

## **Press Conference: 2009 Dodge Ram Reveal at 2008 NAIAS, Detroit**

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2009 Dodge Ram 1500 Reveal  
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### **B. NARDELLI**

Good morning, everyone ... and welcome to Chrysler's reveal of the Dodge Ram ... one of our most important products.

It's a bright new day for the new Chrysler ... and what a great way to start it off ... by presenting a new vehicle that perfectly portrays ... the bold new attitude of our strong and durable company.

In 2008, we will continue to design, develop and launch new products that our customers told us they want.

Vehicles like the Dodge Journey crossover ... and the hybrid versions of our full-size SUVs, the Chrysler Aspen and Dodge Durango ... which feature technology similar to that found in the 2008 Green Car of the Year.

Passion, performance and pride are all alive and well at Chrysler ...

And you'll see that when we launch the Dodge Challenger, a thoroughly modern version of the classic American muscle coupe.

To bring these vehicles to market, we have the backing of a great new majority owner, Cerberus. Steve Feinberg, who heads Cerberus, is absolutely dedicated to returning Chrysler to its rightful place as an industry leader.

My mission ... along with Tom and Jim ... in the office of the Chairman, is to help restore Chrysler to that leadership position ... in an industry that has suffered under the storm clouds of ferocious, global competition ... and faced some dark economic conditions here at home.

We feel upbeat about the momentum building in our customer base ... our dealers ... and our employees ... as a result of our December performance.

Despite the challenges that lie ahead, I feel confident today ... that Chrysler is on the threshold of full recovery and a return to its former greatness.

We've been knocked down before, but never knocked out.

And that's because Chrysler at its core ... is a truly great company ... with deep roots.

I attribute that resilience to the qualities instilled in our company by Walter P. Chrysler, the Dodge Brothers and John North Willis - the forefather of one of our international treasures, the heroic Jeep brand.

Their deep understanding and respect for engineering, as well as their total commitment to quality and performance, are legacies that remain with us today.

They inspire us and provide us with the comfort and assurance that we can and will succeed.

But to reach our destiny, we have to learn from the past ... not live in it.

Our heritage gives us a solid foundation for growth, but as we all know, change is the only constant in today's business environment.

We will need to think differently, be more creative and have the courage to make needed alterations in the cars and trucks we build and the way we build them.

We must be aggressive in dealing with the challenges that lie ahead, yet humble as we encounter new opportunities and harvest greener fields.

We must be fully energized ... and then share that energy with our employees, customers, dealers and suppliers.

We must join hands with our unions - letting them know that they are partners every step of the way.

We must be honest with ourselves and with all those who trust and depend on us for their livelihood.

Finally, we must continue to take advantage of every avenue for improvement.

As the first privately held North American automaker in over 50 years, we are uniquely positioned to be lean ... agile ... decisive and fast to act on market

opportunities .... and highly responsive to our customers.

Our vision for the future is shaped by listening to our customers and seeing the market through their eyes ... And, as we do, our focus and priorities become crystal clear; customers first, and quality, period.

Looking back on 2007, we have gained considerable momentum on which to build.

Jim Press began leading the drive to enhance our relationships with dealers, recognizing that our success depends on a healthy and profitable dealer network.

Our role is to provide aspirational products with great value and performance ... exceeding customers' expectations.

We have already started to take action to deliver on that commitment.

During the first two months, based on customer input, we approved 260 product enhancements ... representing an investment of half a billion dollars.

We also have a very clear view of our strategy for international growth.

And Tom LaSorda is playing a critical role in building alliances and relationships with other automakers and suppliers around the world ... such as our landmark deal with Chery to build small cars in China that we will market globally.

And just this week we announced a product agreement for Nissan to supply Chrysler with a new car based on the Versa sedan.

We will begin selling this new car in Brazil and potentially other Latin American markets beginning in 2009.

This is our second product exchange agreement with Nissan, and a real win for everyone involved -- Nissan, Chrysler, and especially our customers.

Lastly, we have sharpened our focus on being green in our plants, processes and products ... and you'll get a strong flavor of our ongoing commitment to sustainability when we reveal our concept vehicles tomorrow afternoon.

We have the right team in place, the right attitude, the right partners and the right direction in our sights.

