

RAM FACT #4

VALUE



“Salesperson at dealership” is the number one source of information for Large Pickup customers (60%*)

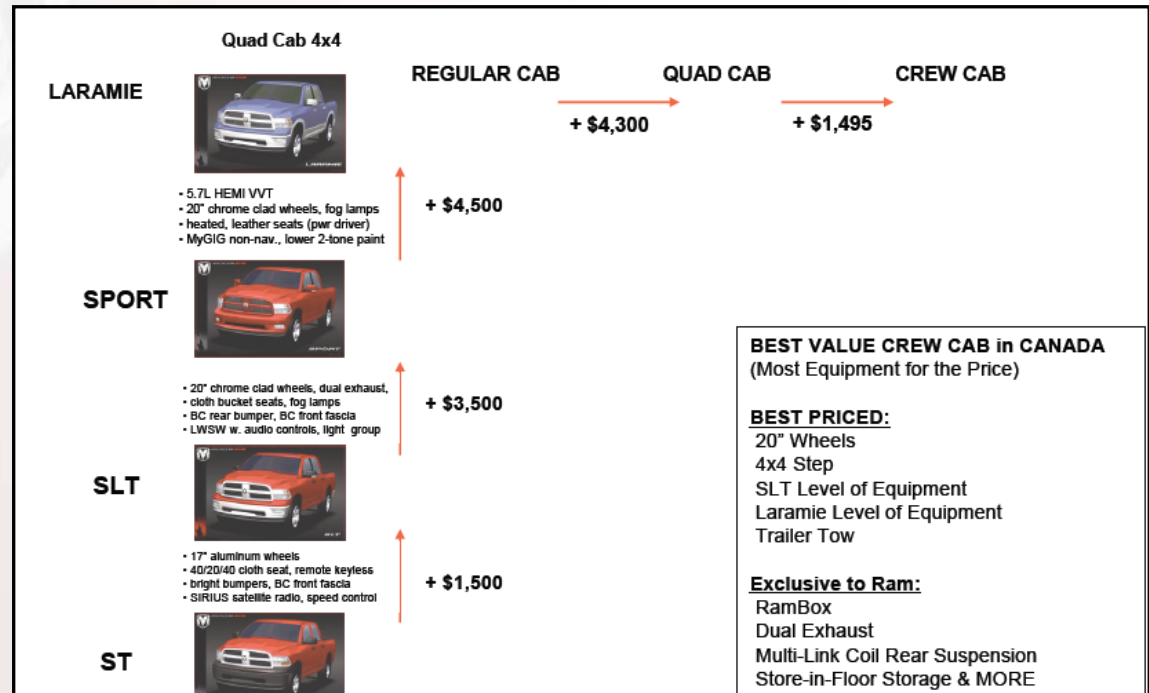
The new Ram 1500 product and pricing plans have been designed to easily communicate the great value that the 2009 Ram has to offer.

Easy, consistent steps with huge value built in

- Five key prices and you can price any model. (something the competition can't match)

- Best prices on key content and options will help sell more Rams.

- SLT, SPORT and LARAMIE equipment is consistent across cab styles.



* Source: Maritz 2008