowned 6.7-litre Cummins Turbo Diesel I-6 is 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 hp at 2,800 rpm and 660 lb.-ft. of torque at 1,500 rpm.

The second option matches the Cummins to the 68RFE six-speed automatic transmission. The diesel engine cranks out 370 hp at 2,800 rpm with 800 lb.-ft. of torque at 1,600 rpm (Ram 2500).

Finally, the 6.7-litre Cummins High-Output Turbo Diesel I-6 for Ram 3500 is paired with the AISIN six-speed automatic transmission (AS69RC), leaving no doubt to Ram Heavy Duty's capability. In addition to 385 hp at 2,800 rpm, the most powerful Cummins generates torque of 900 lb.-ft. at 1,700 rpm. The AS69RC transmission features wide gear ratios that contribute to impressive shift performance, efficiency and drivability.

The Ram Heavy Duty also features another innovation, the industry-exclusive Ram Active Air intake system. When the intake system senses extreme heat, it draws cooler 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 under-hood inlet, clear from snow packing and water. The Ram 3500 boasts a best-in-class GCWR. A contributor is the 300-mm (11.8-in.) rear axle matched with the high-output diesel engine boasting a 300-mm hypoid gear set, a four-pinion helical differential and a cooling-fin-equipped aluminum differential cover for optimal thermal management.

Two BorgWarner part-time transfer cases are available on the Ram Heavy Duty. The BW 44-46 is an electric shifting part-time transfer case with 2WD, 4WD High, 4WD Low and Neutral. The BW 44-47 is a manual shifting transfer case with 2WD, 4WD High, 4WD Low and Neutral. Both options feature a low-range ratio of 2.64 and locking differential from front to rear.



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

Low total cost of ownership and outstanding powertrain warranty – 5 years/160,000 km

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

- Extended maintenance cycle (oil change, fuel filter life) — up to 24,000 km
- Brake life with advanced engine exhaust brake and largest brakes in the segment

The 2015 Ram Heavy Duty is backed with an unsurpassed 5 year/160,000 km diesel and 5 year/100,000 km gasoline engine powertrain limited warranties. 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 Truck 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 Heavy Duty, from the body to the electrical system. Additionally, the heavy-duty AISIN 6-speed automatic transmission, available on Ram 3500 with Cummins Turbo Diesel, is backed by a 3 year/290,000 km transmission warranty.

Design

The Ram 2500 and 3500 Heavy Duty models uphold a bold presence while retaining comfort and styling. The Ram Heavy Duty features segment-leading technology, while every model offers specific content.

The Ram 2500 is available with a choice of 17-, 18- and 20-inch wheels, including an all-new design for the Limited model. Other wheel options add forged aluminum, polished aluminum with white gold painted pockets and polished aluminum with silver painted pockets. A cargo-view camera, mounted in the centre high-mounted stop lamp (CHMSL), provides a view of the bed for easier fifth wheel or gooseneck trailers as well as monitoring bed loads. The 2016 Ram Heavy Duty allows users to switch the view of the 8.4-inch screen from back-up camera to cargo view with the touch of the screen. Also, a new bed lighting system uses bright LEDs mounted in the rear corners of the bed to enable better visibility when working late hours, using the cargo-view camera or connecting/disconnecting trailers.

A 3.5-inch vehicle information centre screen is a standard feature. A largest-in-class 7-inch customizable in-cluster display centre is available on SLT, and higher trim levels. The 7-inch screen features fully customizable function and configurability, giving the owner a variety of systems to monitor from transmission temperature to navigation.

The Ram Heavy Duty is available in 12 standard colours. Red Pearl, Luxury Brown and Pearl White are new for 2016 and available in monotone or two-tone, depending on the model.



2016 RAM 2500 & 3500 HEAVY DUTY OVERVIEW

Ram Heavy Duty pickups are also available in an additional 18 specialty paint options (minimum batch size), including Agriculture Red, Construction Yellow, Holland Blue, Midnight Blue Pearl, National Safety Yellow, School Bus Yellow and Tree Green.

Manufacturing

The 2016 Ram 2500 and 3500 Heavy Duty are built at the FCA US LLC Saltillo Truck Assembly Plant in Coahuila, 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."

