

RAM

RAM PROFESSIONAL PROGRAM UPDATE

TUESDAY, OCTOBER 13, 2026
10:00AM – 10:45AM



RAM PROFESSIONAL

AGENDA

Ram Brand Review

Ram Commercial Van Product Update

Ram Trucks Product Update

Commercial Vehicle Team Updates

Q & A

RAM |

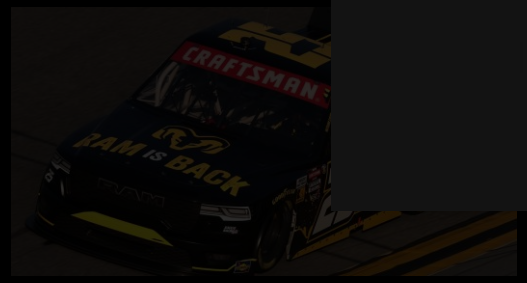








NOTHING STOPS RAM





UFC

TKO

PBR



RAM

MID-SIZE COMMERCIAL VAN



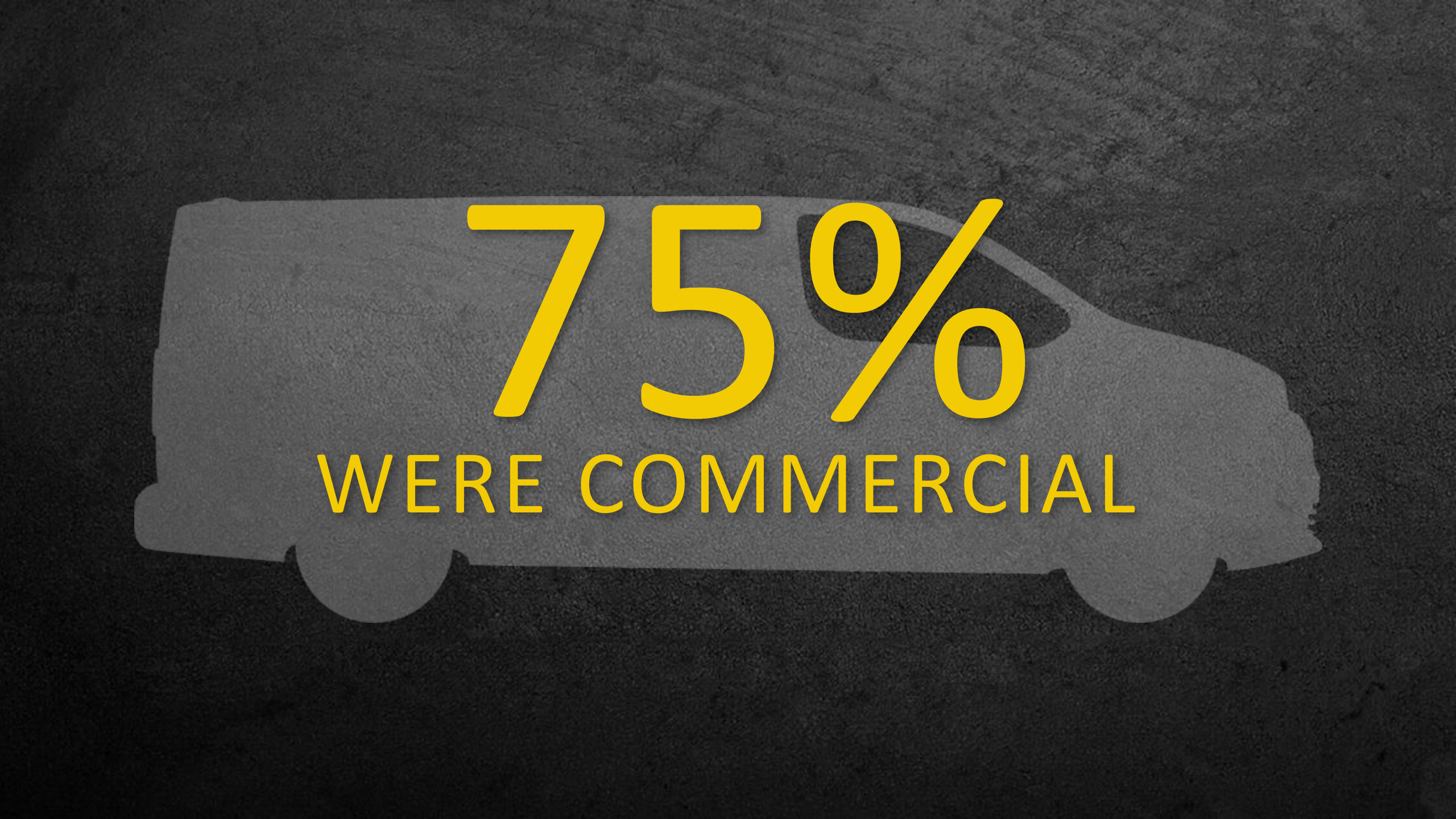

RAM
RAM
PROMASTER
CITY


RAM
PROMASTER
CITY


1M
SMALL/MID-SIZE COMMERCIAL VANS
SOLD IN THE U.S.


MORE THAN HALF
STILL IN OPERATION


100K+
SMALL/MID-SIZE VAN SALES


75%
WERE COMMERCIAL

PROMASTER CITY – MEDIA COVERAGE & FEEDBACK

Reveal

Automotive Fleet

First Look at the Returning 2027 Ram ProMaster City

Kelley Blue Book

2027 Ram ProMaster City Returns With Attractive Features and Price

YouTube · The Fast Lane Truck

The 2027 Ram ProMaster City Is BACK, And It's Grown Up!

Pricing Announcement

Car and Driver

The 2027 Ram ProMaster City Is the Most Affordable Van in the U.S.

Motor1.com

Ram Drops 2027 ProMaster City Under $40,000, Cheapest US Work Van

CarBuzz

Ram's Reimagined Work Van Hauls A Ton, Tows A Ton, Doesn't Cost A Ton

MotorTrend

The 2027 Ram ProMaster City Van Starts at Just $39,995

RIGHT PRODUCT AT THE RIGHT TIME



- HAUL A TON
- TOW A TON
- SPACIOUS
- 7′-CLEARANCE
- 42′ TURNING DIAMETER

HAULS WHAT THEY WANT

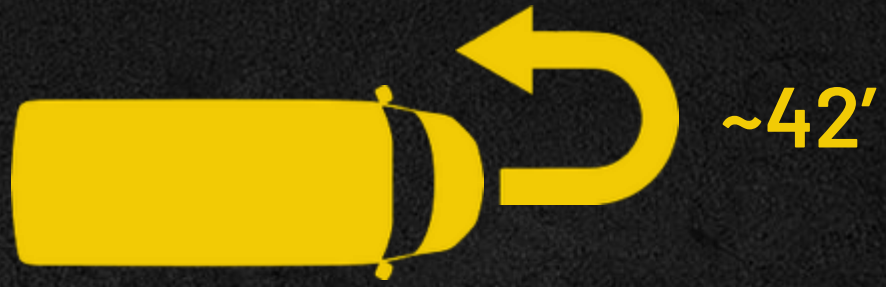






GOES WHERE THEY NEED















TARGET CUSTOMERS ARE BASED ON USE AND BUSINESS NEED

PROMASTER CITY – UPFIT OPPORTUNITY

PARTNERSHIP OPPORTUNITIES WITH EARLY PRODUCTION UNITS

Access to a ProMaster City:

- Looking to partner with a mix of Upftters
- Display plan to have unit at NTEA and / or other venue(s)

Options to receive an early production unit:

- Purchase / 2nd Stage Manufaacturer
- Bailment / Pool Release

If you are interested:

- Reach out to your RAM contact
- Come talk to us at our display



PROMASTER CITY – EXTERIOR DIMENSION

DIMENSIONAL COMPARISON

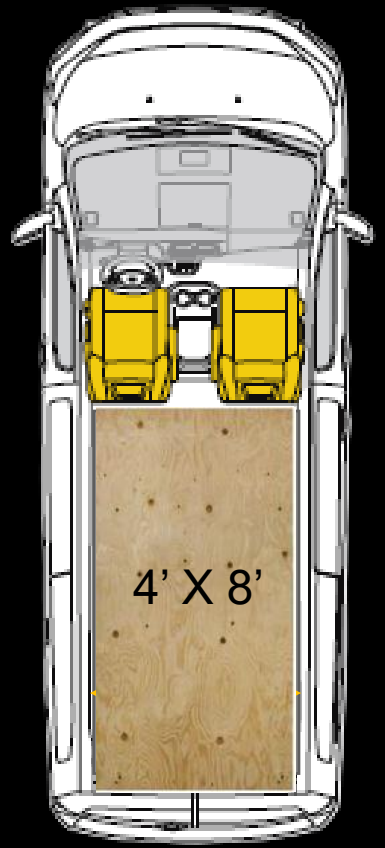
27MY ProMaster City vs. 22MY ProMaster City



