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## **New 2021 Ram 1500 TRX Defines the Future of Extreme Performance Pickup Trucks With Innovative Design, Quality Materials and Class-exclusive Technology**

- 2021 Ram 1500 TRX redefines the extreme performance pickup truck segment with unprecedented use of cutting-edge technology and premium materials
- All-new face of Ram includes the modernized Ram's head logo and R-A-M badge with flow-through lettering
- Unique front grille, hood and bumper share design cues with Ram 1500 Rebel and Power Wagon and provide additional air flow to cool the 6.2-liter supercharged HEMI® V-8 engine
- Stretching 8 inches wider than a standard Ram 1500, composite front fenders and all-new steel box outers create a striking "hourglass" body designed to clear aggressive 35-inch tires
- Full LED Adaptive Front-lighting System (AFS) includes twin bi-functional projector headlamps, fog lamps and taillamps with up to 15 degrees of direction control with steering input
- New LED clearance lamps have been cleverly integrated into the hood scoop and front bumper flares, amplifying the new aesthetic of the truck
- Ram TRX interior is available in three different themes – TR, TR1 and TR2 Equipment Groups – and takes design cues from the Ram 1500 Rebel and Limited models, but adds unique features, materials and colors
- Ram TRX offers the most spacious interior with new, authentic premium materials, colors and textures, including hand-wrapped leather instrument panels for unexpected luxury throughout
- Extensive use of suede as a holding material on touch points helps keep occupants in place and in control
- Ram TRX features a new SRT-signature flat-bottom steering wheel with enhanced hand grips wrapped in leather with optional suede and carbon fiber accents. New aluminum paddle shifters stretch above and below the steering wheel spokes
- Ram TRX offers a reimagined center console with maximum storage and includes a new performance-oriented floor shifter, wireless charging dock and five USBs, including Type A and C ports
- Second row includes slide reclining seats, a true flat-load floor with integrated RamBins, tie-down rings and expandable under-seat storage
- Ram TRX features Uconnect 4C NAV with a standard 12-inch fully configurable screen, tailor-made for TRX, and includes SiriusXM 360L with Personalized Stations Powered by Pandora, which offers a customized listening experience through a 900-watt, 19-speaker Harman Kardon audio system with Black Smoke stainless steel speaker grilles featuring red back scrim
- Ram TRX offers the first FCA application of Drive Modes and Off-Road Pages with the Uconnect 4C NAV 12-inch touchscreen
- TRX-specific transfer case switches are integrated into the dashboard along with Drive Mode selector and launch control
- Multifunction switch bank includes auxiliary switches, giving physical control of specific features
- All-new 18-by-9-inch aluminum wheels are available in both standard and beadlock-ready configurations
- All-new Goodyear Wrangler Territory 325/65/R18 All-Terrain tires were developed exclusively for TRX and achieve unmatched levels of wear resistance, traction and reduced road noise
- A full array of skid plate protection has been deployed, so not only does TRX look the part, it can deliver on

the ground-and-pound experience

August 17, 2020, Auburn Hills, Mich. - For the new 2021 Ram 1500 TRX, the design team integrated both rugged and refined elements with the most prominent design statements, visually telegraphing the extreme performance and functional attributes of the truck. The apex predator of the truck world, Ram TRX features an exterior design that is built around suspension and frame prerequisites that far exceed the standard Ram 1500 requirements. These functional attributes drive imposing proportions that translate into an aggressive stance that visually projects a singular focus of purpose and competitive dominance.

"The Ram TRX allowed us the opportunity to expand Ram's portfolio with a high-speed, off-road, desert racer," said Mark Trostle, Head of Ram Exterior Design – FCA. "TRX was designed to handle extreme performance conditions with ease, all while looking the part. We designed the muscular body to make an impactful visual statement that matches the potent drivetrain, robust suspension and truly defines what a high-performance off-road pickup truck is."

