Friday, February 10, 2023



Page 1B

www.thecr.com

**The Commercial Review** 

# Going off road

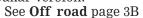
**Porsche and Lamborghini are banking on making big money as they follow other car makers into trend with new options** 

By HANNAH ELLIOTT Bloomberg News Tribune News Service

On Jan. 10, Porsche announced three new decal options available for the 911 Dakar, an offroad sports car that debuted on Nov. 16 in Los Angeles.

The decals wrap around the car for an effect that looks like paint but can be removed, and mimic the racing liveries of the Porsche 911s that participated in the grueling East Africa Safari Rally in 1971, 1974 and 1978. After all, anyone who buys the off-road Porsche 911 will want to evoke Porsche's off-road heritage of winning prestigious desert races.

Prices for the Rallye decals range from \$5,260 to \$7,510 — which isn't cheap — for stickers. Porsche knows that the customer who can afford to pay \$222,000 for the 911 Dakar, and who has enough standing with their local Porsche dealer to receive an allocation for one, won't blink at the added expense. (You get "standing" by buying lots of Porsches.) It's part of what makes low-volume, special production vehicles like the 911 Dakar so lucrative. A standard Porsche 911 Carrera starts at \$106,100, less than half the price of the Dakar version.





Tribune News Service/Porsche

The new Porsche 911 Dakar will have three new decal options soon. They are an effort by the car maker to enter the offroad market. "The car piggybacks onto the overall trend of off-roading as its own very special thing — and sometimes, even a luxurious thing," said Kelley Blue Book senior editor Matt Degen. "Porsche have already got the technology, they've got the all-wheel drive systems, so why not make an off-road 911?"

# Your Local Used Auto Parts Experts

From cars and trucks to vans and SUVs, we have a full spectrum of parts, supplies and tires to keep you up to speed.



## NATIONWIDE LOCATING SERVICE – computerized inventory



All Inventory online...Anytime! www.williamsautopartsinc.com 1127 S. Detroit • Portland, IN (260) 726-8001

You Tube

yelp

FI TOT G



## **Report recommends various new**

**Bv LESLIE BONILLA MUNIZ** Indiana Capital Chronicle indianacapitalchronicle.com

Traffic crashes cost Indiana 930 lives in 2021 and more than \$8 billion annually, according to a national report from Washington, D.C.-based Advocates for Highway and Auto Safety. To do better, the group says Indiana should cates President Catherine Chase, bring more advances.

from a motorcycle helmet requirement to higher hours requirements for learners.

"This horrific toll must serve as a blaring wake up call to policymakers at all levels of government to take action to reverse this upward trajectory," said Advo-

adopt a list of new laws, ranging speaking on the high number of crashes nationally last month.

In its 20th annual report, Chase's organization identified 16 traffic safety laws it believes all 50 states should pass, and graded each on its progress. Several speakers said they hoped upcoming legislative sessions would

preparing for the 2023 legislative session, it's great timing for the roadmap to come out now," said Christine Nizer, Maryland's Motor Vehicle Administration chief. "It should serve really as a helpful guide to all of our policymakers of steps that can be taken a "danger" rating. to reduce crashes, prevent

"As many of us in the states are injuries and save lives on our roadways.'

> Advocates gave Indiana, along with 35 other states, a "caution" rating for adopting less than eight of those laws.

Just five states and D.C. earned "good" score while nine earned а

See Report page 3B



FORT RECOVERY 205 Wayne St., Fort Recovery, OH • 419.375.4137

#### By CASEY SMITH Indiana Capital Chronicle

indianacapitalchronicle.com A pair of bills filed in the Indiana Legislature seek to raise the speed limit for large trucks on certain state highways and interstates, but continued pushback from a Hoosier truck drivers group is likely to keep the measures from becoming law.

Five prior proposals to eliminate the lower speed limit for trucks have been filed in the House since 2017 without success. All have been authored by Rep. Aylesworth, Mike R-Hebron, but none have ever received a hearing in committee.

He's filed the same lan-



11490 W. SR 28 • Redkey, IN • 765-789-4899 • Cell: (765) 729-8301

#### Measure would raise speed limit for large trucks

**Bill faces tough journey** 

guage in a bill again this year, hoping that it can at least be discussed in the House roads and transportation committee where it's been assigned.