PROMASTER CITY – INTERIOR SPACE

SEATING CONFIGURATIONS

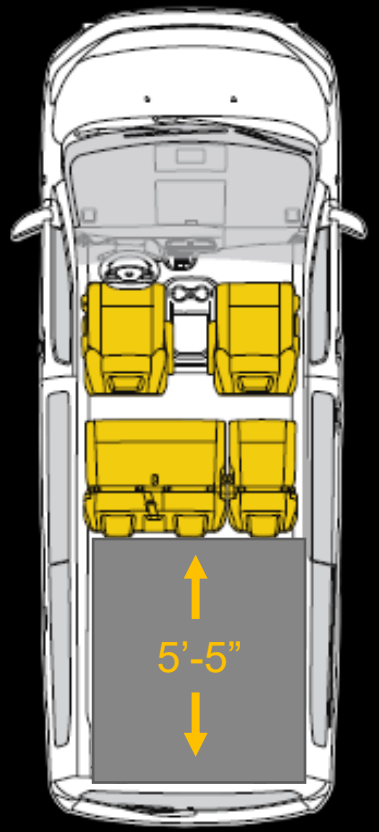
Cargo Van



2-pass - Standard

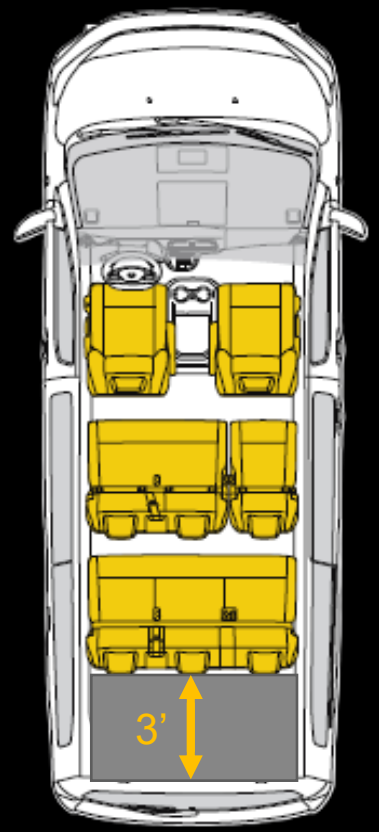
182 CU. FT. CARGO CAPACITY

Passenger Van



5-pass - Standard

101.5 CU. FT. CARGO CAPACITY



8-pass - Optional

47.5 CU. FT. CARGO CAPACITY

PROMASTER CITY – PRODUCT HIGHLIGHTS

EXTERIOR HIGHLIGHTS

~77 in. Overall Exterior Height
"Garageable <84 in."

11 Cargo Panel / Window Combinations

182 CU. FT. CARGO CAPACITY
(22MY PMC 131.7 cu. ft.)

Tradesman & SLT Trim Levels

Headlamps Positioned High & Set In, Away From Impact Zones

180° Rear Swing Doors or Rear Liftgate Configs

1.6L I4 ICE ENGINE / 8-SPD ATX
166 hp / 221 ft-lbs.



~23 in. Rear Load-in Height

New RAM Badging

6 Exterior Colors

DRL Signature Lighting

15.8 IN. STEP-IN HEIGHT

17" Wheels

2027 RAM PROMASTER CITY- POWERTRAIN



1.6L Turbo I4 Gas Engine

- 166 HP / 221 LB-FT
- 18.5 Gallon Fuel Tank



8-Speed Automatic Transmission

- Aisin Designed
- Front Wheel Drive

PROMASTER CITY – PRODUCT OVERVIEW

TRADESMAN

AVAILABLE FOR CARGO & PASSENGER



BLACK
FRONT/REAR LOWERS



17" STEEL WHEELS

SLT

AVAILABLE FOR CARGO & PASSENGER



FRONT
FOG LAMPS

BODY COLOR
FRONT/REAR LOWERS



HEATED
STEERING WHEEL



17" ALLOY
WHEELS



FRONT/REAR
PARK ASSIST



WIRELESS
CHARGER

2027 RAM PROMASTER CITY- DOORS



50/50 Rear Swing Doors

- 90° and 180° openings
- Max width w/ doors open: ~50″
- Max height w/ doors open: ~48″
- Digital Rear View Mirror is standard and provides unobstructed rear view



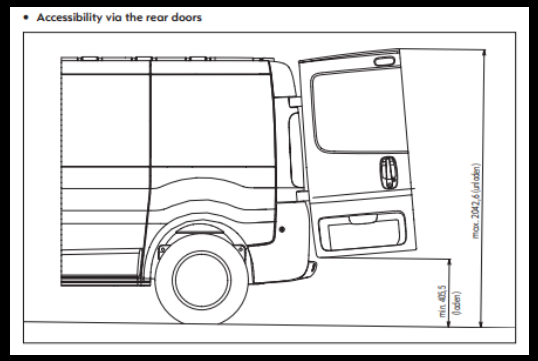
Passenger Side Manual Sliding Door

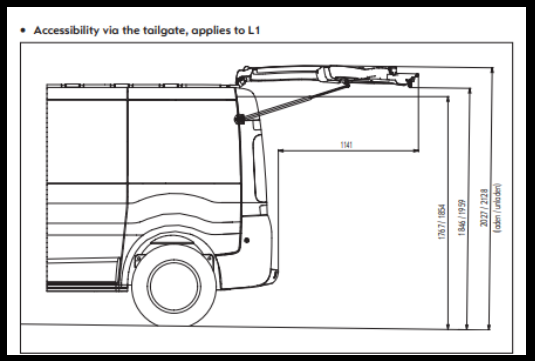
- Door Opening width: ~37″
- Door Opening height: ~48″



Manual Liftgate

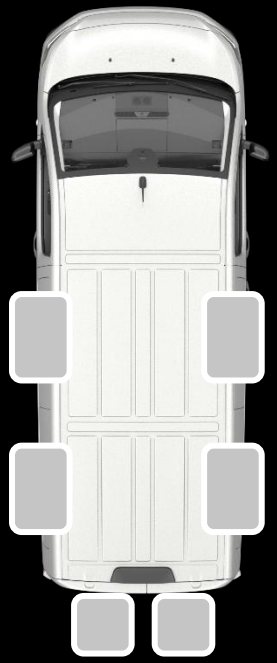
- w/ Rear Wiper, Washer and Defroster
- Liftgate opening width: ~48″
- Liftgate opening height: ~47″



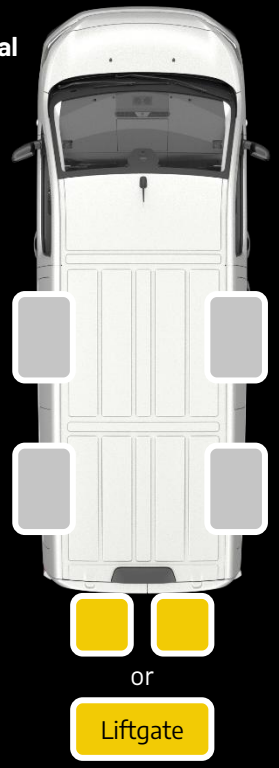


PROMASTER CITY – DOOR / WINDOW COMBINATIONS

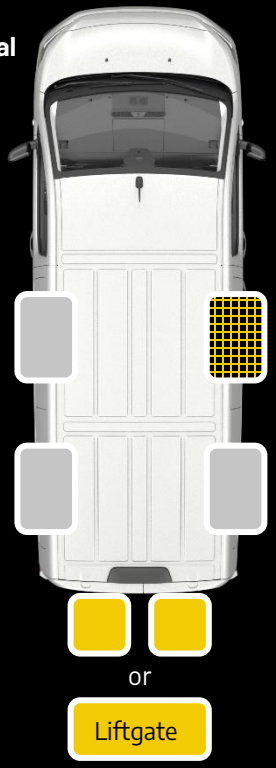
Cargo Window Group 1
GC1
Standard



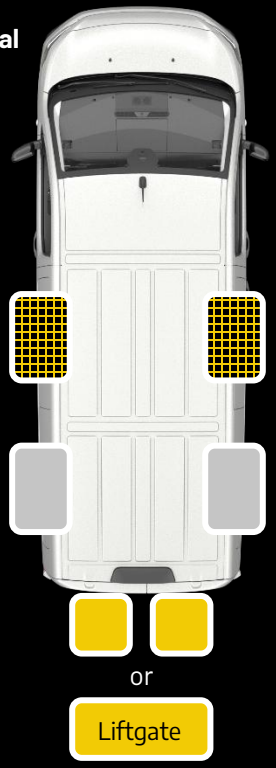
Cargo Window Group 2
GC2
Optional



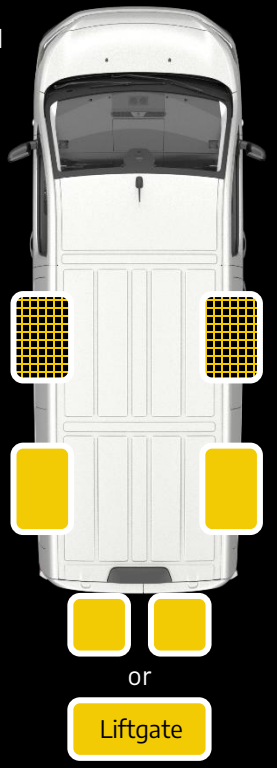
Cargo Window Group 3
GCP
Optional



Cargo Window Group 7
GC3
Optional



Cargo Window Group 5
GC7
Optional



Legend – Window / Panel Options



RAM

LARGE COMMERCIAL VAN



NEW TRIM LEVEL – COMING SOON

RECREATIONAL PROMASTER: VAN LIFE (22L)

ORDERS OPENING SOON !