### **New aesthetic design pairs chiseled form with extreme function**

For the new 2021 Ram TRX, the design team took a page out of the 2016 Ram 1500 Rebel TRX Concept's playbook by starting with an aggressive stance and wrapping an impossibly wide, muscular body over the top of it. Like a mixed martial arts fighter in a tailored tuxedo, the Ram TRX makes an impactful visual statement with an acute "hourglass" body design that features composite flares and fender wells that have been stretched to cover aggressive 35-inch Goodyear Wrangler Territory 325/65/R18 All-Terrain tires. A unique R-A-M badge, front grille, hood, skid plates and steel bumpers share design cues with the Ram 1500 Rebel and Power Wagon, but feature even more extreme functional objectives. The new aesthetic is taken to even higher levels of visual impact with oversized tow hooks, found at both the front and rear of the truck, driving the functional objective home.

With the addition of the 6.2-liter supercharged HEMI® V-8 engine, TRX relies on a new, aluminum hood and features bright LED clearance lights that are integrated in the hood scoop. To assist with additional airflow, the new, sculpted grille directs air to places where it's needed to keep the juggernaut that is the 6.2-liter supercharged HEMI V-8 in the center of the performance envelope. The R-A-M badge on the grille is bigger when compared to the rest of the Ram 1500 lineup and features a new "flow-through" design that also assists with airflow. The hood scoop is responsible for 50 percent of air entering the 6.2-liter supercharged HEMI V-8 engine while the other 50 percent enters through the grille. Design elements like the brawny, functional hood scoop are complimented by secondary details, such as the functional air curtain just outboard of the headlamps, relieving high pressure zones at the front corners, and allowing air to pass through the fenders.

When compared to the 2021 Ram 1500 Rebel, Ram TRX is 8 inches wider and composite flares help to compensate for a 6-inch increase in track width. Normally, Ram 1500 features a wheel that is 8 inches wide, but the TRX design team had to accommodate a wheel that is 9 inches wide. LED clearance marker lights flank the front bumper, creating a menacing light signature that further sets TRX apart from anything on the road – day or night. The front axle was shifted 20 millimeters forward to accommodate the 35-inch Goodyear Territory All-Terrain tires that were designed exclusively for TRX. The 35-inch tires are available with 18-inch beadlock-ready wheels with accent color-matched rings. All-black premium LED headlamps, including twin bi-functional projector headlamps, are standard along with available 360-degree camera views. A lower skid plate forged from steel redirects errant incoming debris, and LED fog lamps provide additional light when visibility conditions are reduced.

An optional full-length rock rail for added body/sill protection or a traditional off-road powder-coated aluminum running board are available. Optional body-side and hood graphics are available as a pair or separately.

The bed of TRX was partially designed with new box outers that are steel, but are wider than that of a normal 1500. Using the storage capacity of the Ram 1500, a bed-mounted spare tire carrier is available in addition to the standard full-size spare tire that sits underneath the bed, between the rear axle and trailer hitch. The under-bed slot is large enough to accommodate a 37-inch tire. Premium LED taillamps are standard on TRX, and the bezels allow for the Blind-spot Monitoring function to see around the extended box outers.

Closing out the rear of the truck, a large R-A-M badge, similar to that seen on the Rebel, stretches across the tailgate. Center identification marker lights, like what is seen on Ram 3500 Heavy Duty dual-rear-wheel models, are perched

between the tailgate and rear bumper. The rear bumper features tow hooks to match the capability of the truck and integrated 5-inch dual exhaust ports.

The 2021 Ram TRX is available in seven colors: Flame Red, Hydro Blue, Granite Crystal, Billet Silver, Diamond Black Crystal, Bright White and Ignition Orange (late availability). Ram TRX models are available in a two-tone color scheme that carries through the newly designed fender flares and lower body.

### **High-performance-inspired interior with authentic premium materials**

For 2021, all-new features, technology and premium materials help Ram TRX answer the call for extreme performance with class-leading quality, comfort and durability, solidifying Ram as North America's off-road pickup truck leader.

An extreme-performance pickup truck calls for materials that can handle elevated g-forces while keeping occupants in place. The interior design team chose authentic premium materials, colors and textures, including hand-wrapped leather surfaces for unexpected luxury throughout.

