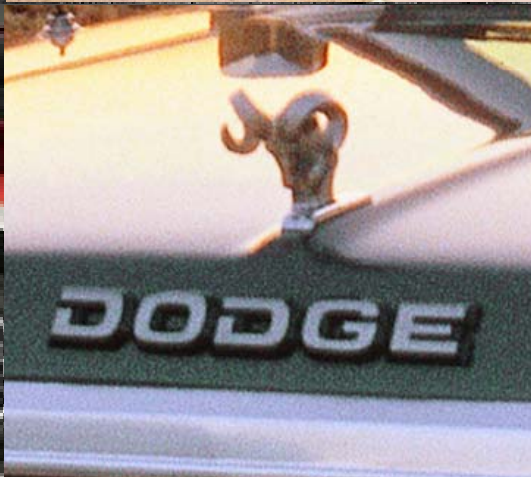




**RAM**



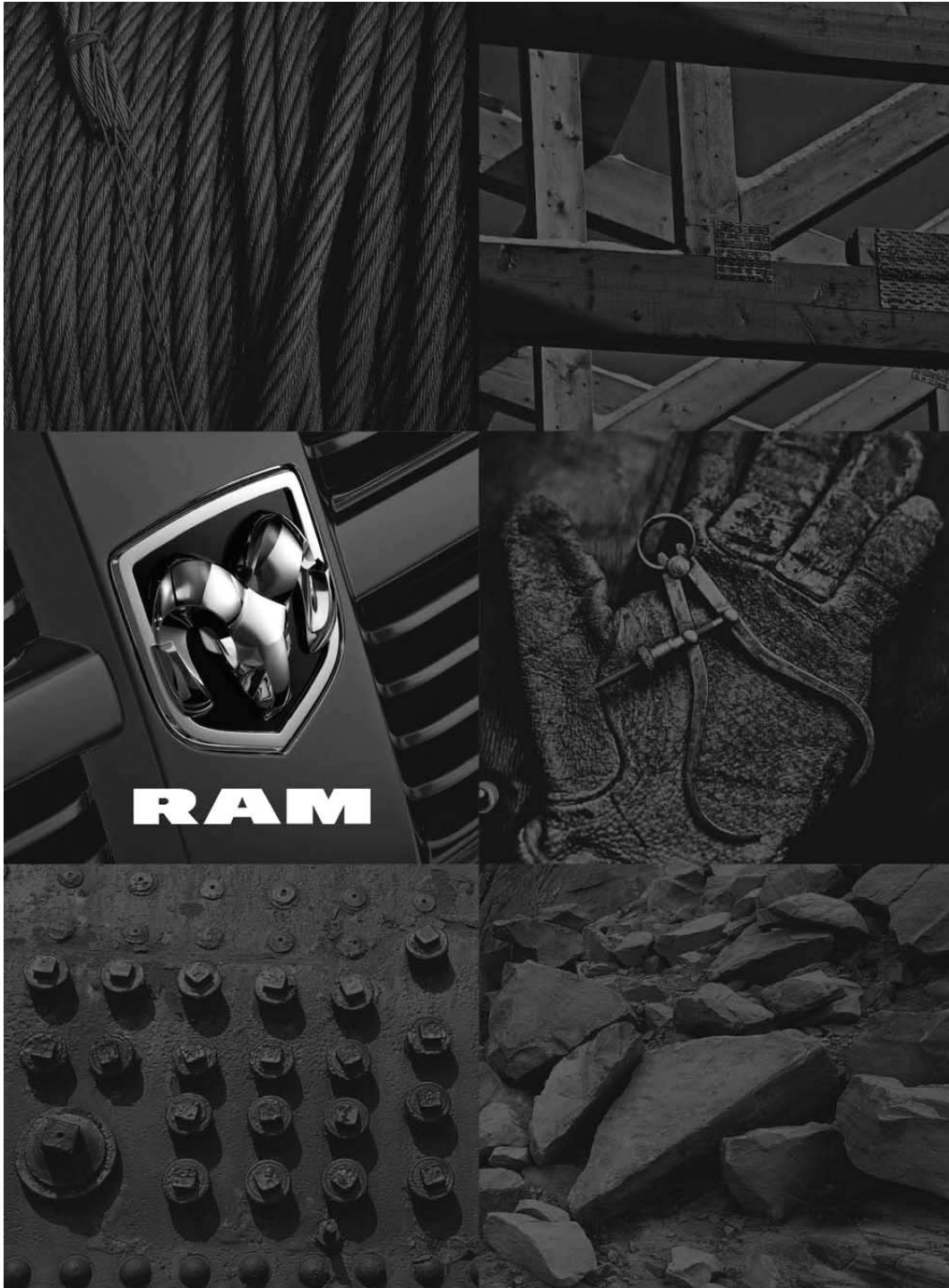
*FRED DIAZ*





# *FRED DIAZ*

- Rancher
- Outdoorsman
- Father & husband

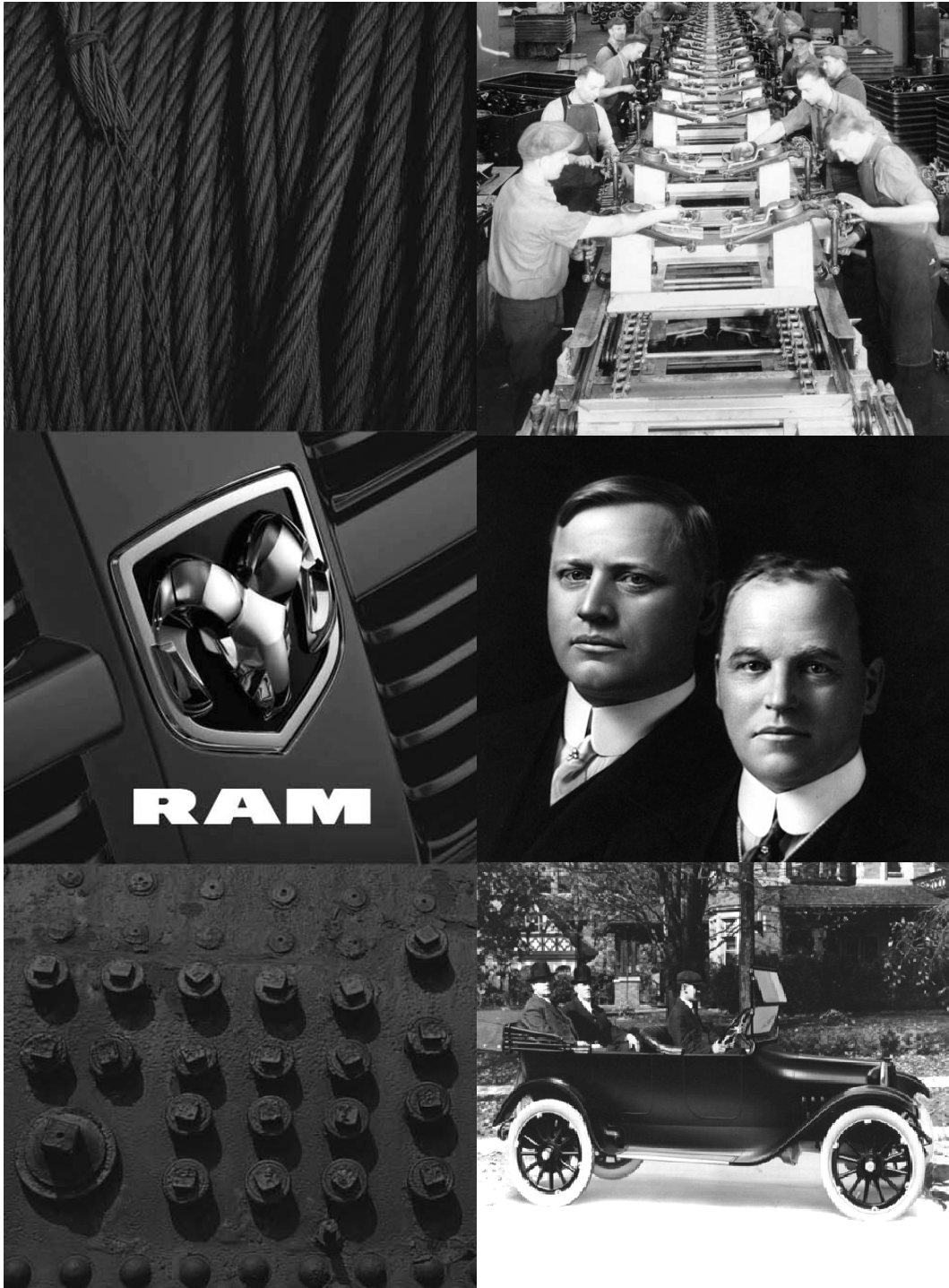


"Courage is being  
scared to death –  
and saddling up  
anyway"

- John Wayne



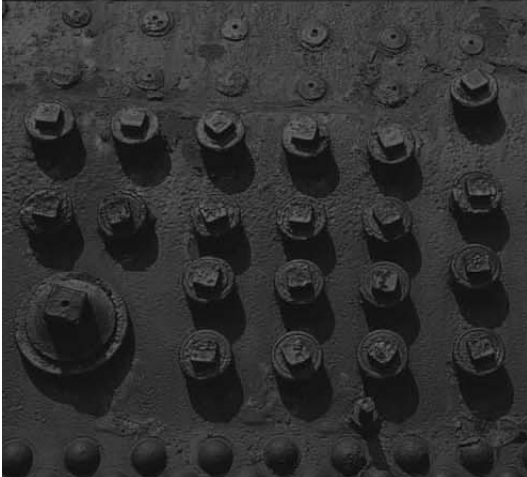
*"MY NAME IS RAM"*



*DNA*

*PROUD BLOODLINE  
OF RAM*

- Dodge Brothers
  - Hardworking and ingenious
  - Men who built things
  - Automotive Pioneers



