



2016 Ram ProMaster™ OVERVIEW

FCA Canada: 2016 Ram ProMaster Adds New Features Driven by Commercial Customer Input

- Ram ProMaster is a purpose-built, highly customizable van designed to exceed the demands of commercial customers
- For 2016, Ram ProMaster will add a new 3500 window van with high roof and 4,839 mm (159 in.) extended wheelbase to the trim lineup
- New chrome grille for upscale appearance on RV and shuttle conversions
- New 20-amp auxiliary switches on instrument panel and second battery prep package enable upfitters to easily adapt a variety of conversions
- Ram ProMaster combines functionality and versatility with modern styling and professional appeal
- ProMaster best-in-class features include:
 - Standard cargo capacity
 - Standard payload
 - Turning diameter
 - Standard interior ceiling height
 - Load floor height
 - Width between wheel wells
- Torque-rich 3.0-litre EcoDiesel I-4 offers impressive fuel efficiency, robust capability and long service intervals
- 280-horsepower (hp) output from award-winning 3.6-litre Pentastar™ VVT V6
- Long-term protection with a 5 year/100,000km powertrain limited warranty

The 2016 Ram ProMaster continues to answer the call of businesses everywhere as it solidifies its place in Ram Commercial's popular truck and van lineup. The 2016 model continues Ram Commercial's commitment to upfitter friendliness with new features driven by customer input.



Airport and hotel shuttle customers and mobility upfitters requested a window version of the largest ProMaster configuration. The 2016 Ram ProMaster now adds side window availability to the high roof, 159-in. extended wheelbase configuration.

RV upfitters and executive transportation companies asked for upscale appearance. Ram ProMaster delivers with a chrome grille option.

Upfitters also sought more electrical function and capability when adding power-hungry conversions. Again, Ram ProMaster answers with provisions for a second battery at the rear of the cab and new 20-amp auxiliary switches easily accessible on the dash panel.

ProMaster has experienced great success in an expanding, purpose-built, full-size van segment with a number of best-in-class features focused on the commercial customer.

ProMaster boasts numerous best-in-class features, which are appreciated by the hardworking customers of Ram's full-size van. Outstanding fuel efficiency, usability and impressive total cost of ownership all combine to deliver a proven solution for businesses and fleets.

Ram Commercial will continue to have a larger presence in commercial vehicle segments. ProMaster supports the Ram Brand strategy to offer a one-stop shop for their large truck and van fleets. Ram's ProMaster and ProMaster City vans enhance the brand's commercial offerings, which include the brand's line of commercial pickups and chassis cabs.

Engineered for the North American market

Conceived and developed in Italy, the ProMaster also spent quality time proving itself on this side of the Atlantic undergoing extensive, extreme-duty testing. Engineering the ProMaster for the Ram Truck brand required a number of changes in capabilities, powertrain, environments, duty cycles and customers.

Chassis

The ProMaster is available in two roof heights, three wheelbases and four body lengths. Additionally, the ProMaster offers both a chassis cab and cutaway from the factory. Its unibody frame architecture makes it significantly lighter than the competition. As a result, the ProMaster boasts a payload capacity up to 2,341 kg (5,160 lb.) and a maximum towing capacity up to 2,313 kg (5,100 lb). The Gross Combined Weight Rating (GCWR) for the 3.6-litre Pentastar™ V6 is 5,216 kg (11,500 lb) and 5,670 kg (12,500 lb.) for the 3.0-litre EcoDiesel I-4. A unibody structure has additional advantages, including stability and strength from front to rear, a reinforced plenum area for optimized engine packaging, and



“truer” tuning of chassis systems and related hardware when compared to more common body-on-frame applications.

Front-wheel drive

The unibody system under the cab is an enabler for the ProMaster’s segment-exclusive front-wheel drive system. The body-integral construction and multiple configurations allow Ram’s ProMaster to be upfitted for virtually every conceivable job. Without rear driveshafts or rear differentials, the proven drive system creates a number of advantages:

- Best-in-class turning diameter
- Best-in-class load floor height
- Best-in-class standard interior ceiling height
- Low maintenance costs

Cargo area

Thanks to its unique front-wheel drive system, body-integral construction and the multiple configurations offered, the ProMaster sets a standard in the large commercial van-based segment. The ProMaster is available in two roof heights, 2,311 or 2,565 mm (91 or 101 in.), with best-in-class standard interior ceiling height and the most vertically oriented sidewalls in the cargo van category (nearly 90 degrees, in relation to the cargo compartment floor).