DIY READY

276 HP, 250 LB-FT

TorqueFlite
TRANSMISSION

21″ LOAD FLOOR HEIGHT

6′3″ CARGO WIDTH

4′8″ BETWEEN WHEEL WELLS

ORDER

22L CPOS

VF2L16
159″ WB High Roof 2500

VF3L16
159″ WB High Roof 3500

VF3L17
159″ WB Ext High Roof 3500

PACKAGED

- Storage Group
- Power Group
- Convenience Group
- Black Appearance Package
- Swivel Seat Group
- Auxiliary Switches
- Pass Side Sliding Door w/ Window
- Driver Side 2nd Row Fixed Glass Window
- Rear Hinged Doors w/ Fixed Glass and Defroster

PRICE

$4,995

Value Proposition. Equipment would be $6,000+ if individually selected



DEALER PLAY

Utilizing existing ProMaster features to create a "Van Life" model, leveraging the growing trend to attract customers and boost sales with a buzzworthy offering



RAM PROFESSIONAL

HEAVY DUTY/CHASSIS CAB

2027 RAM 1500 – WHAT'S NEW SUMMARY

NOTHING STOPS RAM

Black Symbol of Protest Badges



- Now standard on Tradesman, Black Express, Warlock, and Rebel with HEMI
- Included with Night Edition with HEMI
- Bright Symbol of Protest Badge remains available

New Color Availability

- Tank (PGK) continues for Off-Road lineup and Night Edition
- Hydro Blue (PBJ) extended
- Flame Red (PR4) returns

Expanded Surround View Camera Availability

- Standard on Limited / Longhorn, RHO, and TRX SRT
- Optional on Rebel & Laramie Level 1 (A64 & A66)

Passive Entry Available on Big Horn / Lone Star

- Big Horn / Lone Star Level 2 (A63) – Crew Cab only

Rain Sensing Windshield Wipers

- Now Standard on Laramie

3.6L Pentastar & 5.7L HEMI Removes eTorque

2027 RAM HD - WHAT'S NEW SUMMARY

NOTHING STOPS RAM

New Hemi Badge



New Colors Available for 27MY

- NEW! Serrano Green (PG9) (Late Availability)
- NEW! Hydro Blue (PBJ) expanded availability (Q1 of 27CY)

Rebel/Power Wagon Lunar Edition Continues for 27MY



New Power Wagon with Diesel Option



27 MY Free Standing Options Expansion

- Anti-spin Rear Axle as optional on 2500 Tradesman
- Wheel flares optional to Laramie
- 2500 Payload Upgrade Package (Gas)
  - ➢ **NOW Best-In-Class 2500 Payload**

Emergency Response Vehicle (Fleet ONLY)

The first & only ¾ Ton with Pursuit Capable Performance

- 6.4L V8 HEMI HD Engine
- 18" Black Painted Steel Wheels
- 4.10 0Anti-Spin Rear Axle
- Transfer Case Skid Plates
- Dual Alternators @ 400 amps
- Auxiliary Switches
- Exterior 115V AC Outlet
- Upfitter Electronic Module



Starting @ $55,920

Late 26MY Adds

- Sport and Night Expansion
- Sport Hood on BH/LS w/ Night and Sport
- Beadlock Wheels on PW
- Rambox Expansion to Laramie

Reminder: Snowplow Prep is standard on all HD Pickups

2027 RAM CC - WHAT'S NEW SUMMARY

NOTHING STOPS RAM

New Colors Available for 27MY
- NEW! Serrano Green (PG9)
- NEW! Hydro Blue (PBJ) expanded availability (Q1 of 27CY)

First Ever Chassis Cab - Night Edition
- MSRP $1,695 - $2,195

Includes
- Sport Performance Hood
- Black Exterior Accents
- Black Wheels
- Body-Color Bumper
- Body-Color Door Handles
- Body-Color Fender Flares



Ordering Requirements
- Reg & Crew Cab
- Dual Rear Wheels
- Big Horn & Laramie

27 MY Free Standing Options Expansion
- CHMSL & DRVM Camera Relocation Kit (XA3) (Late Availability)
- *TPMS on DD Late Availavility*
- *Front Splash Guards Optional to Retail*

New Hemi Badge



Late 26MY Adds
- Payload Upgrade
- DD Reg/Crew 4x2 & 4x4 Gas SRW
- 270 Degree Surround View (XAK) – Q2 2026

Reminder: Snowplow Prep is standard on all 3500 Chassis Cabs, & Optional on 4500/5500



RAM PROFESSIONAL

TECHNICAL UPDATE

RAM COMMERCIAL VEHICLE TEAM (CVT) & PORTAL UPDATE

❑ CVT Update:

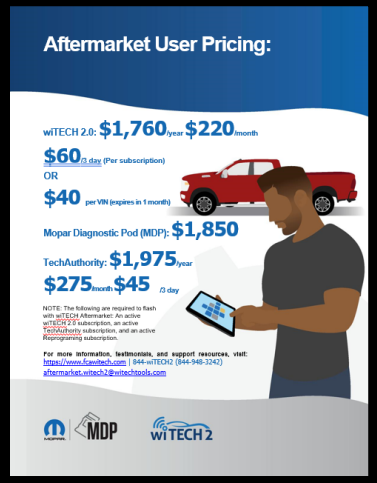
- Welcome Jeff Grewe – CVT Technical Manager (C/J/D Brands)

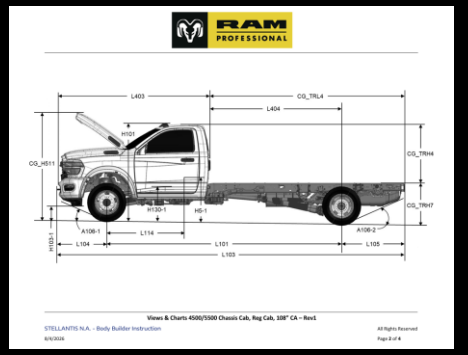
❑ Ram BBG Portal:

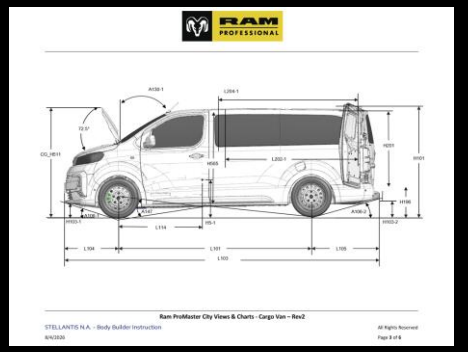
- Over 8,800+ users in North America (52%+ globally)
- CAD and 2D dimensional Views & Charts for 27MY+
- VSIM, AUX switches, weight charts, schematics, etc.
- Mopar wiTECH Micropod information
- ADAS information
- Chrysler, Dodge, and Jeep now available

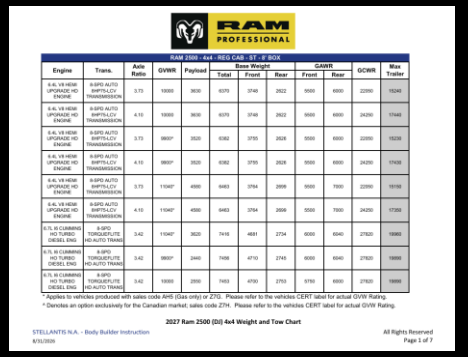
❑ Data in Process:

- 27MY CAD files for all Ram products and more

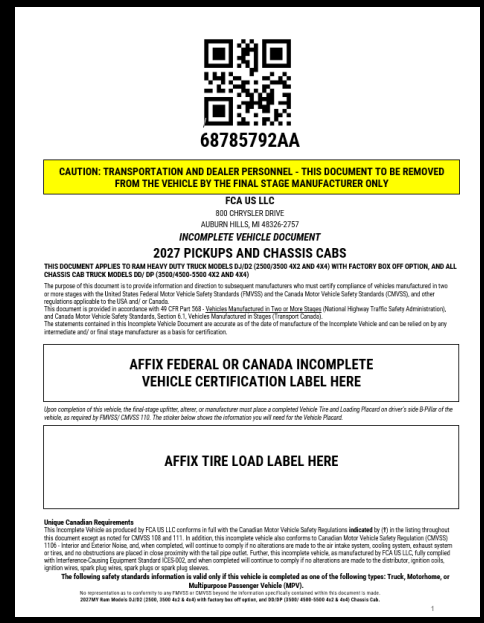












Reminder that CAD data requires a CAD license agreement with us!