*DNA*

## *PROUD BLOODLINE OF RAM*

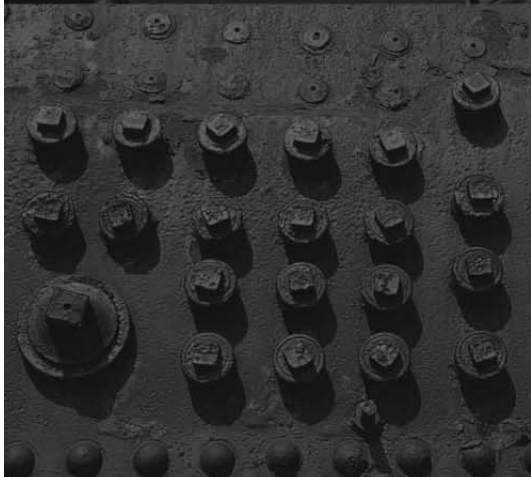
- The Ram
  - Swift, strong, sure & proud
  - Ram name first used – 1981



*RAM BREAKS THE  
RULES WITH  
BIG-RIG STYLING*



**THE RULES  
HAVE CHANGED.**



HEMI Returns



2002 Ram 1500



Legendary Cummins



**RAM**

2003 Ram 2500 / 3500



*BUILDING THE  
**RAM** FRANCHISE*

2005 Ram  
PowerWagon



Exclusive  
Disconnecting  
Sway Bar



**RAM**

*BUILDING THE  
**RAM** FRANCHISE*

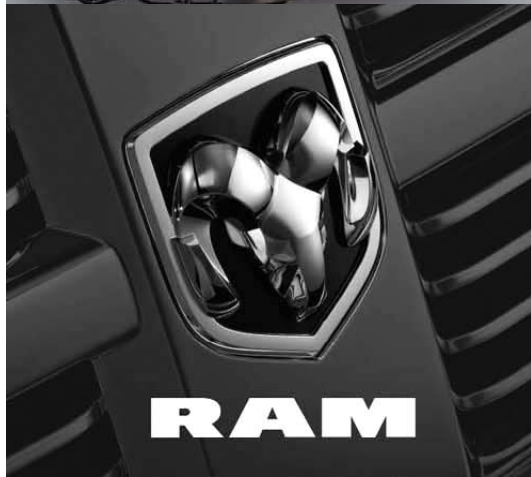
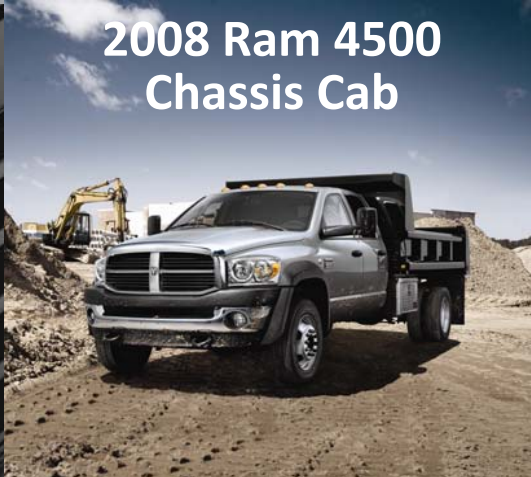
2006 Ram Mega Cab



