



**RAM**

## SELLING PICKUPS ANSWERING COMPETITIVE CLAIMS



Ford and Chevy have spent a lot of time and money trying to convince truck buyers that they offer the best pickups. A significant amount of their energy has gone into creating testing videos that show up on the Internet. The problem is that these claims are often misleading at best. Here are some quick answers to typical customer questions about competitive claims.

**CLAIM:** Ford says they are the most fuel-efficient pickup manufacturer.

**ANSWER:** Their claims are really based on the V6 engines available in their F-150. However, a real-world comparison needs to be based on what customers actually buy. According to new vehicle registration data for the first nine months of 2011, less than 25% of full-size pickup trucks sold in the U.S. were equipped with V6 engines. So, quick comparisons of comparably-equipped trucks actually being sold — like an F-150 with a 5.0L V8 versus our Ram 1500 with a 5.7L HEMI® V8 — show that they are almost identical in fuel economy (Ford +1 mpg); however the proven 5.7L HEMI® V8 (Ford's 5.0L is still relatively new and untested) gives buyers 30 more hp and 27 more lb-ft of torque than Ford's 5.0L V8. It's debatable whether or not buyers would find Ford's significantly lower power output worth 1 mpg.



**CLAIM:** Ford says that its 5.0L V8 engine has the most horsepower and torque of any small displacement V8 engine.

**ANSWER:** While this is an interesting claim, what does it really mean and why does it matter? Ram 1500's 5.7L HEMI® V8 beats Ford's 5.0L V8 engine hands down in power and torque (30 more hp and 27 more lb-ft of torque), and often does so for less money. For example, the 2012 Ram 1500 Express Crew Cab 4x2 with the 5'7" box and 5.7L HEMI® V8 is over \$1,200 less than the Ford F-150 XL 4x2 Super Cab short box with their 5.0L V8.

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**CLAIM:** Ford says its fuel-efficient EcoBoost 3.5L V6 offers comparable power and towing to the 5.7L HEMI® V8 while providing better fuel economy.

**ANSWER:** While on paper this claim is true, that's not the whole story by a long shot.

Even if we concede that the EcoBoost does have similar real-world performance, a comparably equipped F-150 with the EcoBoost V6 costs over \$2,475\* more than a Ram 1500 with the 5.7L HEMI® V8. That's a lot of gas money for Ram buyers to keep in their pockets. Plus, Ram buyers get a time-tested, powerful and durable engine, not one loaded with unproven technology in its early years of production.

\*Pricing based on manufacturers' websites as of November 15, 2011, comparing Ram SLT 4x4 Regular Cab with the 8-foot box to the F-150 XLT Regular Cab 4x4 with an 8-foot box

**HEMI**

Additionally, Ford's claim that the EcoBoost-V6 equipped F-150 can out-tow Ram 1500 with the 5.7L HEMI® V8 doesn't tell the whole story, either. Pickuptrucks.com did a thorough trailer-towing test over 2,100 miles, noting that they would choose a traditional V8 over the EcoBoost for towing over the terrain that is typical of a large portion of North America (fairly level, or with rolling hills) because the EcoBoost would actually use more fuel in such conditions. They sum it all up with, "Big towing needs big cubic inches and trying to deliver that same capability with twin turbos may always force truck guys to pay a low-mpg price when there's a trailer behind the truck."

Check it out at <http://news.pickuptrucks.com/2011/04/road-test-review-2011-ford-f-150-fx2-35-liter-ecoboost-v-6-part-1.html>



**CLAIM:** Ford says its new EcoBoost engine has survived extreme testing procedures, and has videos to prove it.

**ANSWER:** Like any in-house testing done by a competitor, we have to take their word for it. The fact is none of Ford's videos features third party-verified testing. The EcoBoost video "experts" are all Ford employees. What is proven is the 5.7L HEMI® V8's impressive track record: six *Ward's* "10 Best Engine Awards," robust reliability and the economy of Fuel Saver MDS Technology.





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**CLAIM:** Ford claims better HD fuel economy with diesel engines and touts a gas-engine fuel economy advantage in a video claim versus Ram HD with the 5.7L HEMI® V8.

**ANSWER:** First and foremost, any HD fuel economy claim is suspect because the EPA does not rate fuel economy for this class of trucks (full-size pickups over 8,500-lb GVWR). Since no standard fuel economy testing parameters are defined, any fuel economy test results are inherently invalid since mileage tests can be manipulated to achieve the desired result.

