

Contact: LouAnn Gosselin

Daniel Labre

FCA Canada: 2018 Ram 1500 Overview

August 31, 2017, Windsor, Ontario - Ram 1500 is Canada's most fuel-efficient full-size pickup. Contributing to that title, the Ram 1500 boasts numerous segment-exclusive features in areas most important to truck buyers. Class-leading ride and handling is accomplished via a unique multilink coil spring rear suspension system with optional air suspension. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. Available in a long list of unique trim levels, the Ram 1500 has a full-size pickup for everyone.

New for 2018:

- Ultra-luxurious Limited Tungsten Edition
- Sport model appearance upgrade
- Premium leather-faced seat option on Rebel models
- Uconnect 8.4-inch multimedia centres with wireless hotspot, HD radio, Android Auto, Apple CarPlay, pinch-to-zoom and improved resolution
- On-demand 4G Wi-Fi (late availability) hotspot capability provides faster speed and more reliable in-vehicle wireless internet connectivity to your laptop, tablet or smartphone and supports up to eight mobile devices.
- **SiriusXM Guardian** delivers advanced in-vehicle connectivity and useful apps for drivers and passengers. Features include SOS Call, Roadside Assistance, Send and Go, Vehicle Finder and Remote Services, which can be used virtually anywhere, allowing owners to lock and unlock doors, as well as start their vehicles
- **SiriusXM Travel Link** makes every trip more efficient, SiriusXM Travel Link provides premium data services and information, including weather, fuel prices, sports and movies
- **SiriusXM Traffic Plus** works with the vehicle's navigation system to display traffic speed and flow information, along with accident information to assist drivers in routing around congested areas
- Remote exterior switch in truck bed to activate LED bed lights

Highlights:

- Ram 1500 is Canada's most fuel-efficient full-size pickup with a class-exclusive 3.0-litre EcoDiesel V-6 engine, delivering fuel economy as efficient as 8.0L/100km (35 mpg) highway, 240 horsepower and 420 lb-ft of torque
- In addition to a standard eight-speed automatic transmission and exclusive 3.0-litre EcoDiesel V-6 engine that delivers exceptional fuel efficiency, other components have also been improved to enhance fuel efficiency. Accessory drives have been optimized to reduce parasitic loss and advances in thermal dynamics engineering help to contribute to Canada's most fuel-efficient full-size pickup
- 3.6-litre Pentastar V-6 engine delivers fuel economy as efficient as 9.6L/100km (29 mpg) highway, 305 horsepower and 269 lb-ft of torque
- 5.7-litre HEMI® V-8 engine with Variable Valve Timing (VVT) delivers fuel economy as efficient as 11.0L/100km (26 mpg) highway, 395 horsepower and 410 lb-ft of torque
- Award-winning Uconnect multimedia centres with largest-in-class 8.4-inch touchscreen
- Exclusive multilink coil spring rear suspension with four-corner air suspension option for best ride and handling
- Ram 1500 retains its ruggedly handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style

Configurations in 2WD and 4WD:

- Regular Cab 8-ft. bed
- Regular Cab 6-ft. 4-in. bed
- Quad Cab 6-ft. 4-in. bed
- Crew Cab 5-ft. 7-in. bed
- Crew Cab 6-ft. 4-in. bed

Model Lineup

The Ram 1500 offers the following models:

- ST
- Tradesman
- SLT
- HFE
- Harvest Edition
- Outdoorsman
- Big Horn
- Sport
- Night Edition
- Rebel
- Laramie
- Laramie Longhorn
- Laramie Limited
- Limited Tungsten

Available Exterior Colours: (some colours available in two-tone)

- Blue Streak Pearl
- Bright Silver Metallic
- Brilliant Black Crystal Pearl
- Bright White
- Red Pearl
- Flame Red
- Granite Crystal Metallic
- Maximum Steel Metallic
- Pearl White
- Walnut Brown Metallic
- True Blue Pearl

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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