

Best-in-Class Aerodynamics Give All-new 2009 Dodge Ram a Slippery Shape

Combination of Styling, Technologies Help Lower Resistance to Wind

Auburn Hills, Mich. -

A bold, beautiful exterior shape wasn't the only product of design refinements in creating the exterior of the all-new 2009 Dodge Ram. The cooperative application of aerodynamic science and innovative styling led to aerodynamic improvements on the new Ram that resulted in an estimated coefficient of drag (Cd) of .422 for a crew cab 4x4 model – compared with a Cd of .463 for a 2008 Ram Quad Cab® 4x4. Extensive wind-tunnel testing was conducted to hone the 2009 Dodge Ram's exterior shape, resulting in best-in-class aerodynamics.

Following are aerodynamic features incorporated into the all-new 2009 Dodge Ram:

- The shape of the front grille and hood, as well as the shape and placement of exterior rearview mirrors, were developed for optimized aerodynamic performance
- A subtle circumferential notch near the rear edge of each outside mirror housing causes airflow (and dust or water, when present) to separate from the housing. This also helps keep the door glass clean
- A fully styled and integrated air dam contributes to directing air flow around the vehicle in order to reduce aerodynamic drag, as well as directing air flow for cooling the engine and air-conditioning condenser
- Doors are full cut-line doors for less wind noise and better aerodynamics
- A carefully developed curve at the leading edge of the windshield frame reduces drag
- A raised lip on the cowl screen helps direct air flow and water toward the sides of the windshield
- The cowl screen smoothes the airflow transition from hood to windshield, reducing turbulence and wind noise
- Troughs created by windshield-side moldings channel water over the roof rather than around to the side windows
- Side windows offset from door frames were minimized to help reduce turbulence and wind noise
- Side sills are lowered, extending the attached air flow and eliminating some underbody turbulence
- The new front-end module has smaller gaps around headlamps to help aero performance
- A large tailgate spoiler integrated into the sheet metal improves aerodynamic flow
- Lowered windshield-wiper location improves visibility, as well as reduces wind noise and drag
- Flush-fit fog-lamp pockets eliminate aerodynamic drag of fog lamps
- Reduced wheel openings help decrease aerodynamic drag

- Optimized ride heights provide aerodynamic efficiencies

-# # #-

Additional information and news from Chrysler is available at
<http://www.media.chrysler.com>.