

# CHRYSLER ACADEMY

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## RAM 6.7L HIGH OUTPUT CUMMINS® OFFERS BEST-IN-CLASS TOWING



Ram Truck Engineering has done it again! With the introduction of the 6.7L High Output Cummins diesel engine and the new Max Tow Package, an automatic-equipped Ram 3500 regular cab dually offers best-in-class 22,700-pound trailer towing capability with an increased 30,000-pound Gross Combined Weight Rating. Better towing capability than Ford. Better than Chevy. Better than GMC.

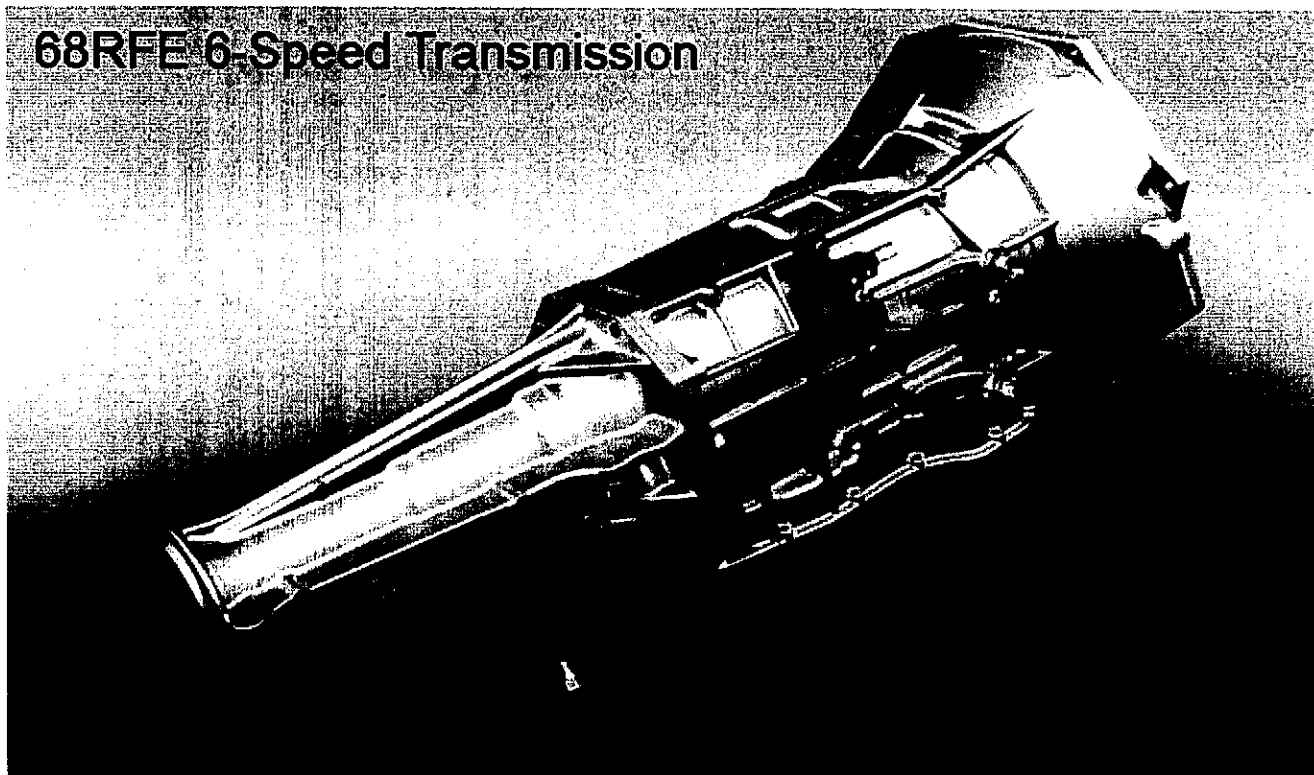
### A Tradition of Proven Power

1989 marked the first year Ram offered the Cummins engine. Since that time, Ram Heavy Duty pickups powered by Cummins diesel engines have been the benchmark of power, durability, reliability and fuel economy. In order to maintain its traditional performance leadership, Ram is offering a High Output 6.7L Cummins engine with increased torque output to impress heavy-duty pickup prospects where it matters most: trailer-towing capability (the primary purchase reason for Heavy Duty pickup buyers).

### A Complete Package

To achieve the 800 pound-feet of torque output and a 30,000 GCWR rating, Ram engineers boosted the powertrain to obtain powerful yet reliable results. In fact, these impressive results for the High Output Cummins-equipped Ram 3500 were obtained using the upcoming 2013 model year Society of Automotive Engineers (SAE) testing standards. Prospects can rely on these numbers for years to come!

