

# Eyes (and Votes) of Texas Are on 2013 Ram 1500

by Jim Stickford

The Texas Auto Writers Association (TAWA) awarded the 2013 Ram 1500 its prestigious "Truck of Texas" award following their 20th annual Texas Truck Rodeo near San Antonio, Texas, on Oct. 20 and 21.



Ram 1500s drive to victory

Nick Cappa, with Ram Truck Communications, said the award is a big deal in the world of pickup trucks because one in five trucks sold in this country are sold in the state of Texas.

class horsepower.

"It comes standard with the eight-speed transmission," Cappa said.

But that's just some of the improved and high-quality features that come with the Ram 1500.

Texas is so important a truck market, Cappa said, that Ram even has a trim line that can be ordered only in Texas. It is similar to the big horn trim line.

Other features and improvements include:

Winning TAWA's "Truck of Texas" award was no walk in the park, Cappa said. There were more than 50 jurors judging vehicles submitted by manufacturers. They spent two days driving all the vehicles and comparing the rides with each other. The jurors then cast their ballots electronically at the end of the second day.

- Class-exclusive eight-speed automatic transmission (TorqueFlite 8) standard equipment with 3.6-liter Pentastar V6 engine, doubling the amount of gears compared with previously available four-speed automatic transmissions to greatly improve fuel economy and contribute to best-in-class standard V6 towing.

"We didn't know that we were going to win the 'Truck of Texas' award when we came down," Cappa said. "It was a real surprise to all of us."

- New eight-speed also available with the 5.7-liter HEMI V8 – the automaker's first application with a V8 (TorqueFlite 8 late availability).

Cappa said they sent down more than one Ram truck model to TAWA's truck rodeo. But that the Ram 1500 ended up doing best of all their models didn't really surprise anyone.

- New TorqueFlite 8 operated by an innovative dash-mounted, rotary e-shift design.

"We have done so much to improve the 1500," Cappa said. "The new eight-speed transmission is smart, giving us a double-digit improvement in fuel economy for both the V6 and V8 engines."

- First-in-segment Fuel Saver Technology: eight-speed automatic transmission, stop-start, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

And for the first time, the half-ton uses Chrysler's Pentastar engine. Cappa said it fits well in the Ram and gives the 1500 its best-in-

"You've got to love how tough, capable, comfortable and fuel-efficient this new truck is," said Michael Herzing, TAWA president, "especially for Texans, who frequently drive long distances."

**NEW RULES**  
**2013 DODGE DART SXT**

LEASE FOR **\$249\*** MO. **36 MO LEASE**

BUY FOR **\$15,990\*\*\*** MSRP \$18,885  
BUY PAYMENT **\$249\*\*** MO.

**2013 TOWN & COUNTRY TOURING** LEASE FOR **\$256\*** MO. **36 MO LEASE**  
**2013 JEEP GRAND CHEROKEE LAREDO 4X4** LEASE FOR **\$219\*** MO. **36 MO LEASE**

MSRP \$25,995\*\*\* MSRP \$19,995\*\*\* MSRP \$25,891\*\*\* MSRP \$19,855\*\*\*

**CALL TOLL FREE! 888-398-7350**

Suburban of Troy, Inc. is a Chrysler Group LLC company. All prices are MSRP. Excludes tax, title, license, and dealer fees. Lease rates are for 36 months, 10,000 miles per year. Actual mileage may vary. See dealer for details. \*\*\*MSRP. Excludes tax, title, license, and dealer fees. \*\*MSRP. Excludes tax, title, license, and dealer fees. ©2012 Chrysler Group LLC. All rights reserved.

**OPEN SATURDAYS 10am-5pm**

CHRYSLER // Jeep // RAM

CHECK YOUR TRADE IN VALUE HERE

**YOUR OFFICIAL CHRYSLER JEEP • DODGE LEASE TURN-IN HEADQUARTERS**

**DOWN PAYMENT MATCH** **BIG FINISH 2012**

**DOWN PAYMENT MATCH CONTINUES**

<p><b>2013 CHRYSLER TOWN &amp; COUNTRY TOURING</b> Leather and DVD MSRP \$34,920 0% FOR 60 mo.</p> <p><b>39 MO LEASE \$289*</b> mo.</p>	<p><b>2013 CHRYSLER 200 LIMITED</b> MSRP \$28,340 0% FOR 72 mo.</p> <p><b>36 MO LEASE \$199*</b></p>
<p><b>2013 JEEP GRAND CHEROKEE</b> MSRP \$32,120</p> <p><b>39 MO LEASE \$259*</b> mo.</p>	<p><b>2012 RAM 1500 CREW CAB EXPRESS</b> MSRP \$36,368 OFFICIAL TRUCK OF THE RED WINGS</p> <p><b>24 MO LEASE \$219*</b> mo.</p>
<p><b>2013 DODGE JOURNEY SXT</b> MSRP \$24,290</p> <p><b>24 MO LEASE \$189*</b> \$18,896**</p>	<p><b>2012 CHRYSLER 300 V-6 Classic</b> MSRP 27,290</p> <p><b>72 MO BUY \$315*</b> \$21,995**</p>
<p><b>2012 JEEP LIBERTY LATITUDE 4X4</b> MSRP \$28,020</p> <p><b>24 MO LEASE \$179*</b> mo.</p>	<p><b>2012 DODGE CHARGER RT</b> 4.7L V-6, Level MSRP \$30,990</p> <p><b>36 MO LEASE \$179*</b> mo.</p>

**ADDITIONAL \$300 OFF FOR MEMBERS OF THE NATIONAL ASSOCIATION OF REALTORS.**  
On Select Models

We make our buying fun! Just fill out the Palace Pleasure card, fill in your name and phone number or e-mail address. All related to dealer. Deals apply to stock units only. Ram/Crew Cab deals include your \$1000 down plus destination taxes, title, license, and employee bonus cash, and employee discount, zero security deposit, must be a Chrysler employee. All other deals include your \$300 down plus destination taxes, title, license. Lease calculated at 10,000 miles per year. Vehicle shown not actual vehicle. \*MSRP. See dealer for details. \*\*Liberty, Journey, Ram Crew Cab and Chrysler 200. Offer expires 11-12-2012.

**YOUR OFFICIAL CHRYSLER • JEEP • DODGE LEASE TURN-IN HEADQUARTERS**

3800 S. Lapeer Rd., LAKE ORION

Call Toll Free: **800-710-3857**

Visit Us at [www.palacej.com](http://www.palacej.com)

**MILOSCH's PALACE**

3800 S. Lapeer Rd., LAKE ORION

HOURS: Mon/Thu 9:30am-6pm  
Tue/Wed/Fri 9:30am-6pm  
Now Saturday Hours 9:30am-5pm & Service 9am-5pm

SCAN ME