"Those of us that live a considerable distance from the state capitol travel interstates, and it's always bothered me that Indiana has a bifurcated speed limit," Aylesworth told the Indiana Capital Chronicle. "The trucks can be very annoying, going slower than regular traffic. I think for safety sake, they all ought to be uniform.'

Republican Sen. Jim Tomes, of Wadesville, has additionally authored a separate bill that similarly seeks to increase speed limits for large vehicles, like semi trucks.

Like Aylesworth's bill, Tomes' measure would raise the speed limit for trucks to 70 mph on highways and interstates outside urban areas. Currently, those vehicles must not go above 65 mph.

Tomes declined the Indiana Capital Chronicle's request for comment about the bill, however.

Under current Indiana law, passenger vehicles are allowed to travel at 70 mph while commercial vehicles (other than buses) weighing more than 26,000 pounds are subject to the

reduced speed limit. There are about 124,000 vehicles that meet this weight criteria registered in Indiana, according to a legislative fiscal report. The Indiana Department of Transportation (INDOT) reported in 2018 that more than 414 million tons of truck freight travels through Indiana each year, making it the fifth busiest state for commercial freight traffic.

Aylesworth said Indiana's lower speed limit for trucks creates more traffic and makes roads less safe.

"I was coming back from a trip to South Carolina, and as we came back through the Carolinas and Tennessee and Kentucky - where the speed limits are all the same — we didn't have many blockages of semis," he said. "We came to Southern Indiana, and all of a sudden, you've got

semi issues, for stretches, and it's very aggravating.

Indiana is one of eight states that requires a lower speed limit for semi trucks on rural interstates and highways, according to the Insurance Institute for Highway Safety.

Those in support of the increased speed limit for large trucks maintain that the current split speed creates congestion for surrounding traffic. They further argue that averting trucks can be hazardous especially on rural roads that are often reduced to two lanes.

Groups like the Owner-Operator Independent Association Drivers (OOIDA), a national trade union representing professional truck drivers, have opposed differential speed limits for heavy duty trucks "because it decreases safety by increasing the interaction between large trucks and passenger vehicles.'

But Aylesworth said years of pushback from the Indiana Motor Truck Association (IMTA), which represents the trucking industry in Indiana, has largely kept the bill from even being placed on the committee schedule.

IMTA President and CEO Gary Langston maintains that the group "will continue to support" the current lower speed limit for trucks in Indiana, rather than measures to raise those speeds.

See **Bill** page 3B

# Shop Small • Shop Local **Stop by and see us TODA**

Whether you're looking for a replacement battery for your car, truck, or farm equipment, we've got you covered with a wide selection of options to choose from. So why wait? Come and experience the power of Interstate batteries!



## Report

Continued from page 2B

The report noted Indiana's strong front and rear seat belt requirements, ban on open containers of alcohol, ban on texting while driving, and some safety requirements for those learning to drive.

But it also suggested Indiana adopt more laws requiring that:

less of age, wear helmets. In Indiana, only persons under the age of 18 or with a motorcycle learners permit are required to wear a helmet and eye protection.

•Infants and toddlers use rearfacing car seats, and in the back seat, until at least age two.

•Children who've outgrown forward-facing car seats use •All motorcycle riders, regard- booster seats until they're tall

enough to use a seatbelt safely without it — usually at 4-foot-9 or age eight.

•Children sit in the back seat until age 12.

•Beginner drivers be at least 16 years old to get a learner's permit and 17 to get a license. Indiana's law allows learner's permits at 15 and a full license at 16 years and three months with completion of

a driver's education program or 16 years and nine months without.

•Beginner drivers complete at least 70 hours of drive time with a licensed driver. Indiana's law is 50 hours.

•Beginner drivers not be allowed to drive unsupervised starting at 8 p.m. Indiana's law says new drivers can't operate a

vehicle from 10 p.m. to 5 a.m. the first six months but there are exceptions.

•Ignition interlock devices be installed on the cars of all people convicted of drunk driving offenses.

And the group encouraged Indiana to allow automated speed enforcement under the law, and get that technology put to use.

## road

"There's certainly a London-based public potential revenue here," relations executive who editor at Kelley Blue May. "It will be used "The car piggy-Book. backs onto the overall land, where my partner trend of off-roading as its own very special thing – and sometimes, even a luxurious thing. Porsche have already got the technology, they've got the allwheel drive systems, so why not make an off-road 911? It's like that old saying: 'They do it because they can.'

