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New Ram Trucks

How often do you sit back and think about how much better off a situation would have been to have a truck instead of a car? Once most situations we find ourselves in are all said and done, we can usually step back and look at what could have made an event or situation easier, better, or more efficient. Don’t worry, I can help. The new Ram Trucks are all around amazing vehicles, providing you with increased fuel economy, an extremely comfortable driving experience, and an abundance of luxuries that greatly fulfill your expectations.

In 1929, Dodge introduced their first Pickup truck. Since then there has been a constant foot race with Ford, and Chevy to see who could provide the world with a truck that could over power and out handle the rest of the competition and still maintain a reasonable price. As people’s vehicle needs began to increase for different uses, so has the evolution of the types of trucks available to suit those needs. 2009 began Dodges major over hall with the creation of the new Ram Truck. Not only did the design of the truck change but so did several attributes that could help meet the needs of most consumers. Rams success at all of their renovations were noted in 2010, when Dodge Ram Heavy Duty won Motor Trend Magazines 2010 Truck of the year, and again in 2013 when the Ram 1500 won the same feat, topping the makers of both foreign and domestic trucks (*Feebo, Michael Motor Trend Magazine*). These awards didn’t come easy though. It took a lot of hard work and some major changes to make sure the consumer was getting the best buy for their hard earned buck.

As the price of fuel has gone up, so has the need for vehicles that can sustain increased fuel mileage. Usually one of the first things people consider, when comparing vehicles is fuel economy. It is true that in today’s world, most cars are superior when it comes to the fuel mileage challenge verses trucks. To help counter balance the difference between the car and truck, the Ram was introduce with a new fuel saver technology in its V8 powered motors and a new 8 speed electronic transmission with its V6 powered motors. What does that mean? If your Ram is equipped with the V8 motor; once the cruising speed is met while driving your Ram, it will then shut down four of its eight cylinders to cut fuel consumption by half. I can assure you the first time I drove from Georgia to California, in my new 2012 Ram truck, and had to fill up only after reaching 526 Miles on my first tank, I was impressed. This is just one of the ways Dodge began to evolve to meet the increase in fuel expenses.

But it is not all about fuel. In order to truly appreciate your vehicle there has to be multiple contributing factors. How about comfort? Although comfort can come in many different forms, suspension is the key to making sure your truck handles in the manor you prefer. To ensure your riding comfort, Dodge incorporated an all new suspension set up comprised of air ride technology, which is self-adjusting depending on your speed and the road conditions. “The idea behind making your truck handle more like a sports car, by changing to air suspension allows two things: a more comfortable ride and at highway speeds the air shocks regulate on their own adjusting to the aero dynamic aspects of a sports car.” (*Dave Sowers: Ram Head of Ram truck marketing*). But it is not just exterior comfort that makes you want to drive a new Ram truck. According to (*Ryan Nagode: Interior designer for the Ram Truck series*), “We’ve added multiple new variations to the interior of our truck, which ensures you drive in comfort. From multiple types of chrome interior accents to using real wood from Europe for our wood grain designs, gives you that extreme feeling of comfort and luxury.” With the comfort of your new vehicle being a major aspect, you can see how Ram has conformed to the consumer’s desire. But let’s not stop there; what good is a truck if it can’t haul what you need it to.

No matter what you’re looking for whether it be a diesel, or a standard gas motor, a V6 or a V8, there is nothing standard about any of the Ram designs. Starting with the all-new 3.6L Pentastar V6 engine, Ram was able to maximize its fuel economy with its Best-In-Class Motor design and 8 speed transmission, to 25 miles per gallon highway, and 18 miles per gallon city, while still meeting the power needs for towing capacity. With the 305 horse power V6 motor you can safely tow up to 10,450lbs, making that trip to the lake or the car show no problem. Not enough? Then put yourself in a 395 horse-power 5.7L Hemi V8, with 6 speed automatic transmission. That’s Right “That thing has a Hemi.” Gas engines not your type? The Ram 2500 and 3500 come with the mighty 6.7L I6 Cummins Turbo Diesel allowing you to tow anywhere from 17,000lbs to 30,000lbs depending on the model you choose. As you can see Ram has incorporated multiple new motor and transmission combinations to make their trucks able to fit your needs. But let’s not forget about the most important aspect to consider when we are ascertaining about a new vehicle.

There is nothing I consider more important than safety when I am hauling my family in my Ram. When I started my research in buying my new Ram, safety was at the top of my list for qualities in a vehicle. While the Electronic Stability Control, Trailer Sway Control, and the four-wheel anti-lock brakes are paramount, how else can I be reassured what is on the inside of my vehicle is safe? According to Andrew Regan, “We will never compromise what is inside of the vehicle, because our most important cargo is the moving bodies on the inside of the vehicle. That is why Ram trucks are the first to incorporate side curtain air bags in all of our trucks. When combined with the rest of our air bag system the chance of actual impact with any part of the vehicle in an accident, is greatly reduced.” (*Regan, Andrew: Senior Manager of Vehicle Safety*). These features along with a rear vehicle camera which gives you a full view of behind the truck on your 7” dash display, and the U-Connect hands free cellular pairing feature, any assumptions about safety can be curtailed.

When you combine all of the attributes of this truck, it is no surprise that the Ram Truck was voted 2013 North American Truck of the Year, 2013 Motor Trend Truck of the Year, and 2013 Texas Truck of the Year. By identifying the key features of the Ram truck, there is no question of how we could have made a past situation or event easier on ourselves by having the best equipment for the task. As a hard working American, I want know that when I get behind the wheel of my vehicle it is going to meet my expectations. Not only has my Ram Truck surpassed my expectations, it has impressed all of my friends and family members who have had the opportunity to drive and or ride in it. Don’t limit yourself to the experiences of driving a typical car; join me in crossing an item off our bucket list.

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