6.7 L Cummins Diesel



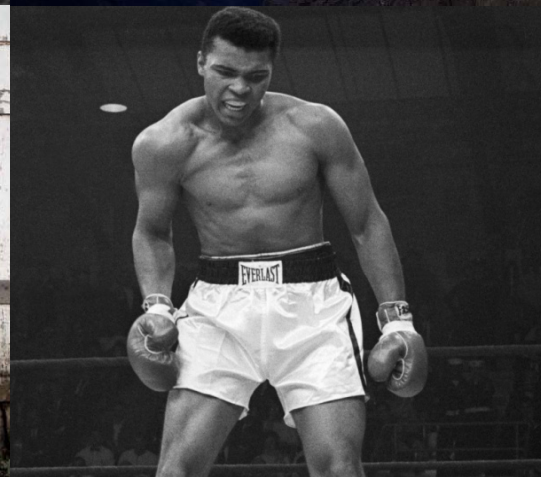
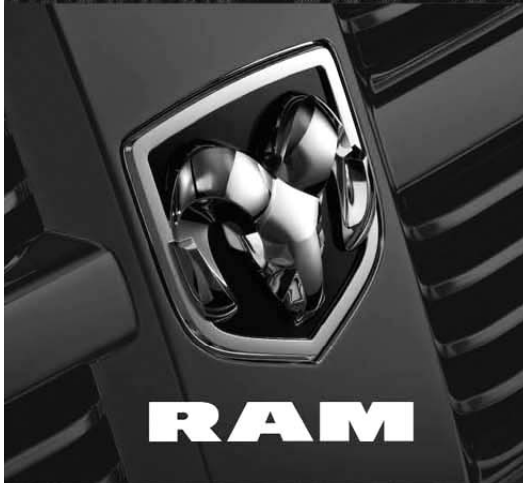
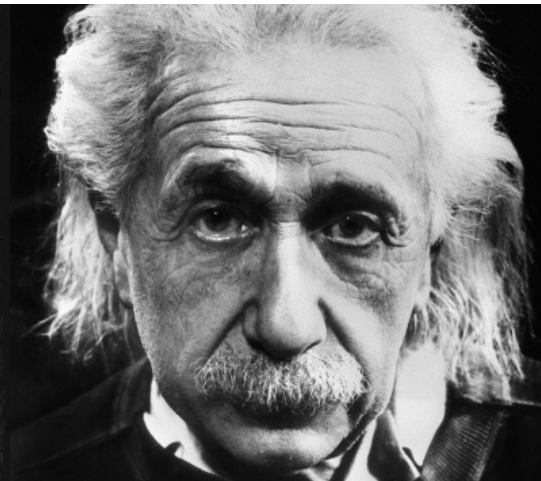
2008 Ram 4500  
Chassis Cab



