



Contact:

Kelley Enright, Central Region PR Manager
FCA LLC US
708-205-7276
Kelley.enright@fcagroup.com

2017 Chicago Auto Show
Ram Truck Territory Indoor Track Experience – Fast Facts

The Ram Truck Brand is bringing its all-new *Ram Truck Territory* interactive ride experience to the Chicago Auto Show for the first time. The 30,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck brand vehicle lineup. Professional drivers navigate attendees through the interactive course in Ram 1500, 2500 and 3500 trucks.

Key track features include:

- Ram will put the best-in-class gas powered torque and horsepower of the Ram 2500, featuring a 6.4-liter V-8 HEMI® engine, to the test by lifting a wall weighing more than 3,000-pounds.
- A payload demonstration, where passengers experience the class-exclusive Active-Level four-corner air suspension found only on the Ram 1500.
- A stability demonstration on a “High Banked Wedge” structure taller than 6-feet and 70-feet in diameter with a 30 degree tilt.
- The towing of the Ram 3500 diesel-powered truck will also be demonstrated as trucks hitch to the 24-foot-tall Ram “Tow Power Tower” and lift a weight to simulate towing 30,000-pounds.
- A series of steel culverts will showcase ride handling capability and suspension options.
- Riders will also feel the traction and experience hill descent technology on the iconic “Ram Mountain,” a 13-foot high, 30-foot long course element with 30 degree approach and departure angles.

Ram Truck Territory will be open to the public during the 2017 Chicago Auto Show from Saturday, February 11 – Monday, February, 20.