Secondly, no Ford or GM video claims against our Cummins® HD engine are valid — that includes fuel economy, towing, acceleration or any other claim. The fact is all those videos do not show the most recent Cummins® H.O. that provides 800 lb-ft of torque. In fact, Ford actually retested their heavy-duty model's fuel economy for a 2011 video and started it off by saying they didn't include Ram because "nothing was new." How untrue! They also conveniently omitted any discussion of the added maintenance cost of their diesels due to the need for Diesel Exhaust Fluid (DEF).



When you look closer at Ford's gas-engine claim, you'll find it's not all that it appears to be on the surface either. First off, this comparison did not test the Ram HD with the new 6-speed transmission so the testing data is already dated (some might say invalid). However, this test is still worth looking at to understand just how skewed Ford's testing can often be. The test shows Ford, Chevy and Ram all starting out with 3 gallons of fuel. Ram and Chevy stop at 48 miles (16 mpg) and Ford stops at 51 miles (17 mpg). They don't actually do the math and spell out that it's a minor 1 mpg difference. A price comparison between the Ford F-250 XL Regular Cab 4x2 with the 6.2L V8 and a Ram 2500 ST Regular Cab 4x2 with the 5.7L HEMI® V8 shows that the F-250 is a little over \$600 more than the Ram. Over 12,000 miles, with gas at \$3.50 per gallon, the annual fuel savings is only about \$154.00. It would take about four years to make up the difference gained by that small fuel economy advantage — longer if fuel prices come down.



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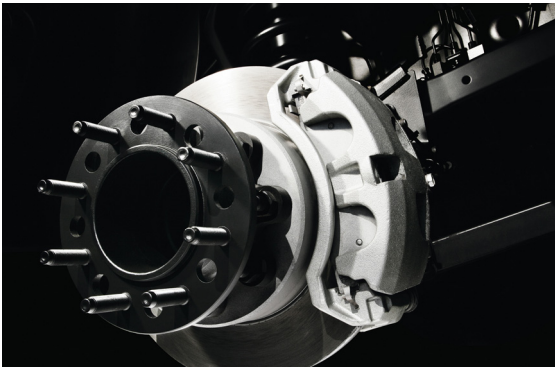
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**CLAIM:** So Ford's tests aren't verified. Chevy has tests that are run by AMCI. Are those tests valid?

**ANSWER:** AMCI is a respected third-party testing company. The problem with Chevy's tests, like Ford's, is they do not test the Cummins® H.O. engine in Ram Heavy Duty.

So again, like in the case of the Ford tests, none of their diesel powertrain comparisons are fair or valid. It is interesting to note that on the non-powertrain comparisons, the Ram wasn't even included in the test results at all. For instance, the frame-twisting ramps that caused damage to the Ford Super Duty didn't show



results for Ram. Also, Ram wasn't included in the braking and exhaust brake comparison. One can only ask why. There really is only one logical conclusion since they clearly had a Ram on-site: We can only assume Ram acquitted itself fine and didn't offer a big "win" for Chevy to show.

To prove Ram capability, testing done on similar frame-twisting ramps and during actual braking tests showed that Ram 3500 with the Cummins® H.O. is on par with Chevy for frame twisting and braking, and significantly ahead of Ford in both those areas.

**CLAIM:** Both Ford and Chevy videos seem to show Ram HD with the Cummins® being out-towed by their respective models.

**ANSWER:** Again, these videos didn't use the Cummins® H.O. engine, so they are not up-to-date or valid comparisons.

Internal Ram testing showed that acceleration with a load (about 4,500 lb) resulted in a statistical dead heat for second between Chevy and Ram (with the Cummins® H.O.) in a 0–45 mph run. Ford did have a slight advantage to give it first place. These results show that the overly dramatic Ford and Chevy HD videos do not accurately reflect what Ram with the Cummins® H.O. can do.

The bottom line is that Ram 3500 has an impressive 22,750-lb\*\* towing capacity with the Max Towing Package and unsurpassed engine torque\*\*. Add to that the fact that Cummins® is the recognized leader in diesel durability and you have a far different story about true towing capability than the competition wants you believe. One other interesting note: Ford's larger medium-duty trucks come equipped with a Cummins® diesel engine. Makes you wonder why they use the industry recognized diesel leader in those trucks but not in their pickups.

\*\*When properly equipped.