2007 Ram 3500 Chassis Cab



***RAM** RE-ENTERS  
THE COMMERCIAL  
TRUCK MARKET*



*"MY NAME IS RAM"*

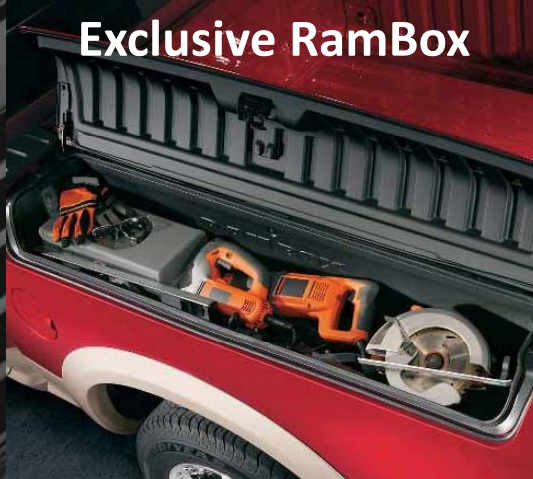


*"MY NAME IS RAM"*

Wi-Fi Connectivity



Exclusive RamBox



**RAM**

Innovative Storage

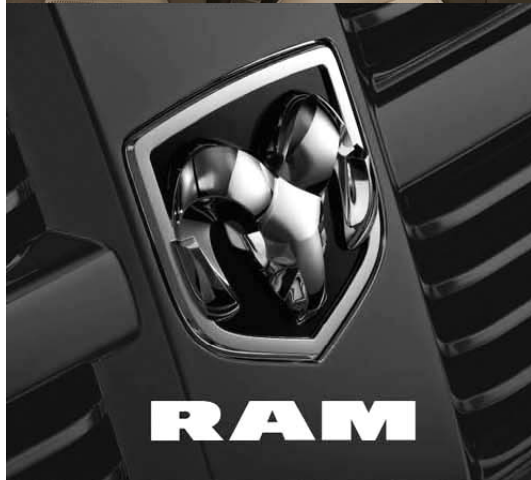


Best Power & Efficiency



**HEMI**

*2009 **RAM 1500**  
CHANGES THE GAME  
AGAIN –  
WITH CAPABILITY...*



*2009 **RAM 1500**  
CHANGES THE GAME  
AGAIN –  
WITH CAPABILITY...  
AND REFINEMENT*

Integrated Trailer  
Brake



Standard Diesel  
Exhaust Brake



*2010 **RAM 2500/3500**  
MASTERY OF TOWING  
& HAULING...*

Most Low End Torque



Biggest Brakes



Thoughtful Details



Craftsmanship



True Four Door Crew Cab



*2010 **RAM 2500/3500**  
MASTERY OF TOWING  
& HAULING... AND  
CRAFTSMANSHIP*

Best-in-Class  
Low-End Torque



New Upfitter Switches

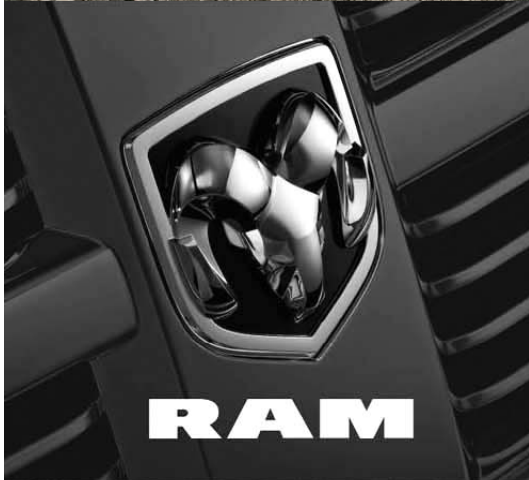


Clean Frame Rails

*THE NEW **RAM**  
**CHASSIS CABS**  
COMPLETE  
RE-DESIGN OF RAM  
LINE-UP*



Ram 3500 / 4500 /  
5500 Chassis Cab



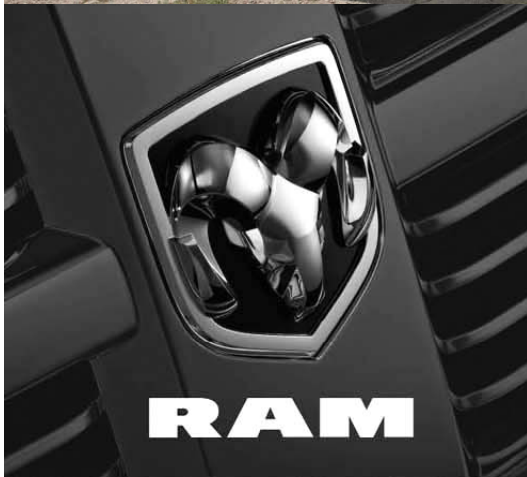
Award-winning  
Ram 1500



Ram 2500 / 3500  
Heavy Duty

# *RAM BRAND HAS ARRIVED*

- Award-winning products
- Freshest line-up
- Market coverage class 2 - 5



*"MY NAME IS RAM"*



*"MY NAME IS RAM"*



# *RAM VISION*

1. Unique Ram brand identity
2. Focus on truck customers
3. Product leadership
4. Expand the portfolio
5. Sales and share growth



# *RAM VISION*

## *1. UNIQUE RAM BRAND IDENTITY*

- Separate Ram from Dodge
- Leverage strength of Ram
- Truck-focused portfolio

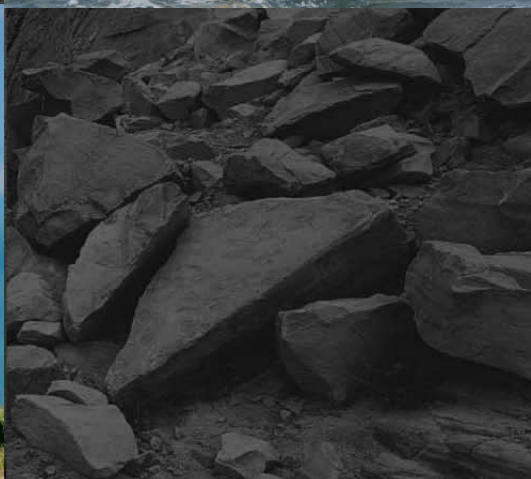
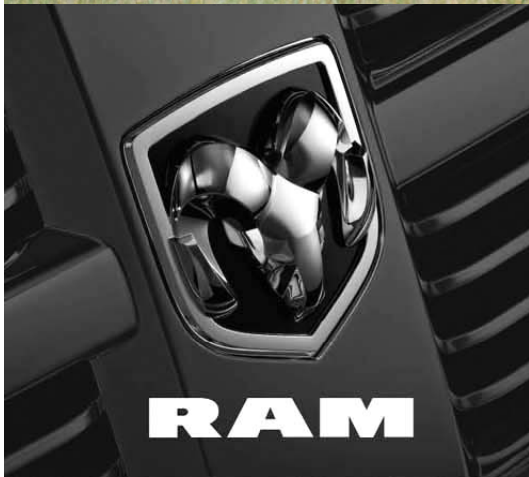




# *RAM VISION*

## *2. FOCUS ON TRUCK CUSTOMERS*

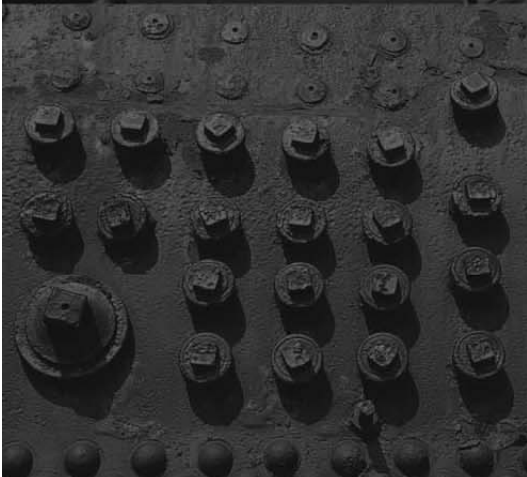
- Where they live
- What they eat
- How they work
- How they play



