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## **RAM 1500 at the OFF ROAD Award 2015**

For the second year in a row, the RAM 1500 conquered the 2<sup>nd</sup> place at the OFF ROAD Award in the “Pick-Up” category, receiving 19,4% of votes. This award was launched in 1982, when the readers of this popular German magazine voted the best off-road vehicle of the year for the first time. This time, a selection of 123 models in 12 different categories has been available for the vote.

With three powerful engines including the recently introduced 3,0L EcoDiesel V6 Engine and the legendary 5,7L Hemi V8 with unique full-time on-demand All-Wheel drive, the RAM 1500 dominates the European roads with all its power boldness and masculinity. What makes RAM so appealing to a wide variety of buyers is its unmatched ride comfort thanks to the independent rear axle suspension and the optional four-corner air leveling system. Due to these features, even the most conservative European buyers are ready to embrace the American lifestyle.

“We are delighted to receive this award the second time in succession” says Natalie Gitter, Development Director at AEC. “It proves that the European mindset is changing towards American vehicles and we are proud to be able to contribute to this increase in brand awareness for RAM.”

“The RAM trucks have always been the bestselling vehicles in Europe. In 2014 AEC sold already over 2,000 trucks and this year we expect our volume of sales to grow even further despite the challenges in the European market. The growth comes from the extended product line up by launching Regular Cab Sport, low-end Crew Cab SLT with the 5.7L V8 engine and high-end Crew Cab Longhorn/Limited models in Europe” says Mehdi Nabhani, International Sales Director at AEC.

AEC offers the RAM in a broad selection of 12 different configurations – between the cargo-focused 2-Seats Regular Cab version that can fit a motorcycle (for example a Harley Davidson XL1200X Forty-Eight, courtesy of House of Flames Munich GmbH [www.house-of-flames.com](http://www.house-of-flames.com)) and a luxurious Limited model with finest leather interior there is the right fit for every taste.

### **About AEC**

AEC is an authorized importer for the brands DODGE and RAM in Europe, in cooperation with Fiat-Chrysler Automobiles US LLC. Since 2011, AEC has been developing a dealer network that currently includes over 150 dealerships with almost double as many points of sale across the continent. Furthermore, AEC is a centralized provider for a wide range of automotive services similar to these of a manufacturer.

AEC Europe GmbH  
Schleissheimer Str. 189  
D-80797 München

W [aecorp.com](http://aecorp.com)  
W [aeceurope.com](http://aeceurope.com)

Pressekontakt: Natalie Gitter, AEC

T. +49 89 381 69 56 34  
F. +49 89 381 69 56 39  
E. [n.gitter@aecorp.com](mailto:n.gitter@aecorp.com)