#### Joining the club

Safari-style, Baja-style and jacked up versions of all sorts of cars from Volkswagen Beetles to Mercedes SLs to Ford trucks have been around before since Steve McQueen drove a Baja Boot (a modified VW Beetle) in the late 1960s.

Porsche raced "rally style" 911s with high clearance and roll cages in the '70s and '80s. Private, after-market modification products such as the Baja 911 (priced at \$700,000) offer full off-road builds, and Keen Project and its ilk have offered specialized kits that allow drivers to traverse mud, shale and snow in vehicles that would otherwise get stuck.

But it has only been recently that the brands known for making ultraluxury land yachts and sports cars have themselves gotten in the act. In aforementioned decals. December 2021, Mercedes-Maybach announced the numbers bolster profit Project Maybach Off-Road Concept, then showed the automakers can charge gargantuan electric vehi- more for a "special" vercle with knobby tires and sion of a vehicle they a roof rack to reporters already make — a benefit and fans from Art Basel in particularly critical for operating profit up 68.5%, Miami and for private companies considering to \$612 million. The review While the brand has said (Porsche went public in was driven largely by it has no plans to make September; Bloomberg growth in average revthat exact rig, designed by the late Virgil Abloh, it a Lamborghini IPO could will use it for further deliberation about an allterrain Maybach in the that [a company like Lamfuture. Then, in quick succession last fall, Porsche with very lucrative sports unveiled its 911 Dakar and car derivatives," says Lamborghini welcomed Michael Dean, senior its Huracán Sterrato, a rugged version of its analyst at Bloomberg Huracán Porsche will sell 2,500 of the 911 Dakar worldwide; Lamborghini will sell 1,499 Sterrato. Despite guffaws from some in the social media peanut gallery that such off-road oddities will never see dirt because collectors and speculators will be loath to risk the cle Porsche chose to make potential damage to rack into a modern trailfinder up value-crushing miles, plenty of people will buy one and use it accordingly. vehicle at Volkswagen came out, I was all over one of the world's most authentic Rolls-Royce."

Continued from page 1B it," says Hannah Burgess, relations executive who says Matt Degen, a senior expects to receive hers in mostly up north in Scotand I, with his family, go fishing. We normally take an SUV, but this year we'll use the Dakar."

"It's going to be my literal town car," says Jeff Zwart, the champion rally racer and filmmaker who makes commercials for automotive brands from Chevrolet to Porsche. He lives up a winding ninemile road outside of Aspen, Colorado, at an elevation of 9,300 feet — and plans to order his 911 Dakar with a roof rack to carry his canoe. "Honestly with the environment we have here, it's such a great car."

#### Making big bucks

Such specially made vehicles carry price premiums of tens of thousand dollars over their standard-version counterparts. The Huracàn EVO RWD Coupé costs \$213,597, for example; the brand hasn't announced US pricing for the Sterrato, but European pricing is €263,000 (\$282,200). It also offers additional revenue streams that bring in thousands of dollars via such extras as offroad tires, fire extinguisher packages, fog lights, carbon fiber trim lines, roll cages and those

Smaller production margins because near Monaco. initial public offerings. increase in profitability analysts say they believe occur within 16 months.) "Limited editions show borghini] can match Ferrari's business model European automotive supercar. Intelligence. Ferrari excels at creating demand for its highly specialized, extremely low-production vehicles that cost a lot. It's also about showcasing new technology and continuing to build the brand, as well as underpinning the margin — so it's no accident the vehialso carries the highest profit margins of any "When the 911 Dakar AG. Dean ranks the 911 as not be looked as truly

profitable cars, with a margin exceeding those of all of Ferrari models put together, and set to sell more than 40,000 units in 2022. (That's versus 12,500 units for the automaker from Maranello, Italy.) "We envisage a  $\in$  2.6 billion (\$2.7 billion) profit contribution from the 911 alone next year, versus  $\in 2.4$  billion for the whole of Ferrari," says Dean.

What's more, such elite and status-giving vehicles give super fans an excuse to buy another car from a favorite brand, even if they already own several.

That's what really sets them apart: Think of the flex that you can do with one of these things,' Degen says. "It's like, 'Oh, it's not just good enough to have a Lamborghini Huracàn. I have one that does what a Lamborghini shouldn't do.'"