# *RAM VISION*

*2. FOCUS ON  
TRUCK CUSTOMERS*

*"PIONEERING SPIRIT"*



# *RAM VISION*

*2. FOCUS ON  
TRUCK CUSTOMERS*

*"MAN AND MACHINE"*



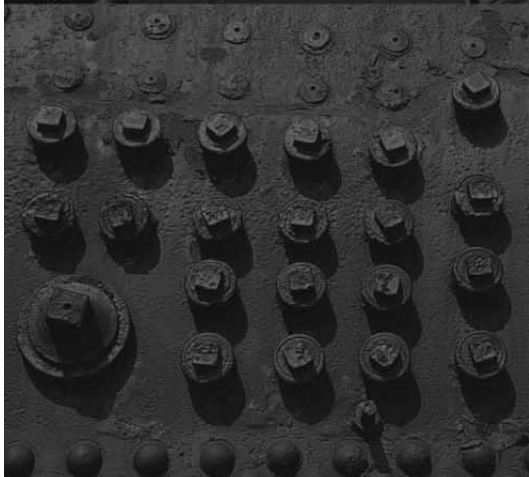
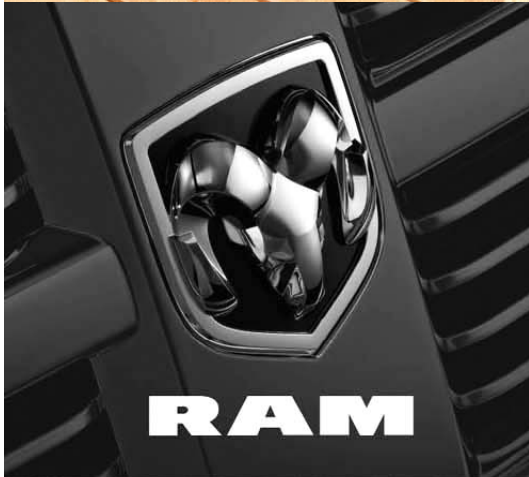
# *RAM VISION*

*2. FOCUS ON  
TRUCK CUSTOMERS*



*"SPIRIT OF  
COMPETITION"*

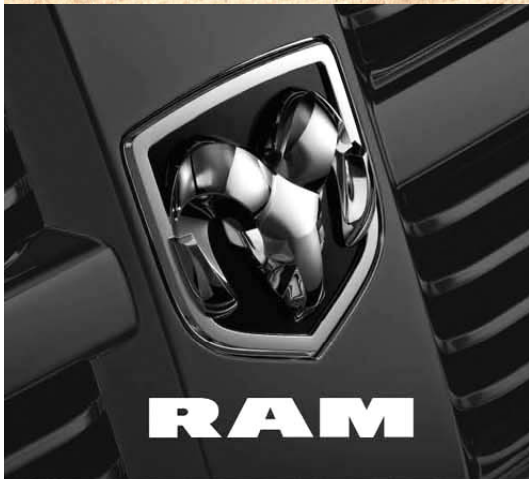




# *RAM VISION*

## *2. FOCUS ON TRUCK CUSTOMERS*

*"KNOW HOW"*



# *RAM VISION*

*2. FOCUS ON  
TRUCK CUSTOMERS*

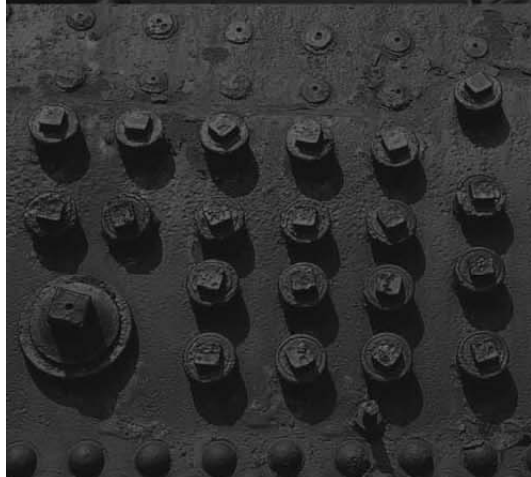
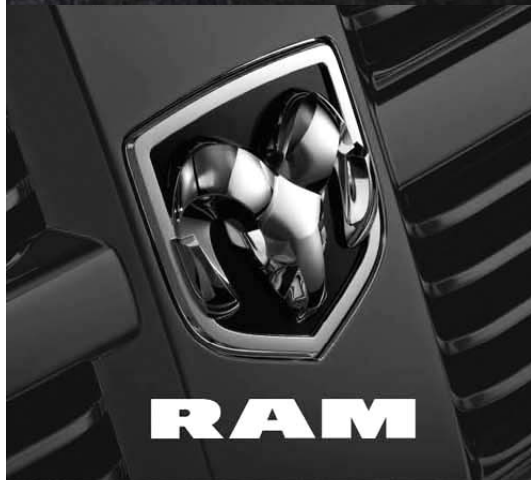
*"PROVIDING"*



