



## **Press Release**

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### **New Dodge Ram Power Wagon Features Integral Winch System Specifically Developed for Chrysler Group by Warn Industries**

**Clackamas, Ore. (July 12, 2004)** – Off-road enthusiasts who've been anticipating the 2005 Dodge Ram Power Wagon— which was first shown last month—will be doubly pleased that each pickup truck will be equipped with a winch system from Warn Industries. Integral to the vehicle's bumper system is a specially engineered version of Warn's winch, "a product that befits what we believe is the most capable off-road truck on the market," said DaimlerChrysler CEO, Dieter Zetche.

The result of two-plus years of development, the Dodge Ram Power Wagon's Winch is a product of Warn's unique OEM collaborative engineering program. Working closely with Chrysler Group-engineers, Warn configured the Ram Power Wagon's winch specifically to accommodate the capabilities of the truck, while also enabling it to be integrated into the Power Wagon as part of the vehicle assembly process. This approach ensures that the winch not only meets Chrysler Group's stringent OEM specifications, but functions in close concert with the technology advancements that define Power Wagon as a performance leader in its category.

"We are delighted to have partnered with Chrysler Group in providing a factory-installed winch system for the 2005 Dodge Ram Power Wagon," said Tom Giacomini, Chief Operating Officer of Warn Industries. "This partnership resulted in a Warn Winch system that significantly enhances the Dodge Ram Power Wagon's functionality and marketability, and it further positions Warn Industries as the acknowledged leader in application engineering of winch systems for OEM light truck and ATV projects".

Based on Warn's Heavyweight Winch Series, the Dodge Ram Power Wagon Winch offers the performance serious off-roaders expect in a big truck winch. This begins with the winch's massive, 136-lb. (62 kgs.) steel chassis, and extends to its high strength carrier plates supporting the 3-stage planetary gear train with its 315:1 reduction. The combination of a 12V, 4.6 hp Series Wound motor, rotating ring gear clutch and automatic direct drive cone brake give the winch its 12,000 lb. (5440 kgs.) pulling capacity.

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Also standard on the winch are advancements that accommodate the demanding conditions under which the Dodge Ram Power Wagon is expected to operate. Key among these are a thermal protection system that senses excessive heat—from heavy and/or prolonged winching—and shuts the winch off until an acceptable temperature is achieved—thus ensuring long motor life. A second important feature is the winch's low voltage interrupt capability, which produces a 30-second pause when the Power Wagon experiences a voltage level of 9.75 volts, thereby protecting the truck's electronics.

Warn supplies the Dodge Ram Power Wagon Winch with 90-ft. (27m) of 7/16-in. (11 mm) diameter wire rope, a large latched hook and is operated with an industrial-grade remote control unit with a convenient 12-ft. (3.7m) lead. Chrysler CEO Dieter Zetsche has been quoted as saying: "the Dodge Ram Power Wagon is the most capable off-road pickup truck on the market". "Warn feels that the most capable off-road pickup truck should have a winch that performs at the same high level" said Tom Giacomini, Chief Operating Officer of Warn Industries.

### **About Warn Industries**

Warn Industries is the world's most recognized brand in off-road products such as hub locks and vehicle recovery winches. The company designs, manufactures and markets a full line of off-road equipment and accessories that enhance the performance of four-wheel-drive vehicles and ATVs. As well, the WARN Commercial (for industrial and military use) and WARN Works® (for utilitarian use) brands offer high-performance, quality products for today's hard worker. Warn Industries employs more than 550 people in and around Portland, Ore., and Livonia, Mich. For 50 years, whenever durability and dependability matter most, customers have chosen WARN products. Warn Industries is a Dover Company (NYSE: DOV).

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