2027 RAM CHASSIS CAB: GAS POWERTRAINS NOW CHASSIS CERT

❑ 2027 6.4L Gas powertrains will now be Chassis Certified for emissions

- Maximum Complete Vehicle Weight (MCVW) affected
- Maximum Upfit Weight:
  - 3500: up to 6,100 lbs.
  - 4500: up to 7,400 lbs.
  - 5500: up to 9,900 lbs.
- Weights will vary by vehicle model / trim / options

❑ Timing: Running change effective March 2027

- Weight charts available Dec 2026 via Upfitter Portal
- Messaging via Bulletin on Portal / email notification



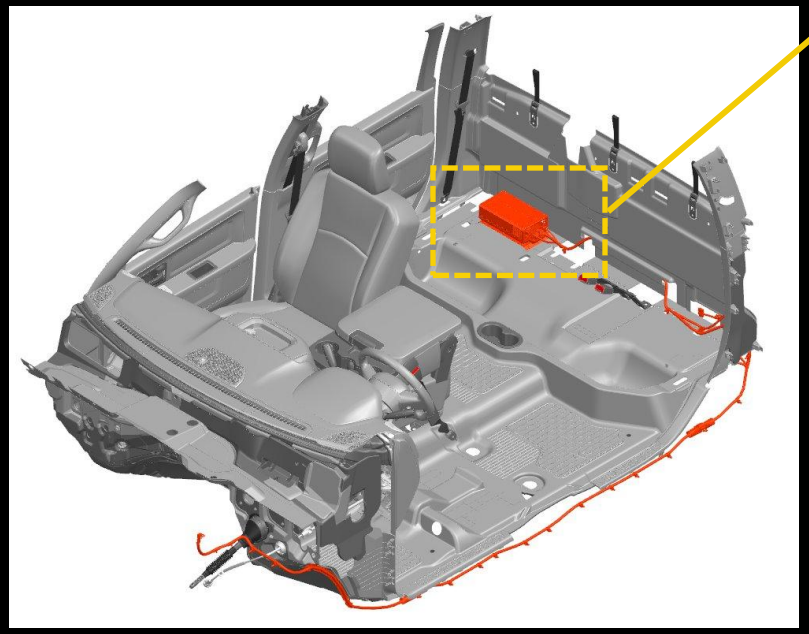


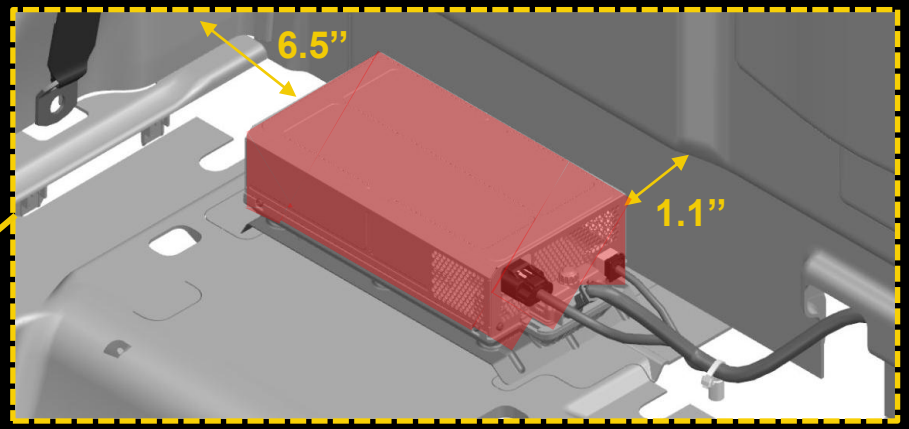
6.4L Gas
Chassis Certified for 2027

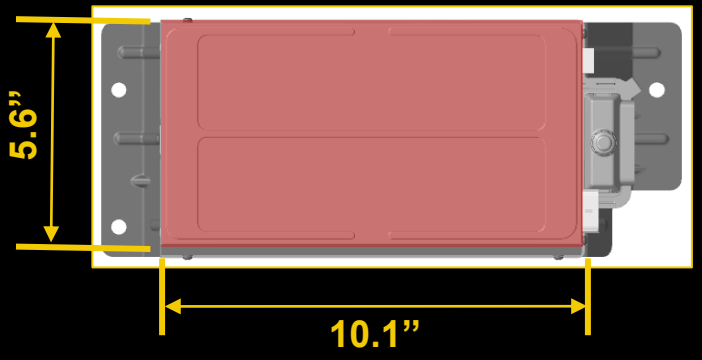
RAM CHASSIS CAB: POWER INVERTER IN CREW CABS

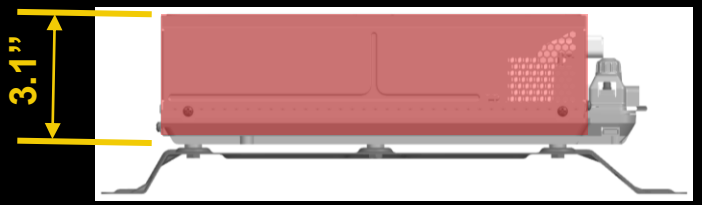
AWARENESS WHEN UPFITTING CAB 2ND ROW – POWER INVERTER LOCATION

- On-Board Power System's Power Inverter is packaged under the right-rear seat.
- Sales code XBH





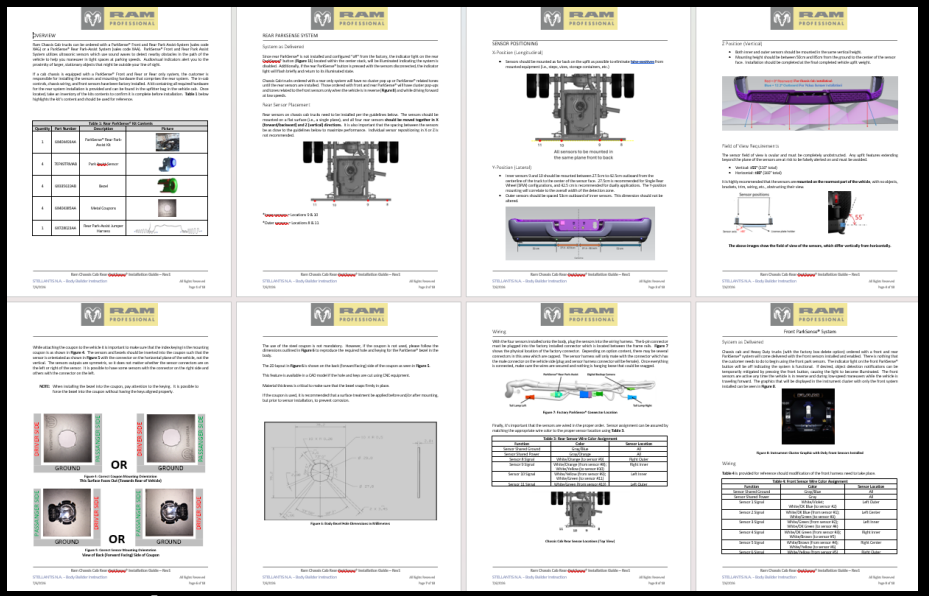


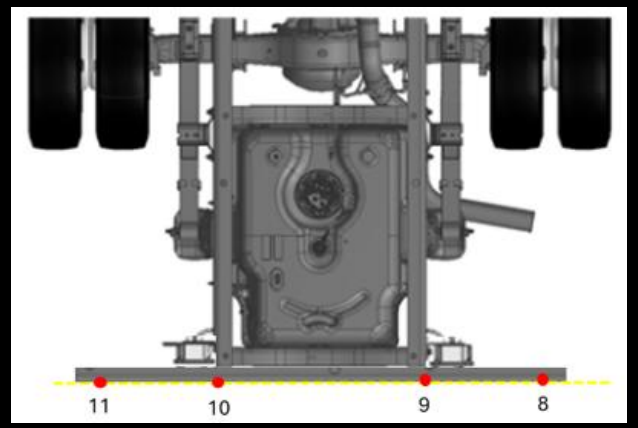


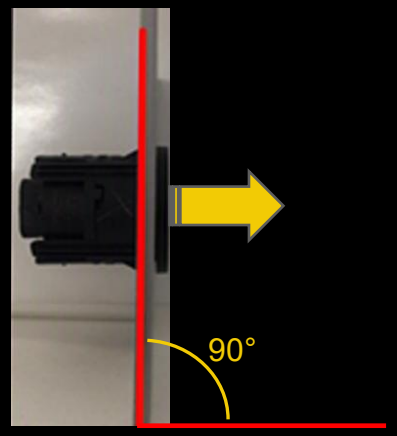
RAM CHASSIS CAB: REAR PARKSENSE SYSTEM (LOOSE SHIP)