Porsche and Lamborghini could probably charge more — way more — for special editions than they do now, says Dean: "Only a few brands are capable of selling high-margin, \$1 million-plus-priced, limited-edition supercars, and that club includes Aston Martin, Ferrari, Lamborghini and Porsche.<sup>3</sup>

So far, so good. In October, Porsche reported a 40.6% leap in operating profit to more than \$5 billion for the first nine months of 2022. It predicted a strong 2023, thanks to its ability to raise its sales prices even higher. Over the same period, Lamborghini announced that it, too, had seen significant increases in the first nine months, with enue per car, thanks to the product mix and increased customization, the automaker said. Still, not every manufacturer wants in on the off-road fun. During an earnings call on Jan. 9, Rolls-Royce Chief Execu-Ófficer Torsten tive Müller-Ötvös said his brand would not wade into the adventuring variants racket, even though it seemed so lucrative for Rolls-Rovce others. reported a record year on Monday, having delivered 6,021 vehicles in 2022, up 8% over 2021. "We stick with what we have when we go into certain segments, so then it's the real stuff," Müller-Ötvös said. "We don't do transitional things just to maybe catch the one or the other trend. It would







Continued from page 2B

"There are different opinions within the industry, yet the majority of our members continue to support the 65 MPH speed limit," Langston told the Indiana Capital Chronicle in a written statement. "As trucks with technological advanced safety features become more prevalent, an increased speed limit may be more acceptable."

Still, Aylesworth says his conversations with insurance experts, INDOT and the Indiana State Police indicate that "everybody's cool with it.'

"There isn't going to be a significant change in accidents or increased danger to the public," Aylesworth said. "It's just very frustrating. With the (IMTA) ... we have a disagreement on this one.'

In 2020, there were 153 people killed in crashes involving large trucks in Indiana, according to the U.S. Department of Transportation. At least 26 fatal semiinvolved crashes in the state involved speeding

Indiana Public Policy An Institute report also notes that occupants isn't going to happen that way.'

in large trucks were almost five times as likely to be injured in crashes when speeding, compared to the same vehicle type not speeding.

Aylesworth said he wasn't sure if his bill would get traction in the House committee in the 2023 session. Anytime he's told a committee chairperson about the IMTA pushback, he's been told that he's "going to have trouble" moving the bill forward.

But given that Tomes is a ranking member of the Senate committee to which his bill has been assigned, it's possible that his proposal could be up for debate.

If Tomes' bill makes it out of the Senate, Aylesworth said he's still skeptical as to whether it can advance in the House, however.

"I would welcome that bill to come over, but I can tell you where it's going to go," Aylesworth said. "Knowing the way the legislature works, if that bill got assigned to my committee, as an agricultural bill, then we'll get to hear it. But it

# (260) 726-8947

#### 421 N. Meridian

Portland, IN

# Shawn's Auto Service L.L.C.

Shawn Bee

Owner shawnsautoservicellc@gmail.com

6878 W. 800 S. Redkey In. 47373 611 S. Meridian Portland In. 47371

765-369-2516 Redkey 260-729-7465 Portland





## Account tracks crashes with bikes, pedestrians

By BENJAMIN THORP WFYI Indianapolis **HSPA** Infonet

An Indianapolis resident has created a Twitter account tracking motor vehicle crashes with pedestrians and bicycles.

Eric Holt hopes the record of accidents collected by @IndyPed-Crisis will spur the city to make streets safer.

Indianapolis reported 28 fatal crashes involving pedestrians or cyclists in 2021, according to reporting from the Indianapolis Star.

In 2022, that number increased to 42, according to Holt, who runs the Indy Pedestrian/Cyclist Incidents account. Holt, a cyclist himself, started the account after having a number of close calls.

The account automatically posts reports from 911 calls in the city that mention pedestrians or cyclists struck by a motor vehicle.

Holt said he initially tried to track data manually — but the number of incidents created a lot of work.

The account currently posts incident reports as often as two times a day. In the rundown for transportation infrastructure.

2022, the account lists 413 nonfatal crashes with cyclists and pedestrians between May 7 and Dec. 31.

'It was way more than I could take on to keep up," he said.

