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Ram 1500 'Rose to the Top' as 2014 Truck of the Year

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scored high marks in Engineering Excellence, as it delivered a compliant ride and commendable handling, no matter the terrain.

"For 2014, we had a large and highly competitive field of contenders for *Motor Trend's* Truck of the Year," said Edward Loh, editor-in-chief of *Motor Trend*.

"At the end of the day, though, the Ram 1500 quickly rose to the top. Not only did it withstand our rigorous testing, it thoroughly impressed our judges with its vast array of standard and op-

tional equipment, and, most notable, its fuel-efficient, segment-exclusive EcoDiesel V6.

"With 420 lb.-ft. of torque and up to 28 'Real MPG' highway, the EcoDiesel is a true game-changer. In fact, it helped make Ram 1500 the *Motor Trend* 2014 Truck of the Year – and the only consecutive winner in the history of the award."

Reid Bigland, president and CEO – Ram Truck Brand, said, "Half-ton truck customers have been asking for a diesel engine and Ram is the only truck manufacturer to answer the bell and

deliver not only best-in-class fuel economy but also 9,200 pounds of towing capability.

"In a brutally competitive truck industry, the Ram 1500 is the only vehicle to ever win the *Motor Trend* Truck of the Year award two years in a row, reaffirming the fact that we have the best truck on the road."

Cappa said developing the 2014 Ram 1500 wasn't easy.

"Our situation was unique," Cappa said. "We had won a lot of awards for the engineering in 2013 with our Ram 1500, so we asked ourselves what could we

do to top ourselves in 2014. The answer was to put a small 3-liter diesel engine under the hood."

That enabled the 1500 to deliver 420-lb.-ft. of torque while also providing great mileage.

"That power output is more than some large V8s," Cappa said. "If you want torque and fuel economy, the Ram 1500 with EcoDiesel is for you."

The truck market is very competitive, Cappa said. Detroit's manufacturers have worked hard to stay on top, he said, and in order to stand out, Ram has given customers what they want.

GM Scores Big as Silverado Named Urban Truck of Year

The Chevrolet Silverado has been named 2014 Urban Truck of the Year by Decisive Media.

Following on the heels of that announcement was the naming of the Chevrolet Impala as a runner-up in the Urban Car of the Year category and the Cadillac ELR as a runner-up in the Urban Green Vehicle of the Year grouping.

The voting is done by a panel of independent automotive journalists specializing in enthusiast and consumer automotive content.

Winners will be honored at the 18th Annual Urban Wheel Awards (UWA), the official multicultural event of the North American International Auto Show, on Jan. 12, 2014, at the Marriott Renaissance hotel in Detroit.

About the Truck of the Year, UWA juror and free-lance auto-

motive reviewer Mary Chapman said, "The new Chevrolet Silverado's exterior lines are cleaner and squarer, and set off by just the right amount of tasteful bling.

"An absolutely beautiful truck, the Silverado's also undergone a host of structural upgrades, making it even more robust. Further, it can be fitted with three engines, including a new, remarkably efficient 4.3-liter V6 with 285 horses. This new Chevrolet displays improved performance all around."

Freelance reviewer Mark Elias added, "GM continues to refine its bread-and-butter pickup truck. In highline crew cab trim, it is fully capable as a utility vehicle.

"But it's also so good, it can go from being the second vehicle in



2014 Chevrolet Silverado

the garage to the ONLY vehicle in the garage."

The UWA judging panel spent several months determining the most stylish, practical, and attainable new vehicles for 2014 by driving and evaluating dozens of cars and trucks in a variety of North American urban settings before settling on the winners, said Randi Payton, president of Decisive Media.

One of the first vehicle awards announced each year, the Urban

Vehicles of the Year have consistently honored cars and trucks in the last seven years that went on to dominate many other top awards, Payton said.

The multicultural/multi-gender Urban Vehicles of the Year judging panel comprised some of the most notable and respected automotive reviewers in the country, said Payton.

Ford Offers Guide For Parents of Teenage Drivers

(AP) – Michigan Secretary of State Ruth Johnson says Ford Motor Co. is paying for distribution of a guide for parents of teen drivers, who are disproportionately involved in fatal crashes.

Johnson joined Ford officials on Dec. 3 in Dearborn to announce the Parent's Supervised Driving Program. She said drivers under 21 accounted for 10 percent of fatal crashes in Michigan last year.

Federal statistics, Johnson said, show crashes are the leading cause of death for people ages 14 to 18.

She said Ford will finance distribution of a teen driving guide to Michigan parents.

Ram Truck Book Portrays Life of Farmer

Just in time for the holiday gift-giving season, the Ram Truck brand is launching a new photography book with *National Geographic* titled, "The Farmer in All of Us: An American Portrait."

The book is available for purchase now for \$45 at www.ramtrucks.com/outfitter and will be in retail stores beginning in late spring 2014, said Chrysler spokesperson Eileen Wunderlich.

The 300-page coffee table book is a comprehensive collection of original agriculture and farming photography, including many of the images commissioned by the Ram Truck brand for its "Farmer" Super Bowl commercial inspired by Paul Harvey's "So God Made a Farmer" essay, Wunderlich said.

Every book purchase backs a minimum contribution of \$25,000 by the Ram Truck brand to the National Future Farmers of America (FFA) Organization's "Give the Gift of Blue" program, which donates traditional FFA blue corduroy jackets to members who would not otherwise be able to own one.

"Supporting farmers isn't just about those who till the soil, it's about reminding America who we are and where our greatness comes from," said Olivier Francois, Chrysler's chief Marketing officer.

"This book truly brings the 'Farmer' story to life, and continues to give back in support of the amazing students of the FFA who embody this spirit every day."

To create the book, Wunderlich said, 10 world-class photographers were tasked with traveling throughout America's heartland over the course of three weeks to capture the essence of the farmer.

Paul Harvey's "So God Made a Farmer" speech served as their inspiration, said Wunderlich. The photographers' original goal was to create the visual backdrop for a television commercial celebrating the "Year of the Farmer." The two-minute tribute aired during Super Bowl XLVII.

The "Farmer in All of Us" book builds on the imagery from the video and creates a compelling photographic poem. The book in-

cludes more than 240 photos that are meant to convey the same spirit as the Ram Truck brand, which, Wunderlich said, "celebrates the values of dignity, fellowship and sacrifice through hard work."

"We are grateful to Ram for supporting the 'Give the Gift of Blue' program and helping ensure each member of the FFA has the ability to own their own blue corduroy jacket," said Clay Sapp, president of the National FFA Organization.

The Ram Truck brand, Wunderlich said, declared 2013 the "Year of the Farmer" in February when its much-talked-about "Farmer" television spot aired during the Super Bowl.

The yearlong initiative was designed to bring national attention to the significance of the American farmer and Ram pledged to donate up to \$1 million to FFA for views of the television video on the brand's website.

The brand reached the 10-million-view milestone – equating to the \$1 million donation – in less than a week.

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