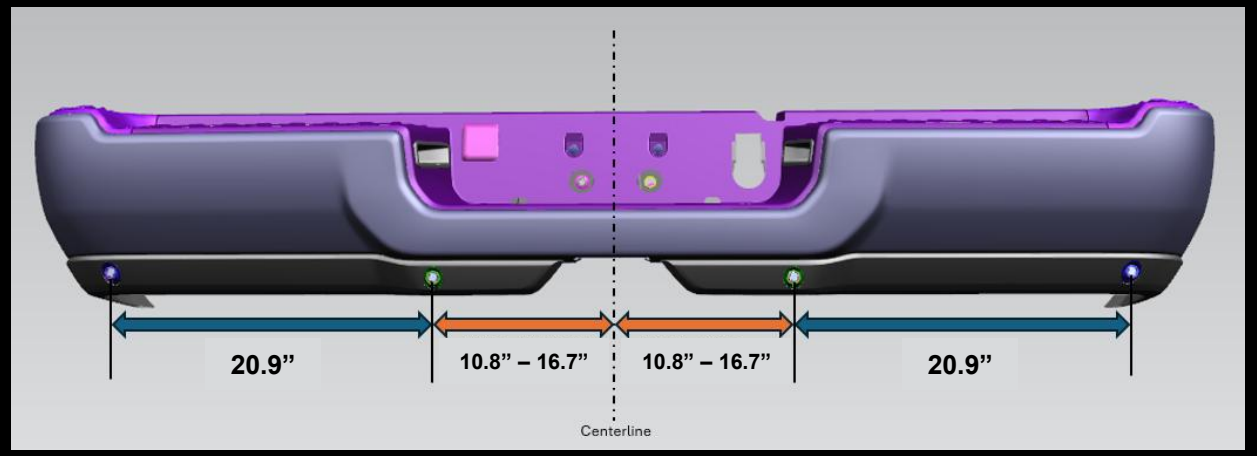
❑ Updates to installation instructions for Ram Chassis Cab

- New sensors starting with 2025 model year
- Positioning of sensors is important for system accuracy
- Detailed specifications available on portal
  - Unique mounting strategy to support chassis upfits
  - All sensors are mounted in the same plane
  - All sensors to be 90° to ground line
  - Allows for variation in mounting heights (20 – 33 inches) from ground





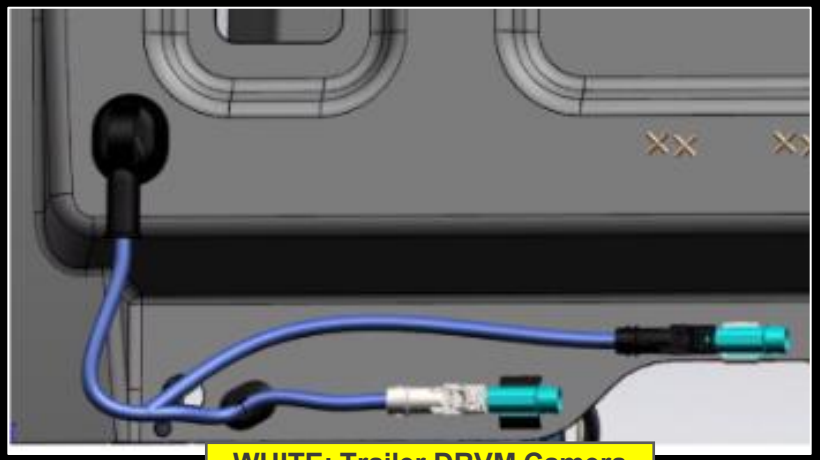




RAM HD/CHASSIS CAB: UPFITTER FEATURES

COMMERCIAL FEATURES:

- ❑ **Relocation of Digital Rearview Mirror (DRVM)**
  - Order sales code XA3 – DRVM Camera Relocation Kit
  - Allows for mounting of camera onto upfit
  - Camera & accessories included in kit
- ❑ **2.4kW On-board Power**
  - HD: Mounted in bed of truck or RamBox
  - CC: Loose ship w/ extension cable
  - Button below steering wheel, m/h dual alternators
- ❑ **Vehicles & loose ship parts in booth**



WHITE: Trailer DRVM Camera
BLACK: DRVM Relocation





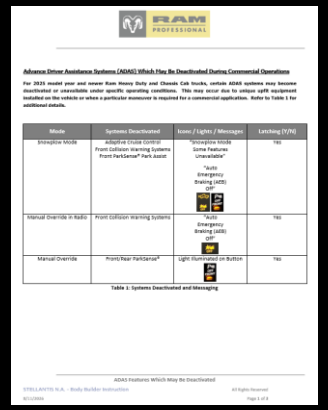


Power Panel –
Loose Ship on Chassis Cab

RAM HD/CHASSIS CAB: ADAS SAFETY SYSTEMS

ADAS (ADVANCED DRIVER ASSIST SYSTEMS)

- ❑ **Provides significant improvements in driver's safety**
  - Reduces accidents/vehicle damage
  - May reduce insurance rates
  - Some systems can be deactivated
    - Front/Rear ParkSense
    - Adaptive Cruise Control
    - Forward Collison



- ❑ **Requires unobstructed view around vehicle**
  - Front: Camera, Radar, park sense
  - Rear: Radar, park sense, camera(s)
  - Can complicate upfitting of vehicles
- ❑ **CAD & information available on Upfitter Portal**



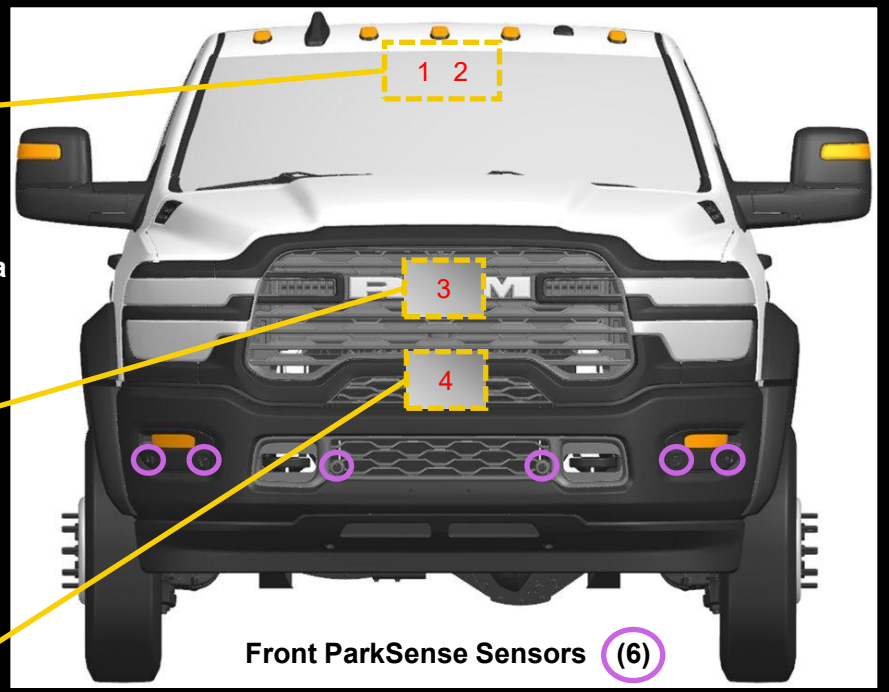
1 - Rain Sense Module
2 - Long Range Camera



