

Dodge Drops First Crew Cab Into Heart of Pickup Market

Crew Cab Accounts for Nearly 50 Percent of Sales

Auburn Hills, Mich. - With sales of more than 2 million units a year, full-size pickup trucks remain the largest segment in the industry. And with sales of more than 364,000 units in 2006, Dodge sells more Ram trucks than any other vehicle.

"With numerous domestic and import competitors, the pickup market is fierce and ultra-competitive," said Mike Accavitti, Director – Dodge Brand and SRT Global Marketing and Communications, Chrysler LLC. "Armed with head-turning design and exclusive features including our RamBox storage system, our all-new 2009 Dodge Ram will again undoubtedly create waves in the truck segment."

True crew

In the pickup truck market, customer preferences continue to change. For example, in the 2002 model year, crew cabs were relatively new and accounted for only 8 percent of the overall segment. In 2007, crew cabs accounted for nearly 50 percent of the segment.

"Crew cabs are the fastest-growing and highest-volume part of the light-duty pickup market," said Accavitti. "Our all-new 2009 Dodge Ram Crew 1500, which offers room and convenience for six adults, marks our first entry into this crucial part of the market."

Changing demographics

The increasing popularity of crew-cab models hints at another shift in the light-duty pickup segment: segment growth is being driven largely by customers who want a vehicle that works hard, yet is comfortable for the whole family.

Following are target demographics for the 2009 Dodge Ram:

- 84 percent male, 16 percent female
- Median age: 52
- Married: 70 percent
- Median annual income: \$64,000
- College educated: 28 percent
- Primary vehicle usage: 71 percent "personal"

"These buyers are looking for the space and comfort of second-row seating options, ride comfort, nimble handling, ease of use and overall versatility," said Accavitti.

A Ram for every need

To make sure there's an all-new 2009 Dodge Ram for any customer's needs, Dodge

offers regular cab and Quad® Cab configurations, as well as the Ram Crew 1500. The regular cab is available with a choice of an 8-foot cargo box or a 6-foot-4-inch box; Quad Cab models are available with the 6-foot-4-inch box; and the Ram Crew 1500 is available with a 5-foot-7-inch box. All three models fit in a standard garage.

Five distinct trim levels are available, each with a unique appearance: ST, SLT, TRX, Sport and the top-of-the-line Laramie.

All-new 2009 Dodge Ram models will be offered in several exterior colors, depending on trim level. All-new colors are Light Graystone Pearl Coat, Austin Tan Pearl Coat, Deep Water Blue Pearl Coat and Stone White Clear Coat. Also available is Flame Red Clear Coat, Sunburst Orange Pearl Coat, Detonator Yellow Clear Coat, Bright Silver Metallic Clear Coat, Mineral Gray Metallic Clear Coat and Brilliant Black Crystal Pearl Coat.

Interior colors are all new for 2009 Dodge Ram, and include Dark Slate Gray, Dark Slate Gray/Medium Graystone, Dark Slate Gray/Frontier Tan and Light Pebble Beige/Bark Brown.

The all-new 2009 Dodge Ram will be sold in North America, as well as in some Latin American and Middle East markets.