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In the past, castle gates were brought down with pure force using a device known as a battering ram. True to its name, the battering end of this machine was shaped like the head and horns of a ram. Fast forward to the 21st century, thereâ€™s a brand new Ram in townâ€”better Dodge to get out of its way.

Dodge joined the pickup truck battle royale as it unveiled the latest 2013 Ram 1500 at the 2012 New York Auto Show. The design remains nearly the same as the previous Rams people knew and loved; and by â€œnearly,â€• it means a few aces under its hood. Dodge hopes to best the leading pickup trucks in the market with some of the new Ramâ€™s newest features. Two were highlighted during the said auto show.

A new V6: Past Ram models used the 3.7-liter V6 engine, but the 2013 Ram will have the fuel-friendlier Pentastar 3.6-liter V6 engine. Donâ€™t let the 0.1-liter difference catch you off-guard, as this new engine, Dodge assured, packs more Ramming power. Amazingly, it also doesnâ€™t mean youâ€™ll be gassing up more often.

The Pentastar engine can dish out 305 hp, an extra 42 hp compared with the old Ram engine. Its design also lets the car save 20 percent more fuel even with the extra power many drivers will surely enjoy. The power train is also doubled to eight-speed, giving drivers more chances to pull heavier cargo with more power.

A lighter Ram: Dodge decided to have the Ram go on a diet with a major redesign of the body to make it lighter. Some of its vital parts have been replaced with aluminum parts that, as most people know, are lighter than solid steel. The total weight reduction to the new Edmonton Dodge Ram 1500 amounted to no more than 150 lbs. Car experts estimate its fuel economy at around seven km/liter for city driving and 10 km/liter for highway driving.

With the new features, Edmonton Dodge buyers can carry heavier loads and cross rough terrain better with a power boost. The new Ram 1500 is living proof that you donâ€™t need to weaken the powerful for the sake of fuel efficiency, or vice-versa. Dodge expects to release the new Ram to their car dealerships by September 2012.

Visit Autoblog.com and MotorTrend.com for more information on Dodgeâ€™s newest pickup truck to â€œbatterâ€• the competition. It may just be the kind of Dodge Edmonton car aficionados will enjoy.

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