3 - Front Camera

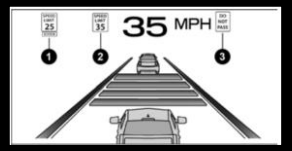


4 - Long Range Radar

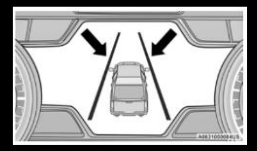




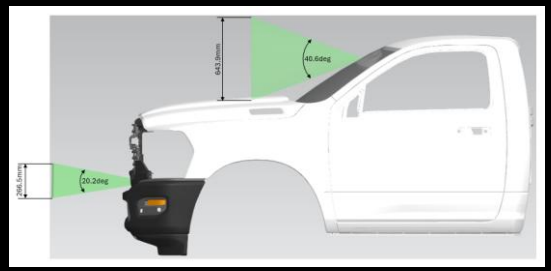
AEB w/Pedestrian Detection

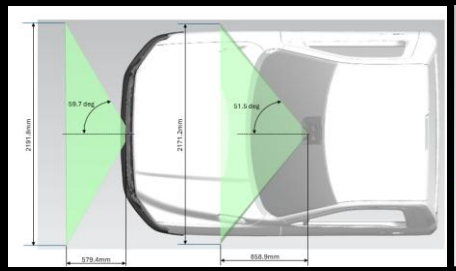


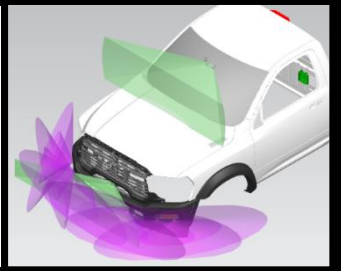
Traffic Sign Recognition



Active Lane Management



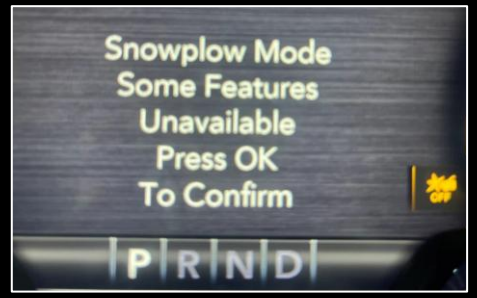


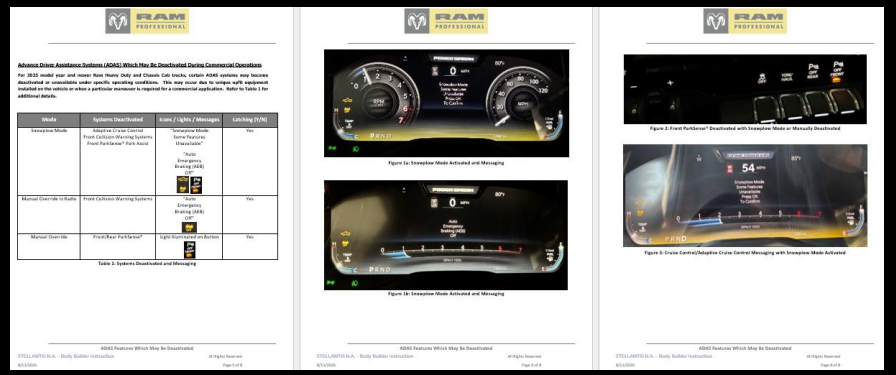


RAM HD/CHASSIS CAB: SNOWPLOW PREP

- ❑ **STANDARD ON PICKUPS (DJ/D2) AND 3500 CHASSIS CABS (DD)**
- ❑ **OPTIONAL ON 4500/5500 CHASSIS CABS (DP)**
  - Sales code [AHD]
  - Upgrades Front Suspension and Rear Stabilizer Bar
- ❑ **Wiring (6 blunt cut) under the Power Distribution Center**
  - Standard on all HD/CC trucks, wrapped with yellow tape
  - Low Beam, High Beam and Park Lamp are now High Output in the new Architecture
  - Front lighting & ADAS features disabled when the snowplow attached
- ❑ **Snowplow details & CAD available on portal**
  - Weight charts
  - Wiring & circuit (driver) details





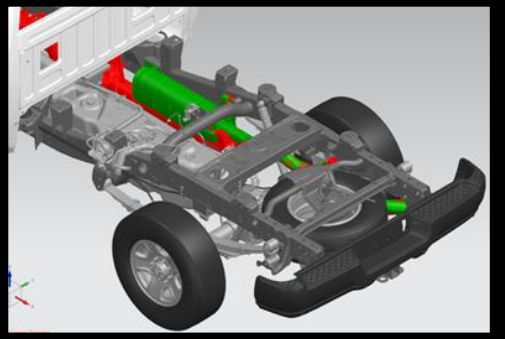


RAM HD: FACTORY BOX OFF & FIELD BOX REMOVAL

❑ Factory Box Delete [XBC] available on specific models:

- Gas only (Tradesman and Big Horn models)
- IVD vehicle, requires final stage manufacturer
- Rear lighting already combined (i.e. ‘5D7’)

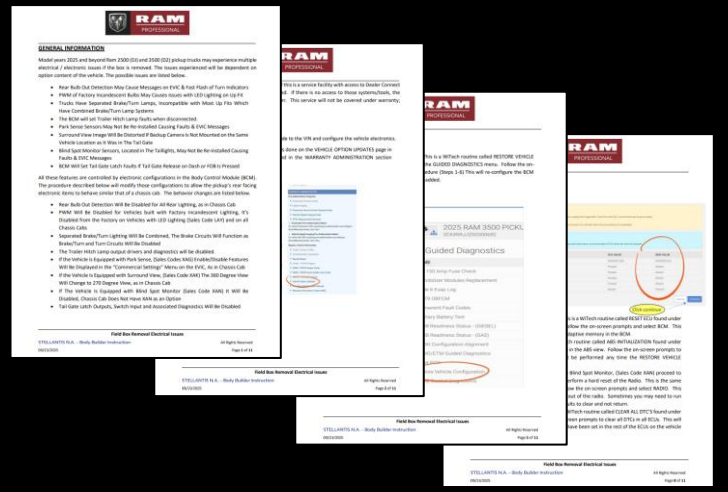




CAD available on Web Portal

❑ Field Box (upfitter/owner) Removal:

- Can be performed on all models
- Removal / conversion of features can result in errors / malfunction
  - (cross path, park sense, LED conversion, etc.)
- Reference document on portal



❑ Solution:

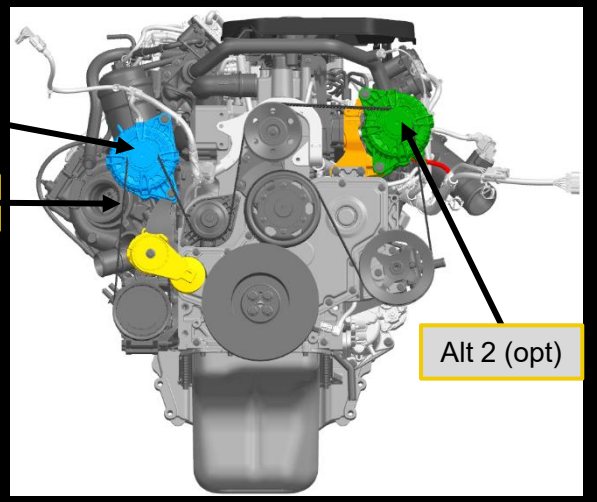
- Instruct dealer to add sales code '5D7' to vehicle configuration
- Eliminates need for aftermarket solutions (incl. combined lighting adaptors)

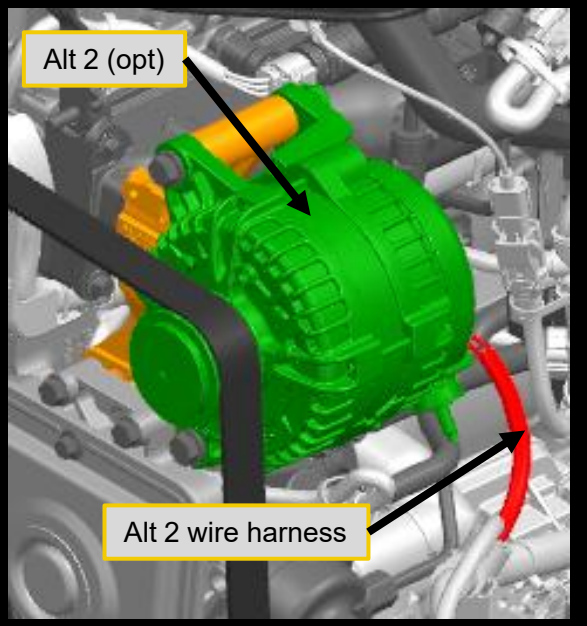
RAM HD/CHASSIS CAB: SINGLE TO DUAL ALTERNATOR CONVERSION

YES, YOU CAN ADD A 2ND ALTERNATOR TO A DIESEL HD / CC TRUCK

- ❑ Single alternator is standard [BAJ – 220 Amp]
- ❑ Dual alternators is optional [XF1 Diesel – 480 Amp]
- ❑ Hardware requirements
  - Alternator wiring is packaged with engine
  - Bracket & fasteners
  - Alternator & serpentine belt
  - Provides a total of 460 Amp (220 Amp + 240 Amp)
- ❑ Software
  - Dealer to add 2nd alternator sales code [XF1]
  - Reconfigure vehicle proxi to 'see' 2nd alternator
- ❑ Instructions & Parts List in Upfitter Portal
- ❑ Will not affect warranty