# *RAM VISION*

## *2. FOCUS ON TRUCK CUSTOMERS*

- Singular focus
- Targeted communications
- Dedicated organization
- Branded experience



# *RAM VISION*

## *2. FOCUS ON TRUCK CUSTOMERS*

- Commercial products and services
  - BusinessLink
  - On-The-Job
  - Dedicated field force
  - Technical support



# *RAM VISION*


## *3. PRODUCT LEADERSHIP*

- Function & capability
- Quality / reliability / durability
- Design & refinement
- Value



# *RAM VISION*

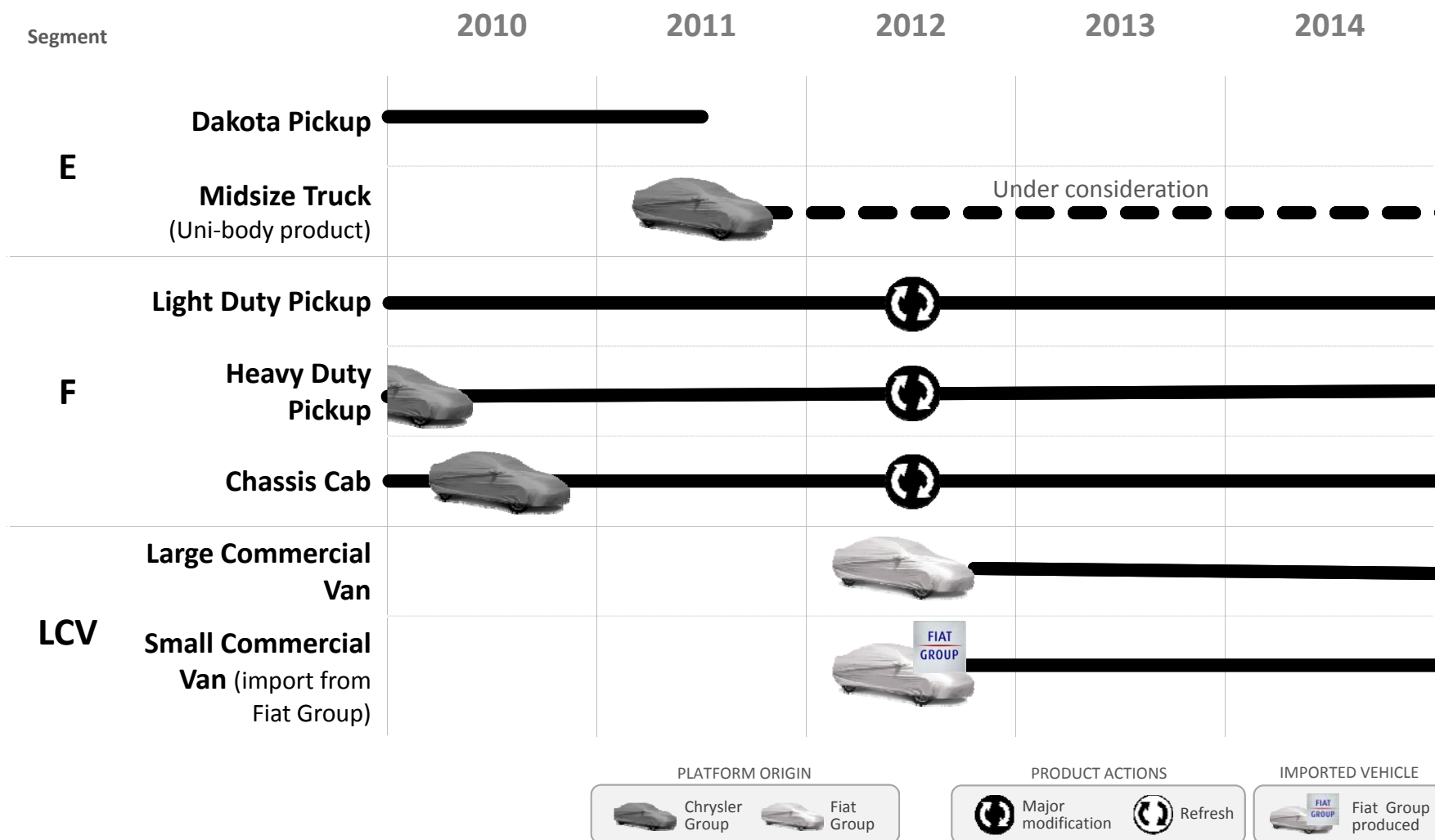
## *4. EXPAND THE PORTFOLIO*

- Fiat originated vans
  - Explore heavy truck expansion
  - Mid-size truck replacement
- 