As it has done so many times in its history, the Chrysler Pentastar will shine brightly once again.

Thank you for being with us ... and now, on to the reveal.

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Please welcome our Vice Chairman and President, Jim Press.

(JIM AND BOB SHAKE HANDS, BOB EXITS)

**J. PRESS**

Thanks, Bob.

Good morning, and welcome to the Dodge Ranch.

Dodge has the entire truck market covered ... from midsize SUVs ... to hybrid models ... to heavy duty commercial trucks.

And today, that lineup grows even stronger with the all-new Ram 1500!

There's a whole herd of choices in the pickup market ... so we know that, if we want to stand out from the rest, we need to listen to our customers ... and work hard to give them everything they want from a pickup ... and more.

That's why we're introducing 35 new or improved features in our all-new Dodge Ram - a pickup that's going to completely change the game.

But if you think out truck is small hat and no cattle, keep an eye on yonder horizon.

It all starts with an improved torsionally optimized frame that helps provide increased stability and handling precision with less Noise, Vibration & Harshness.

Portions of the frame are hydroformed for better dimensional control.

The side rails are fully boxed.

And the advanced, high-strength steel in the front frame section contributes strength, durability and a 30-pound weight savings.

All of this helps give our pickup even more backbone to shoulder a huge 1,850-pound payload and enough ox-like strength to tow up to 9,100 pounds.

Of course, you can't haul like that without some serious horsepower and torque.

The heart of our beast is a more powerful, next-generation 5.7-liter HEMI V-8 ... with fuel-saving MDS technology and Variable Cam Timing ... It churns out 380 horsepower- a 10% increase - and 404 foot pounds of torque.

Even with all that increased horsepower we improved fuel economy by nearly five percent.

By the way, this engine hauls in more ways than one.

In our performance model truck, our HEMI will achieve a shockingly fast 0-60 time of six point one seconds.

Other engine options include a flex-fuel 4.7-liter V-8 that puts out 310 horsepower ...

And a high-mileage, 3.7-liter V-6, which offers best-in-class fuel economy of 20 miles per gallon on the highway.

What else does it take to create a "game changing" truck?

How about an all new suspension system that hauls big loads with ease but doesn't ride like a hay wagon?

Our new pickup features an all new rear suspension system with solid axle and coil springs.

What's that?

Coil springs?

Don't pickups use leaf springs?

Just like the buckboard wagons of the old, old west.

But you know what uses coils today?

Railroad cars.

Semi trailers.

Giant earth movers ...

And our all-new 2009 Dodge Ram.

The coil spring set is 40 pounds lighter and is controlled through a new five link mounting system to provide exceptional ride quality and handling with no loss of capability.

To prove that our pickup delivers both comfort and capability, an independent testing company put our all-new Dodge Ram prototype up against the 2008 F-150, Silverado and Tundra.

They found that our pickup had less freeway hop than any of the trucks they tested

... and represented a big step forward in overall smoothness and refinement.

In addition, they confirmed Ram's 4X4 has a much wider range of suspension articulation over leaf-sprung competitors.

It is, truly, the best of both worlds.

Now, there's just one more "must-have" we need to pull ahead of the herd ... and it's something that our buyers have always been proud of ... that signature Dodge Ram "in-your-face" look!

Ladies and gentlemen, here it is - the full-size pickup that separates Dodge from the herd ... the all-new 2009 Dodge Ram!

(PAUSE FOR REVEAL)

## **J. PRESS**

In the full-size pickup stampede, you'll be able to spot the best of the breed by its high level of craftsmanship.

You see it in the bold details, such as our new "grille-forward" appearance and redesigned "power bulge" aluminum hood that conveys a head down ready to charge attitude.

That attention-to-detail runs from front to rear, as you'll notice in the built-in spoiler ... which helps give us best-in-class aerodynamics.

On HEMI-powered models, available dual exhaust outlets are integrated into the rear bumper -- that's a first in light-duty pickups.

So we've proven that this is a tough truck ... and you can see it's good-looking.

But, those things alone do not make it worthy of wearing the Dodge Ram badge!

To really stand out from the herd, we have to listen to our customers.

So we're giving them everything they asked for ... and some surprises they didn't think were possible.