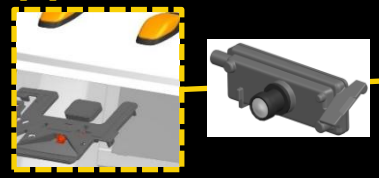




RAM HD/CHASSIS CAB: DIGITAL CAMERAS OVERVIEW

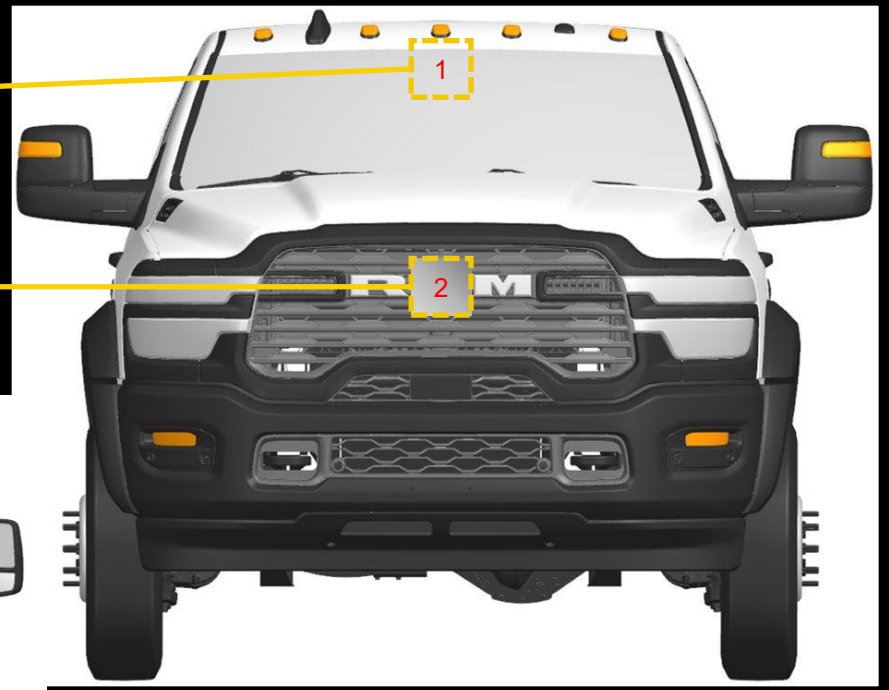
- Ram vehicles can be equipped with six different cameras

1. Long Range Camera
   - Part #68598780AA

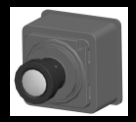


2. Front Camera
   - Part #68777453AA





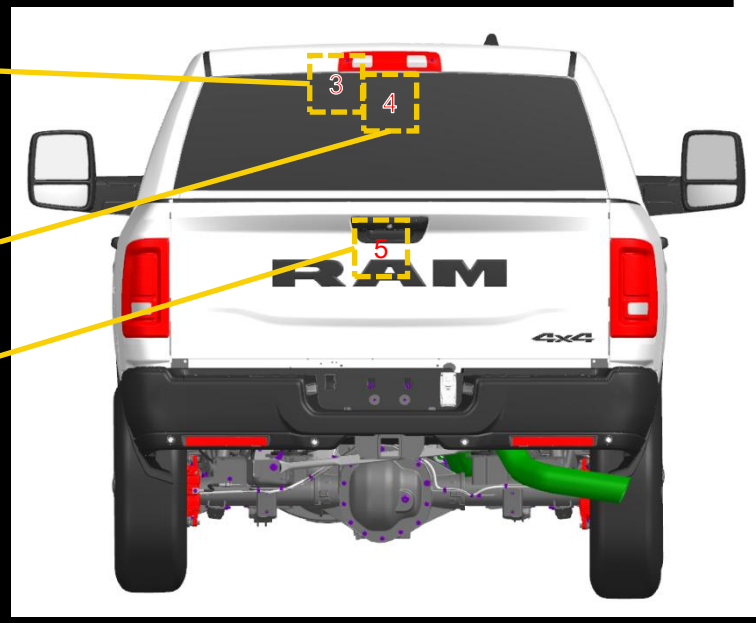
3. Digital Rearview Camera
   - Part #68506525AA

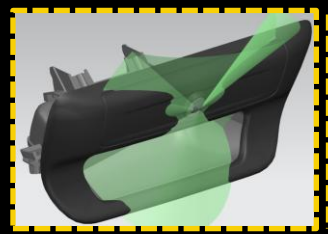


4. CHMSL Camera (Cargo View)
   - Part #68170934AI



5. Backup Camera
   - Part #68672145AB

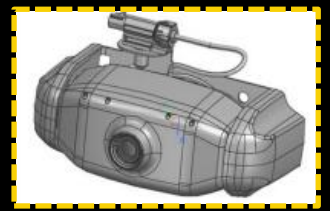








6. Trailer Tow / Upfit Camera & Digital Rearview Mirror Relocation Camera
   - Part #68767970AA





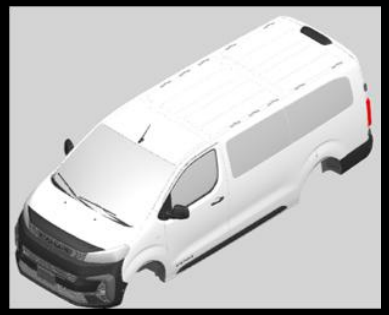
2027 RAM PROMASTER CITY: TECHNICAL UPDATE

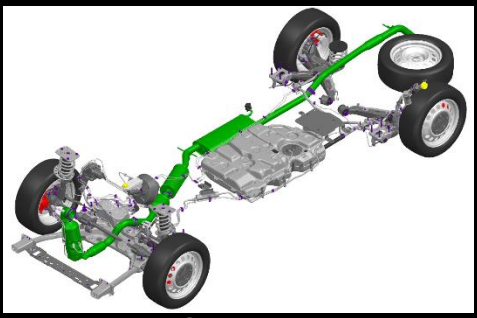
❑ Technical specifications:

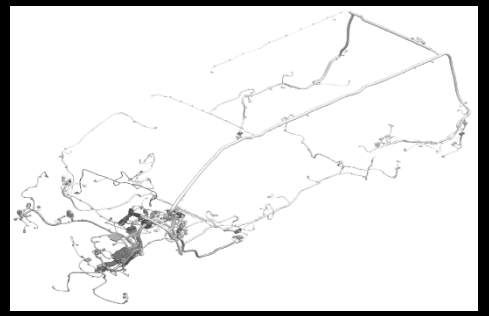
- L x W x H = 210” x 76” x 77”
- Wheelbase: 129”; Trackwidth: 64” (front), 63.1” (rear)
- Load floor height (at rear) = 23.2”
- Cargo: 182 ft^3
- Payload: 2,200 lbs.
- Towing: 2,000 lbs.
  - 2” Receiver-type hitch, 4-way and 7-way connectors, dealer install

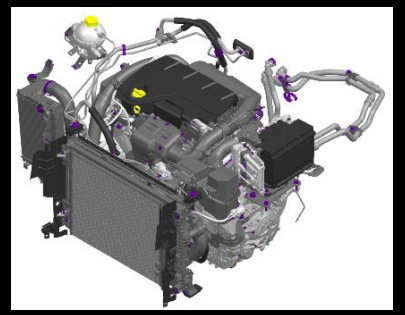
❑ Technical Features / Safety:

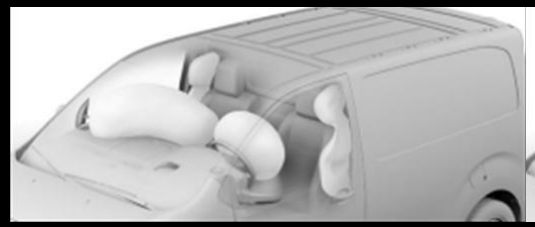
- Cargo load floor – Black composite flooring w/ 8 D-Rings
  - Each D-Ring rated at 225 lbs.
- Door openings
  - Passenger side slider, rear cargo doors (90°& 162°) –or- liftgate
- Roof mounts
  - Ten (10) roof mounting locations, Max load = 330 lbs.
- Available Cargo Partition w/ window [XJW]

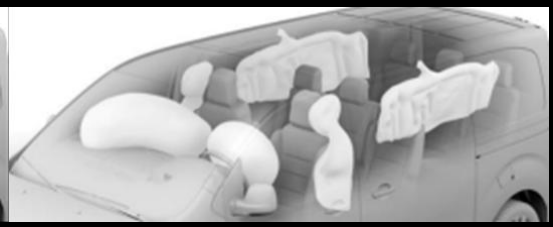

Body


Chassis


Wiring


Powertrain



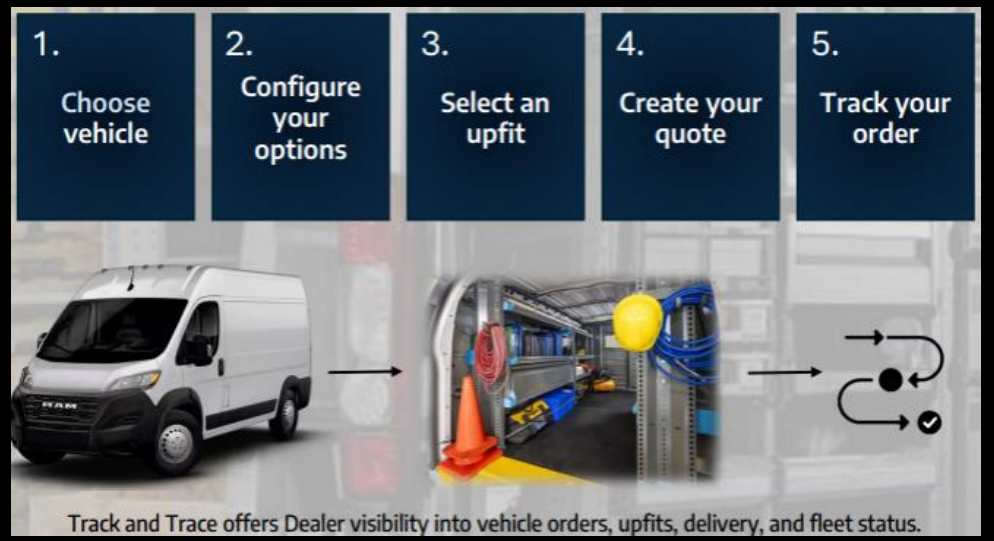


Row 1	Row 2	Row 3
Drvr/Pass Front Drvr/Pass Thorax Drvr/Pass SABIC	LT/RT SABIC	LT/RT SABIC