The ProMaster features a standard sliding door on the passenger side with an optional sliding door on the driver’s side. The sliding door openings are based on roof height – 1,067 x 1,524 mm (42 in x 60 in) for the low roof model and 1,255 x 1,778 mm (49 in. x 70 in.) for high roof models. In the rear, an available three-position rear clamshell door swings open up to 260 degrees, folding almost flat to the side of the van. All three door openings enable forklift pallet loading and unloading, and spaciousness that leads the competitive set.

Upfitter friendliness

Ram Commercial is well known for being one of the most upfitter-friendly brands in the truck market. The Ram ProMaster continues the tradition and features an integrated cab configuration for unmatched up-fitter/conversion solutions driven by commercial customer input. Adding to the ProMaster’s design for adaptability, virtually all primary vehicle systems are packaged forward of the cargo area.

Electronic Stability Control

The standard Electronic Stability Control (ESC) system on the Ram ProMaster assists the driver in maintaining control under demanding or adverse conditions such as wet, snow-covered or icy roads, tight turns and evasive manoeuvres. In effect, the ESC determines the driver’s intentions and optimizes



overall vehicle control to keep the dynamic forces within select limits in any driving situation – nearly transparent so control seems almost intuitive.

Powertrain

The 2016 Ram ProMaster van's powertrain lineup features the award-winning, standard, gasoline-fueled 3.6-litre Pentastar VVT V6 engine and a torque-laden, 3.0-litre EcoDiesel I-4 engine. The engines are paired, respectively, with a proven six-speed automatic transmission and an electronically controlled Dual Active Drive six-speed automated manual, with outstanding fuel economy.

EcoDiesel

The Ram ProMaster offers the potent 174 hp 3.0-litre inline four-cylinder EcoDiesel engine, which generates peak torque of 295 lb.-ft. at just 1,400 rpm. The engine features a number of refinements, including internal engine components, turbo and emission controls. Helping to reduce total cost of ownership, Ram ProMaster provides a best-in-class recommended oil change schedule of up to 29,770 km (18,500 miles).

Pentastar

The standard-equipment 3.6-litre Pentastar VVT V6 is rated at 280 hp with peak torque of 260 lb.-ft. The dual-overhead-cam, 24-valve Pentastar delivers the capability required of a commercial van without compromising refinement.

Reducing vehicle operating costs was paramount in the minds of the powertrain engineers who contributed to Ram ProMaster's development. Recommended oil change intervals range up to 16,000 km (10,000 miles). But an intelligent oil servicing system that monitors vehicle usage triggers an alert when service is most appropriate.

Transmissions

The smooth-shifting six-speed 62TE automatic transmission is upgraded to accommodate the Ram ProMaster's prodigious cargo-hauling capability. Specifically, its 3.86 final-drive ratio enables comfortable grade transit under full freight. The transmission readily adopts the most appropriate ratio for a given driving situation. The numerically lower overall top gear ratio delivers a more economical highway operation.

A trailer/tow program comes standard with the 62TE and the M40 automated manual. The Dual Active Drive six-speed automated manual transmission is not only exclusive to the 3.0-litre EcoDiesel, it stands alone in the Ram ProMaster's competitive set and delivers impressive fuel efficiency.



The unique M40 gearbox delivers the efficiency of a manual transmission with the functionality of an automatic. At its core it is a manual, but gearshifts and clutch functions are accomplished with electro-hydraulic actuation system. However, the driver can opt for manual shift-lever inputs when desired. Shift logic is adjusted according to grade steepness. The result is a well-connected driving experience that delivers the fuel economy required of a commercial van such as the Ram ProMaster.

Design

The Ram design team started with a functional exterior and interior, adding distinct Ram styling while adapting the full-size van for North America.