They asked for a crew cab size, and we're going to give them one - the Dodge Ram Crew 1500.

Customers also told us they wanted cargo flexibility with trunk like security.

Our answer is an industry-first RamBox cargo management system.

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RamBox features weatherproof, lockable, illuminated storage bins built into the bed rails, offering an extra 8.6 cubic feet of space, which can hold all sorts of things... like tools, golf clubs and hunting and fishing gear.

(COWBOY ENTERS WITH BOX)

It even has drains so you can fill it with ice and all the fish you are going to catch.

( FIND TOM'S GOLF CLUBS )

(JIM FINDS COIL SPRING)

Well, look what keeps springing up!

Did I mention how strong our new rear coils are?

Let's see what other surprises we can find on this truck.

How about this one: The RamBox system comes with a pickup bed divider, which doubles as a two-foot bed extender ... and a cargo rail system equipped with four adjustable cleats for ultimate tie-down capability.

Another thing our customers wanted was more storage features inside the cab.

We're responding with another Ram innovation nobody else has: Two, rear-seat store-in-the-floor bins with removable liners.

They're each large enough to hold boots and tools or ice and water for those hot days at the ranch.

In total, the all-new Ram has 41 interior storage spaces - nearly twice as many as on its predecessor.

( PAUSE )

O.K., let's move inside.

These days, we know that our trucks often serve as mobile offices or primary family vehicles, so we've completely rethought what a pickup truck interior should be!

In fact, if you want to know what kind of interiors you're going to see from Chrysler in the future, I'm asking you to please take a moment to sit in this truck.

You'll see an inspired design with renewed emphasis on sophistication and craftsmanship, an abundance of soft touch materials ... chrome accents ... and,

precise fit and finish.

The new Ram also offers the segment's first heated AND ventilated front seats, heated rear seats, dual-zone automatic temperature control and the first heated steering wheel Chrysler has ever offered ... and right now I bet you'd like to have your hands on a warm steering wheel.

The all-new Dodge Ram offers a wide range of sophisticated electronics including the MyGIG System with a 30-gig hard drive, a ParkView rear back-up camera, Bluetooth connectivity, a next-generation voice activation system that enables you to give commands to the navigation system and a rear-seat DVD screen.

Added to that are a couple of pickup firsts ... the first SIRIUS satellite TV ... and the first surround sound system, by Alpine.

Safety is also extremely important.

Our current truck is Five-Star ... and we expect the same with the new one.

The all-new Dodge Ram will offer more than 30 safety features ... yes, ALL of these ... including standard items such as side-curtain air bags, four-wheel ABS and ESP with Hill Start Assist and Trailer Sway Control.

Ladies and gentlemen, since the dawn of the "big rig" look, Ram has always been a game-changer.

And the all-new 2009 Dodge Ram takes the pickup truck game to a new dimension with a long list of firsts and best-in-class features.

A bold new look, strong new frame, legendary HEMI power and a rear suspension breakthrough.

There's no question ... Dodge Ram truly has separated itself from the herd!

And customers won't have to wait until the cows come home to get one.

The all-new Dodge Ram will be available this fall, followed by a light-duty Cummins Turbodiesel in 2009 ...

Our Turbodiesel Ram will meet 50-state emissions standards and deliver a 25-percent fuel economy improvement ... along with all the power a Cummins engine is known for.

After that, in 2010 ... We'll introduce a Dodge Ram HEMI hybrid ...

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(TAKE "HYBRID" SIGN)

Let's see ... I tried this once before ... maybe it will stick this time.

(PUT SIGN ON TRUCK)

Ram will join Dodge Durango and Chrysler Aspen in our growing lineup of two-mode HEMI hybrid vehicles.

In Ram, the hybrid will deliver a fuel economy improvement of nearly 40 percent in the city - equal to that of midsize sedans.

The all new 2009 Dodge Ram ... a real "game changer" that will turn the pickup world upside down ... thank you.

I'd now like to invite Bob Nardelli and Tom LaSorda to join me in celebrating this great truck!

Please come up and join me for a quick photo.

(BOB AND TOM ENTER)

**J. PRESS**

Thank you ... and now, please come forward for a closer look.