Holt stressed that even though he is a cyclist, he doesn't want people to think it's just hobbyists calling on the city to improve its

"Far more often, the people that are getting hit are the people that are commuting," he said. 'Maybe they get around because they don't have a car. Maybe they're lower income, and they have a bike. Maybe they're walking to a bus stop so they can get to their job. It's more often people like that who are more vulnerable.'







#### **Revolution?**

Continued from page 6B If its technology can sustain a greater amount of charging for longer, charge speeds could be shorter. For now, the specs show "best-in-class at the moment," Abuelsamid said.

The Ram concept does accept more energy than some others. The F-150 Lightning's extendedrange battery accepts up to 155 kilowatts and can charge 54 miles in about 10 minutes, according to Ford.

Although specifics weren't shared, the Revolution is underpinned by the STLA (pronounced "Stella") Frame architecture. The company has said that platform will support up to 500 miles of range. It also is planning a "range-electric paradigm breaker" model that would offer additional range. The F-150 Lightning provides up to 320 miles of range, while the Silverado's maximum is 400 miles.

Ram alongside the concept introduced the Ram Charger, an inductive robot charger that detects a vehicle's presence and automatically aligns itself under the vehicle to charge during less-expensive, off-peak times. The vehicle still does have an illuminated charge port with a powered door

for cable charging. "It's automatic," Koval said of the Ram Charger. "There's nothing that you'd have to do."

Other innovations for the Revolution include third-row jump seating. Placed in the bed or outside the vehicle by a removable lower section, the seats attach to the powered, multifunction mid-gate. They do have seatbelts.

"I wouldn't necessarily say that it's the next minivan, but it's really about flexibility," Koval said. "Those seats are actually

the truck's face bookended free and eyes-free driving. by "tuning fork" LED headlights.

But executives emphasize the concept's interior after impressing the market on the tech-heavy and stylish 2019 1500 redesign. The Revolution nixes the Bpillar in favor of saloonstyle doors to show off the larger cabin with "limolike" space for back row passengers thanks to the new body-on-frame platform.

The doors borrow from the Chrysler Portal concept the company debuted at CES in 2017. And that's not all. Rails in the floor allow the Revolution's modern-style seats to move in the cab for different configurations. They also can be used as tie downs. The center console, which can double as a workspace, can be moved along the track or removed, as well.

That maneuverability allows the truck to fit objects up to 18 feet long with the tailgate closed and a pass-through to the front trunk. That "frunk" has a one-touch open and close.

Trenches in the floor, though, could be a collection ground for dirt and crumbs, but Gilles says, 'The tracks are easy to clean. They're nice and open. It's just a vacuum cleaner, and the benefits outweigh the negatives."

Two stacked touchscreens provide up to 28 inches of screen space, the lower of which can be removed and used elsewhere in the truck as a tablet. The upper screen also can slide on the rail system. Backup cameras offer a 360-degree view of the vehicle, and occupants can control the opaqueness of the fully glass, electrochromatic roof. Different cabin modes — Productivity, Social, Party, Relax and The steering wheel retracts to provide additional space for the driver in this autonomous mode.

The concept doesn't have the STLA Brain, Smart Cockpit and AutoDrive software platforms the company is launching in 2024, but these AI-powered features would require those technologies, Koval said. Stellantis said this week Chrysler will be its first brand in North America to introduce those platforms, but its first fully electric vehicle isn't coming until 2025.

Also made for off-road use, the Revolution has a skid plate and new pivoting tow hooks that can sit flush. It has 24-inch wheels that light up and stay in place and 35-inch tires. The truck is shorter in height from the currently available 1500, but it doesn't compromise ground clearance, Gilles said.

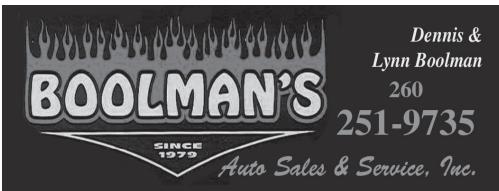
Four-wheel steering on the Revolution also provides up to 15 degrees of articulation, and there are three adjustable air suspension modes. Multiple built-in projectors communicate information to the driver and double as a mobile movie theater. Like competitors, there also are outlets in the frunk and bed to power a generator, tools and other electronic devices.

For aerodynamics, the Revolution has powered flush-mounted door handles and side steps. Smaller 3D printed sideview mirrors are lighter in weight and use a digital camera to capture the truck's surroundings.