A new engine control module (ECM) with revised performance mapping allows the High Output Cummins to reach peak torque at 1,600 rpm and exceed the previous model's output from 1,200 through 2,800 rpm. Horsepower is higher through this operating range as well. However, note that 350 hp at 3,000 rpm remains the maximum horsepower specification.



The heavy-duty 68RFE 6-speed automatic transmission now includes a new torque converter that specifically improves engine/transmission integration for better towing capability on grades by keeping engine rpm in the peak torque range.

Thanks to an upgraded heavy-duty trailer tow package, the 4.10 rear axle is also beefed-up. This differential will feature upgraded rear axle pinion and helical gears with a new aluminum cover employing cooling fins to dissipate heat.

Reliability is further assured with an engine-mounted water-to-oil transmission cooler, upgraded power steering cooler and a new crankshaft damper that reduces engine noise and vibration.



### Second to None

Much of the heavy-duty pickup market is about confident power and capability. Here are the key messages to reinforce in your communication with tow-oriented customers:

- Best-in-class trailer towing capability – 22,700 pounds
- Ram 6.7L High Output Cummins provides a 1,000-pound higher trailer tow rating than Chevy Silverado 3500 with the Duramax diesel.
- Ram 6.7L High Output Cummins provides a 100-pound higher trailer tow rating than Ford F-350 with the Power Stroke diesel.
- Unsurpassed torque output – 800 pound-feet
- Ram 6.7L High Output Cummins has 35 pound-feet more torque than the Chevy Silverado 3500 Duramax diesel.
- Ram 6.7L High Output Cummins has the same torque as the Ford F-350 Power Stroke diesel.
- “Reduced hassle” operation – No Diesel Exhaust Fluid (DEF) required as on the Ford and Chevy HD diesels.
- Unsurpassed powertrain warranty – 5 years/100,000 miles. Ford only offers warranted confidence up to 60,000 miles.
- Stellar reputation – Cummins diesel engines are renowned for reliability and durability that’s continually demonstrated over millions of miles.
- Confident braking – Ram HD models provide large brakes and braking surfaces as well as a fully functional diesel engine exhaust brake.



### Ordering Specifics

The 6.7L High Output Cummins will be standard on all automatic transmission-equipped Ram 2500 & 3500 HD pickups. Along with releasing the High Output Cummins 6.7L, Ram will offer a new heavy-duty Max Tow Package that, when coupled with the High Output 6.7L, gives a Ram 3500 regular cab dually the claim of highest trailer tow rating in its class. The heavy-duty trailer package includes the heavier axle, transmission cooler and a 4.10 axle ratio.

Manual transmission 6.7L Cummins models will still be available, but will not offer the High Output 6.7L Cummins. No change in performance or specifications will occur on these vehicles. Additionally, the High Output 6.7L Cummins will not be offered in 3500/4500 or 5500 Chassis Cab models, regardless of transmission.

The 6.7L High Output Cummins engine goes into production in late April 2011, with ordering available in early March 2011. Now is the time to reach out to current HD owners and intenders to communicate the availability of this Ram-Cummins powerhouse combination. You're the one to see for anyone desiring the ultimate in trailer-towing prowess.

### High Output Cummins® Competitive Position

2011 Model Year Powertrain Comparison	Ram New High Output 6.7L Cummins®	Ram Current 6.7L Cumm
Optional (diesel) engine displacement	6.7L I6	6.7L I6
Transmission	6-speed AT	6-speed AT
Horsepower	350	350
Torque (lb-ft)	800	650
Maximum trailer tow capacity (lbs.)	22,700	17,600

2011 Model Year Powertrain/Towing Comparison	Ram 3500 DRW with High Output 6.7L Cummins	Chevrolet/ GMC 3500 DRW	Ford Super Duty F-350 DRW
Optional (diesel) engine displacement	6.7L I6	6.6L V8	6.7L V8
Diesel Exhaust Fluid required (\$7- 9/gallon)	No	Yes	Yes
Transmission	6-speed AT	6-speed AT	6-speed AT
Horsepower	350	397	400
Torque (lb-ft)	800	765	800
Powertrain warranty	5 years/100,000 miles	5 years/ 100,000 miles	5 years/ 60,000 miles
Maximum trailer towing capacity (lbs.)	22,700	21,700	22,600
Engine brake	Yes (diesel exhaust brake)	Yes	Yes
Rotor diameter (in.)	Front - 14.17 Rear - 14.09	Front - 13.98 Rear - 13.98	Front - 13.66 Rear - 13.39