Airbags – CAD deployment zones now on Portal

CUSTOMFIT : COMMERCIAL VEHICLE ORDERING SIMPLIFIED

- **All new commercial vehicle ordering tool**
  - 3rd party software licensed to Stellantis
  - Linked through DealerConnect
- **Allows vehicle and upfit to be spec'd in one location**
  - Contains all vehicle* models/options/content
  - Contains upfitter packages
- **Upfits are a guaranteed fit, customizable**
  - Only compatible upfits are shown w/ vehicle
- **Complete traceability Order->Upfit->Delivery**
  - System is 'Track n Trace' – 100% transparency in status
  - Customer/Dealer, Upfitter, FMC, etc. can see where all orders are
- **Pricing is negotiated between dealer/customer & upfitter**
  - Quotation process is in tool w/ visibility to dealer/customer & upfitter only
- **Timing:**
  - Production launch Nov 2026





STELLANTIS PRO·ONE

* Commercial Vehicles which are part of program

Q-PRO: QUALIFIED PROFESSIONAL PROGRAM

The Q-Pro Program is Stellantis' network of qualified upfit partners dedicated to delivering high-quality commercial vehicle upfit solutions.

- ❑ **Audits conducted by Unicar**
  - Third-party certification organization
  - Locations worldwide
- ❑ **Prerequisite for participation in CustomFit Program**
- ❑ **Certification is valid for a period of four (4) years**
  - No initial fee, requalification required after four years
- ❑ **Currently enrolling vehicle upfitters/modifiers**
  - 32 Companies enrolled YTD
  - 21 Companies in process

RAM PROFESSIONAL

Q PRO

UniCar
An Inter360° Group Company

JEEP GLADIATOR: A VIABLE COMMERCIAL ALTERNATIVE

LEGENDARY JEEP CAPABILITY MEETS COMMERCIAL

JEEP GLADIATOR SPORT 4X4

DEPARTURE FASCIA	DEPARTURE HITCH	APPROACH FASCIA	GROUND CLEARANCE
25.10°	20.5°	40.2°	253.4 mm

POWERTRAIN	TRANSMISSION	AXLE RATIO
3.6L V6 24V VVT with ESS	8-Speed Automatic 850RE	

GVWR	PAYLOAD	BASE WEIGHT	REAR GAWR
5,800	1,090	4,703	3,750

VEHICLE	GCWR	MAX. TRAILER WEIGHT RATING
Jeep Gladiator Sport 4x4	11,150	6,090

"All values are shown in pounds unless noted otherwise"
"All values are base model tire and wheel"

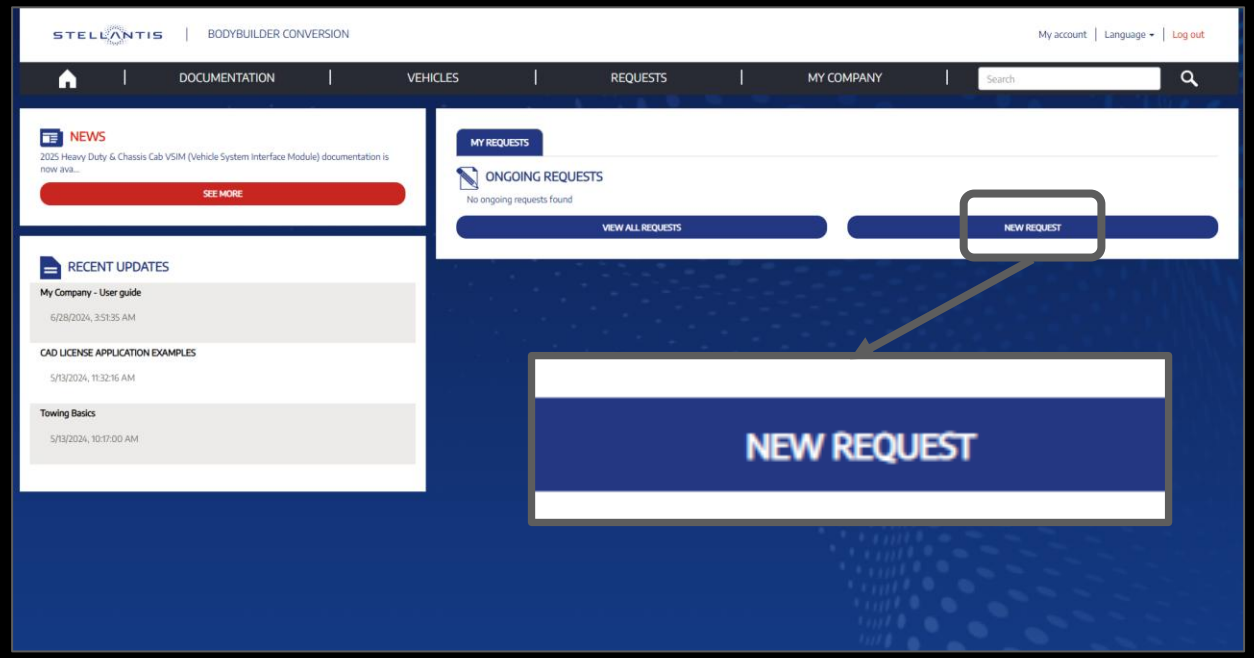


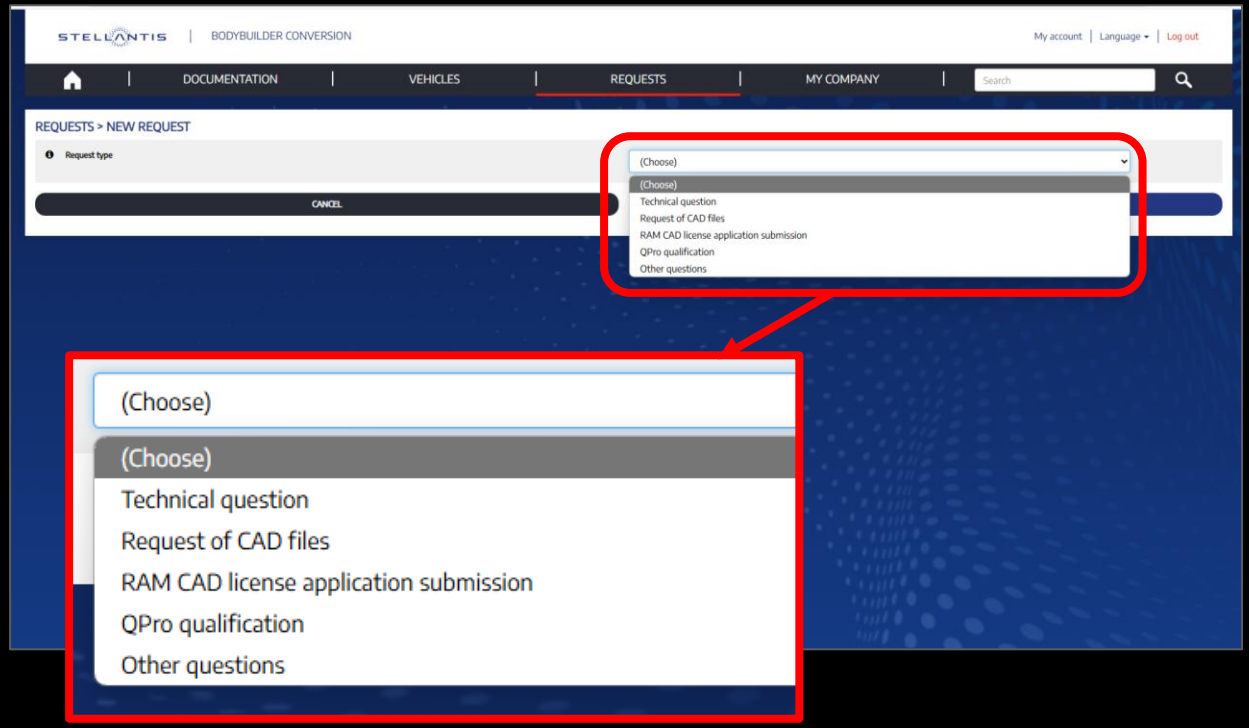


CONCLUSION

Visit: **https://www.converters-and-stellantis.com/signin**

All questions should be submitted via the portal





Thank you for your continued support and we look forward to working with you in the future.



THANK YOU!!!

RAM.COM

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