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Chrysler Canada - Ram Truck Brand Announces Pricing for All-new 2014 Ram ProMaster Van Lineup

- **Ram ProMaster pricing starts at \$28,495 plus destination for Cutaway Chassis Cab**
- **All-new 2014 Ram ProMaster lineup offers a list of key best-in-class features including cargo capacity and total cost of ownership**
- **Long-term protection with a 5 year/100,000 kilometres Powertrain Limited Warranty**
- **2014 Ram ProMaster offers outstanding uptime, commercial-grade diesel and gas powertrain systems, segment-exclusive front-wheel-drive capability and automated manual transmission**
- **Developed from the successful, long-standing Fiat Ducato with 30-plus years of reliable service and more than 4.5 million units sold, Ram ProMaster combines proven functionality and versatility with modern styling**

Windsor, Ont. - Chrysler Canada Inc. today announced pricing for the all-new 2014 Ram ProMaster Cutaway, Chassis Cab and Cargo Van models. Manufacturer Suggested Retail Price (MSRP) starts at \$28,495, \$29,495 and \$31,495, respectively.

“The latest addition to the Ram Commercial division, our 2014 Ram ProMaster is an incredible value and contributes to a one-stop shop experience for customers looking for a full-line of commercial-duty Ram trucks and vans,” said Fred Diaz, President and CEO — Ram Truck Brand and Chrysler de Mexico, Chrysler Group LLC. “The ProMaster focuses on principal segment demands with best-in-class features, quality, durability, capability and low total cost of ownership.””

ProMaster offers numerous features that are appreciated by hard-working customers. From exceptional fuel economy, tall ceiling heights, Best-in-Class power and cargo capacity (1500 model), Class-Leading step-in height and turning radius to a low total cost of ownership, the Ram ProMaster delivers a proven solution for all businesses and fleets.

Joined by the 2014 Ram Cargo Van, the 2014 Ram ProMaster targets countless businesses in a variety of industries, including service and repairs, construction, transportation/shipping, large-medium-small businesses and agriculture. The economy has incurred pent-up demand to replace aging commercial vans and vehicles that are no longer offered in the market. This has created an opportunity and the ProMaster will be an attractive choice with a variety of capable and efficient models ready for any job.

Ram Commercial is tapping into Fiat Professional, one of the largest producers of commercial vehicles in the entire world, offering more than 110 years of experience. That knowledge will help the Ram Commercial enter new segments and expand its product line. The new 2014 Ram ProMaster is based on the front-wheel-drive Fiat Ducato, which is now in its third generation with more than 4.5 million sold worldwide. The Ducato platform offers Ram a proven, award-winning workhorse with an incredible combination of durability, value, efficiency, and capability like no other in its class. Additionally, the ProMaster is the only offering in its competitive set to provide both a chassis cab and cutaway from the factory.

Ram lineup

The Ram Truck brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs, Ram Cargo Van and Ram ProMaster vans are designed to deliver a total package.

Ram Truck Total Cost of Ownership (TCO)

Ram Truck offers a low TCO for commercial truck owners. The Ram 1500 features a standard V8 engine, with exceptional entry level capability and impressive resale value, allowing owners to recover more upfront costs. All Cummins diesel-powered Ram trucks feature Best-in-Class oil change intervals of up to 24,000 kilometre and a standard diesel exhaust brake that increases frictional brake life by up to three times the market average. Ram Chassis Cab offers a number of upfitter friendly solutions that help to further reduce the initial costs for specialty trucks such as crane, roll-back or dump bed upfits. Topping it off, Ram offers exceptional protection with a 5-year/100,000 kilometre gasoline powertrain warranty and an unsurpassed 5-year/160,000 kilometre Cummins Diesel powertrain warranty, proof of the quality built into each truck and van.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has one of the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.