The concept employs some sustainable interior materials. Animal-free "leather" comes from a byproduct of the apple industry. Recycled rubber

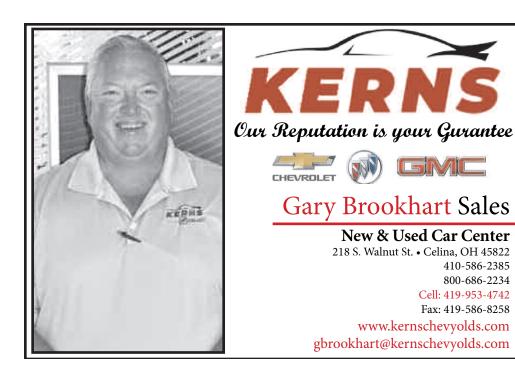
765-768-7362 888-541-8032 FAX: 765-768-6564

**110 EATON PIKE DUNKIRK, IN 47336** EMAIL: shieldsgarage@comcast.net



The Finest in Used Cars, Trucks, etc. We specialize in Late Model diesel trucks. Trucks, Trucks, SUV's - ANYTHING 4x4

> Highway 67 W, Portland, Indiana www.boolmansauto.com



removable, as well. You'll be able to put them in the back of the truck, and you could even take them to your son's football game and use them on the bleachers, as well. So, it's really going to literally take tailgating to an all new level."

Ram's design studio calls it "brutiful" — meaning brutal, yet beautiful — a term coined by Mark Trostle, vice president of Ram design, that emphasizes the ability of the truck to haul cargo or be an elegant and sporty ride, Ralph Gilles, Stellantis' design officer, said. chief

Referring to Tesla's Cybertruck and other competitors, "we found that they were either shock design, not necessarily attractive designs, or they were mechanical and cold," Gilles said. "We wanted something that was beautiful. It was tough still, but clearly sleek and futuristic.'

The Ram name gets a

user-created — additionally adjust lighting, seating position, vehicle suspen-sion, sound and display content.

A 3D Ram avatar is the face of an artificial intelligence virtual assistant that can plan trips based on the driver's schedule and preferences. Voice control extends outside the vehicle to control windows, play music, take a picture and even follow the owner in "Shadow Mode," making pickup of tools or other equipment more efficient on a job site, for example.

That's Koval's favorite feature: "Imagine if you were a farmer in Iowa, and you were baling hay or an architect in Austin. The vehicle will literally follow you using a blend of cameras and sensors. And you just say, 'Follow me, Ram, follow,' and it will follow you so that you have everything you need right close to you.'

The concept offers "Level 3+" automated drivmodern font animated on ing, which supports hands-

and cork particles make up the textured floor.

Koval hasn't said where the all-electric production model will be built. The 1500 currently is built at the Sterling Heights Assembly Plant, which would require updates to support the all-electric platform.

Stellantis during its keynote also showcased the Inception concept from Peugeot, one of its French brands unavailable in the U.S. market. The display is a demonstration of a nextgeneration i-Cockpit platform.

The vehicle uses a "Hypersquare" instead of a steering wheel that allows drivers to control the vehicle with their fingertips, which Peugeot CEO Linda Jackson said will launch on vehicle starting in 2026. The interior also is more lounge-like. The Hybersquare can retract into the dashboard and a panoramic screen pops up to replace it when driving autonomously.

## Electric bus arrives

#### By LORRAINE LONGHI

Las Vegas Review-Journal Tribune News Service

The Clark County School District last month unveiled the first electric school bus in Nevada, which it will use to replace diesel-powered school buses in an effort to improve air quality in school communities.

Clark County, the fifth-largest school district in the country, also operates the country's largest owned-and-operated school bus fleet, with 1,924 buses transporting 125,000 students every day.

The electric bus unveiled Tuesday was purchased using grant funds from NV Energy and the Nevada Division of Environmental Protection, and will save roughly \$60 a day in fuel costs. The district has purchased a second electric bus through a grant from the Clark County Division of Air Quality.

In May, the district announced it will receive nearly \$10 million to purchase 25 electric buses to replace some of its way we've always done it," Jara said.

diesel-powered school buses as part of the federal Environmental Protection Agency's Clean School Bus Program, which seeks to contribute to cleaner air in neighborhoods around schools.