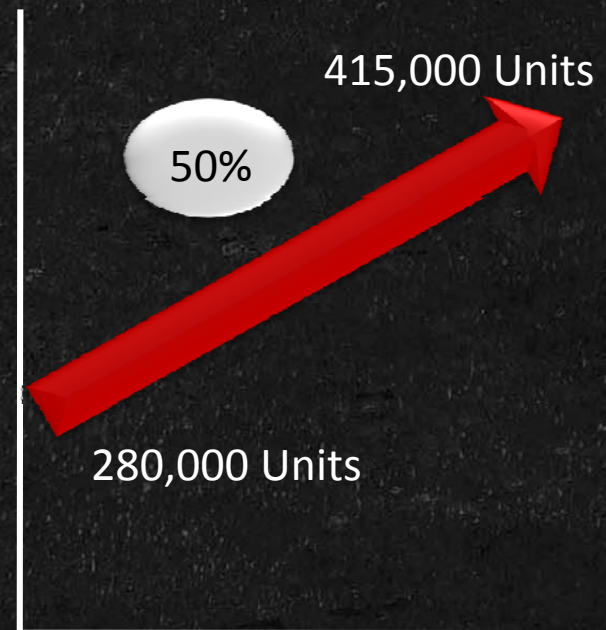
*"MY NAME IS RAM"*

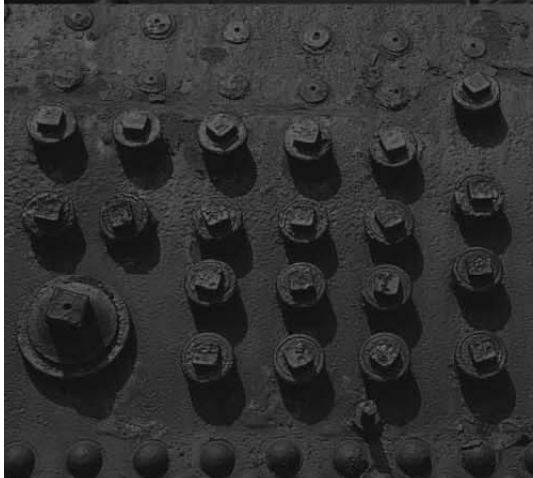
# RAM TRUCK BRAND PRODUCT PLAN



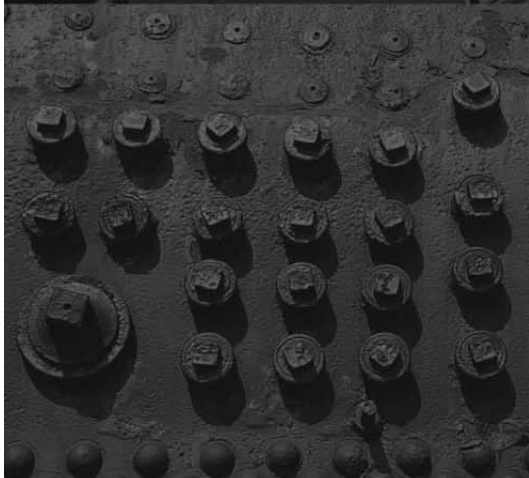
# *RAM VISION*

## *5. SALES AND SHARE GROWTH*

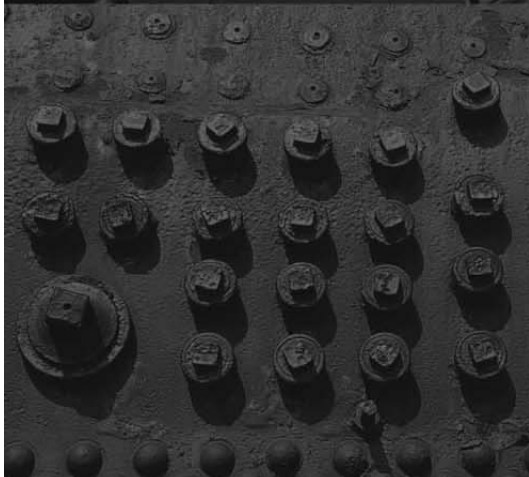




*"MY NAME IS RAM"*



*"PLAY VIDEO"*



**RAM**