Exterior

The front of the ProMaster is identified by visually durable bodylines, a broad wraparound bumper and twin-reflector headlamp clusters. True to the Ram Truck brand, the ProMaster leads with a bold, hexagon-shaped crosshair grille featuring the Ram's head logo proudly displayed as the focal point of the crosshair. The cab-forward, short dash-to-front-axle design pushes the nose inward and the headlamps upward. This design provides higher passenger seating positions and better visibility – obviously important for commercial users – thanks to a more confident vantage point from which to operate the vehicle.

The front bumper is a three-piece styled modular design, easily replaceable for reduced repair costs and downtime. Durable front-wheel arches are styled with the bumper to protect the doors. A unique step is designed into both front bumper corners, making it easy to clean the windshield from either side.

The full-size van features plenty of real estate on all sides. This space allows for businesses to post signage and graphics, making the van a rolling billboard to help promote the owner, business or team.

Interior

The functional and innovative features continue inside the Ram ProMaster. Although much is borrowed from the Fiat version, Ram designers made alterations for North American customers. Interior design and function is of primary importance for a light commercial vehicle in which the driver normally spends long hours at the wheel, often under demanding conditions. The cabin of the ProMaster was designed with comfortable driving ergonomics in mind – important because the ProMaster is a place of work.

The Ram ProMaster seats feature ergonomic padding and offer a multitude of adjustment options, including heat. Also, the distance between the top of the seat and ceiling benefit even taller drivers, and a telescoping steering column offers further adjustability.



A suspension seat also is available with an adjustment system that modulates based on the driver's weight. Also optional are swivel seats in the driver and passenger positions for quick, efficient entry/egress including 180-degree inboard swing and 35-degree outboard swing.

Passenger seats come as single units or a bench. The front bench seat arrangement can comfortably accommodate three people and comes equipped with a console that may be folded down to make a practical table with storage, a paper holder and a compartment to house a portable computer.

Because goods always need to be transported with total security, the Ram ProMaster van is fitted with accommodations to hold cargo down on the floor. Up to 12 tie-down rings with 454 kg (1,000 lb.) rating fold away to maintain a flat floor, along with five sidewall tie-down rings with 249 kg (550 lb.) rating, for easy loading and unloading operations. Available partitions also offer passengers excellent protection against the possibility of load shift in the cabin.

Safety

Safety and security were two of the guiding principles followed by engineers throughout the development of the Ram ProMaster van. Ram's full-size van offers more than 35 active and passive safety and security features. The ProMaster also includes standard ESC, hosting a number of technologies such as Trailer Sway Control. Security also means monitoring the traffic around you. Ram ProMaster features ParkView® Rear Back-Up Camera and Park-Sense® Rear Park Assist with audible warning, all of which are useful when manoeuvring a large van.

The ParkView camera is located above the rear doors, enabling operators to see the rear of the van without obstruction from the doors when opened. For example, while backing up to a loading dock.

Uconnect®

ProMaster customers can make the best use of their valuable time by leveraging Uconnect's easy-to-learn, easy-to-use interface – acclaimed for its convenience and sensible design. Hands-free communication in the Ram ProMaster is made convenient via reliable Bluetooth technology. A full-colour, 5-in. touchscreen is available with global positioning satellite (GPS) navigation, providing Ram ProMaster customers the ability to chart time-saving routes to their destinations.

Best practices

In total, the Ram ProMaster test fleet accumulated millions of kilometres enabling Ram and Fiat teams access to real-world data. This includes testing done in laboratories in Turin, Italy, and Auburn Hills, Michigan, U.S.A. at the Fiat Chrysler Automobiles N.V. proving grounds, as well as reliability testing on public roads in many different climates in Europe and the United States.



The 3/60 Reliability Testing, appropriately named as each test car accumulates 60,000 km in about three months, is conducted day and night by teams of drivers. To reflect typical daily driver scenarios, the test drivers do not originate from the engineering ranks and are intentionally chosen from diverse backgrounds to represent customers of different ages and sizes. The test drivers scrutinize all the customer functional aspects of each vehicle as well as overall driving evaluations. This includes radio and navigation system checks, seat-belt buckling, heating and ventilation operation and opening and closing storage compartments and windows.

Manufacturing

All configurations are produced at the FCA US LLC Saltillo Van 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."