The bus unveiled Tuesday is not yet in use but will serve students at Cimarron-Memorial High School, Katz Elementary School and Hollingsworth Elementary School. It could be operational as early as next week, according to Amber Rideout, the district's director of operations for transportation.

The electric bus can seat 72 students and travel 100 miles when fully charged, and plans call for charging such buses in the morning, midday and at the end of the day, Rideout said.

Superintendent Jesus Jara called it an honor to innovate with the new buses.

"We can't continue to do the same old, same old just because that's the

# BALANCE YOUR MARKETING BUDDGET

Don't have a marketing budget? Call us, we can help!

FEBRUARY

Special Pricing for YOU!

> Ads must run in February

## **ADVERTISE IN The Commercial Review** Jayland's Daily Newspaper!

Full-page full color \$450

Run it again in color for \$350

Run it again in black and white for \$300 **4xFebruary** Run a 4x4 ad four times in February **for \$400** (Regular price - \$832)

Contact Lindsey Cochran 260-726-8141 L.cochran@thecr.com

#### Page 6B

#### Cars

# **Really a revolution?**

#### Ram unveils electric truck concept at Vegas show

By BREANA NOBLE The Detroit News Tribune News Service

LAS VEGAS - The "Ram Revolution" has arrived.

Stellantis NV last month unveiled the highly anticipated Ram 1500 Revolution batteryelectric pickup truck concept during its keynote presentation at the CES consumer electronics trade show at The Venetian Resort with a new face, flexible modern interior configurations, third-row jump seats and eyesfree driving. Some of the features are well off into the future, Ram CEO Mike Koval Jr. says, but the concept offers a visionary roadmap for its production model that will launch in 2024.

"We're planting our flag on Truck Mountain, saying, 'Ram is here,'" he told The Detroit News. "And this is proof that we are in fast forward and on track to deliver the best portfolio of electrified solutions and as we look to redefine the segment once again. ... Everything that our customers will see from Ram will be a direct descendant of what you see here.'

But the EV truck war already is well underway with products launched from crosstown rivals Ford Motor Co. and General Motors Co. and even startup Rivian Automotive Inc. Koval has said the later timing of Ram's offering will allow it to beat the competition in the most important capabilities that matter to customers, including range, towing, payload and charge time.

They've had a little bit more time to maybe develop technolo-gies that maybe GM and Ford had to go without," said Stephanie Brinley, S&P Global Inc.'s principal automotive analyst. "Delivering the right product at the right time overall is going to be better than being first.

Ram's approach is more like General Motors Co.'s Chevrolet Silverado EV than Ford Motor Co.'s F-150 Lightning since the Revolution was built up from an



Tribune News Service/Stellantis

The Dodge Ram 1500 Revolution Battery-electric Vehicle (BEV) concept was unveiled last month at the CES consumer electronics trade show in Las Vegas. A production model is expected in 2024.

from the internal combustion engine truck. That means it can have greater width for more interior and battery space, which likely translates to longer range.

Details of most of the critical benchmarks weren't shared as a part of the concept's reveal. The automaker, however, did specify

start, instead of being adapted range in about 10 minutes with apply to the \$112,595 GMC Hum- commercial DC fast chargers is an 800-volt DC fast charger at up to 350 kilowatts.

Those, though, are the same estimates from GM on the charging speed of the Ultium platform that will power the Silverado, whose commercial model will launch in the first half of this year; the top-trim \$105,000 retail model will launch in the second all-electric platform from the the concept can add 100 miles of half. The same metrics also

mer EV pickup that launched in December 2021.

"We're not quite ready to share the specific numbers, certainly, for our actual production vehicle," Koval said, "but I can tell you, we will push past what the competition has announced so far."

Also noteworthy is that the maximum output today of most

350 kilowatts, so there would be no use to accept anything more.

The next question would be for how long it can sustain charging at that input since charging slows as a battery powers up, said Sam Abuelsamid, principal e-mobility analyst at market research firm Guidehouse Inc.

See Revolution? page 4B



## Mon-Fri 7am-4:00pm Call Scott Hopkins at 260.251.0459 / Portland, IN

## AC-both R134 and 1234yf systems, Brakes, Steering and Suspension, **Computerized Alignments**, Heating and Cooling, **Tunes ups**

 Facebook @hopkinsrepairllc hopkinsrepair.com