The all-new 2021 Ram TRX features three interior options, including premium cloth and vinyl, premium wrapped leather and suede, or premium wrapped leather and suede with available red and carbon fiber accents. Based on the Rebel layout, trucks outfitted with the TR Equipment Group greet occupants with premium cloth and vinyl accents featuring black and Dark Ruby Red surfaces. Opting for the TR1 or TR2 Equipment Group provides an interior based on the Ram 1500 Limited and features an all-black color scheme with leather and suede to give TRX a unique feel. Heated and ventilated premium Natura Plus leather with perforated suede accents cover the front buckets and rear bench seats. The TR1 and TR2 Equipment Groups come standard with medium Greystone stitching and graphite metallic accents. The TR2 Equipment Group offers TRX red stitching and carbon fiber accents as an available option.

Ram TRX features new front seats with enhanced upper bolster support and embroidered logos. TR1 and TR2 Equipment Groups feature a Modular Lightweight Load-bearing Equipment / Pouch Attachment Ladder System (MOLLE/PALS) on the seatback that enables bags and other equipment to be woven in place. All TRX models feature a 60/40 split rear seat while the TR2 Equipment Group offers a standard 60/40 reclining rear seat with fold-down center armrest that mimics the materials and colors from the front center console.

A new SRT-signature flat-bottom steering wheel, with enhanced hand grips wrapped in leather with optional suede and carbon fiber accents, enables performance driving. New aluminum paddle shifters stretch above and below the steering wheel spokes, allowing drivers to choose the proper gear with their fingertips. A new console-mounted performance floor shifter, which includes a cast metal main grip wrapped with semi-perforated leather, lends itself to spirited performance driving that TRX was bred for while maximizing storage. Both the console and paddle shifters mark the debut of each in a Ram truck.

The Drive Mode selector has been integrated into the dashboard above the transfer case switches and offers different modes of operation, indicated by a TRX pictogram for select environments: Normal, Wet/Snow, Off-road and Baja. A launch control button is easily within reach of the driver, sitting to the right of the transfer case switch, and is standard on TRX.

Reinforcing TRX's performance chops, an all-new Head-up Display unit can show up to five different content areas at once. The Head-up Display is available on the TR2 Equipment Group and is a full-color unit that's accessible through the 12-inch Uconnect 4C touchscreen. Once in the options menu, you can drag and drop what is shown and where to show it. There are a few different configurations that allow the Head-up Display to show up to five different areas of interest, including Lane Departure, Lane Keep Assist, adaptive cruise control, turn-by-turn navigation, current speed, current gear and speed limit.

The instrument panel combines a strong structurally interlocking appearance covered in softer forms, pushing up and toward the cabin. Center stack details include brushed metal accents, Black Onyx bezels with a machined finish texture and available carbon fiber accents. As a centerpiece, the 2021 Ram TRX features the Uconnect 4C NAV on a 12-inch fully configurable touchscreen as standard, allowing for even more customization. The touchscreen can house one application, such as the navigation map, across the entire 12-inch screen or can be divided in half,

operating two different applications at once. A multifunction switch bank, which includes auxiliary switches, sits below the touchscreen, providing physical control of specific features. Redundant HVAC controls are located on both sides of the display.

TRX uses a 7-inch thin-film transistor (TFT) cluster that is exclusive to the model and features a lit TRX badge, unique TRX colors and graphics with reconfigurable gauges. The same graphics appear on the 12-inch Uconnect 4C screen. This is the first time that Drive Modes and Off-road Performance Pages are displayed on the 12-inch Uconnect 4C touchscreen.

Other features found in the interior include a custom specifications plate on the console lid. This plate lists which engine is under the hood, the type of supercharger TRX uses to boost output, horsepower and the vehicle-specific Vehicle Identification Number (VIN). Designers included many functional items, like full coverage all-weather floor mats aligned to each trim's accent color. Metal pedals, bright sill inserts and wrapped A- and B-pillar grab handles complete the appearance on TR1 and TR2 Equipment Groups.

### **Ram Truck Brand**

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

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