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Ram Truck Launches New Luxury Model: Laramie Limited

January 25, 2012, Auburn Hills - For 2012, Ram Truck will expand its model lineup by adding the new, top-of-the-line Ram Laramie Limited.

"The Ram Truck brand's greatest strengths are our commitment to listen to customers and to understand what motivates them," said Fred Diaz, President and CEO, Ram Truck Brand – Chrysler Group LLC. "We've successfully added Ram truck models designed for outdoorsmen, tradesmen, first-time buyers and ranchers. Laramie Limited is designed to meet the high expectations of affluent pickup truck buyers looking to combine capability with elegance."

Featuring premium materials, such as full-leather seating, real wood interior components and understated exterior badging, Ram Laramie Limited offers a refined luxury alternative to the popular southwestern-themed Ram Laramie Longhorn edition pickup.

"The launch of the Ram Laramie Longhorn edition gave us a boost in the ultra-premium pickup segment and exceeded our expectations," added Diaz. "Ram Laramie Limited offers customers an even wider selection of luxury models. We expect a lot of interest in the Laramie Limited."

"The Ram Laramie Limited customer is going to be involved in some sort of motor-sport activity. Whether they're towing a ski boat, a race-car hauler, motorcycles or snowmobiles, they're looking for comfort and class and an expressive way to carry their crew and their gear."

The new Ram will make its debut at the 2012 Chicago Auto Show, which opens to the media on Wed., Feb. 8.

Exterior

Ram Laramie Limited gets a body-color front fascia with fog lamps and a matching, painted rear bumper. (Ram Laramie Limited 2500 and 3500 models in white and silver exterior colors get chrome front and rear bumpers.) The Laramie Limited's chrome grille surrounds billet inserts that are featured on Ram Sport models. Understated chrome accents include body-side molding, mirrors, door handles and tubular side steps.

The Laramie Limited's body side has a clean, "street truck" look and eliminates the traditional HEMI®, Cummins and Ram model line badges.

Tailgate badging includes the chrome Ram's Head logo and a small italicized block-letter "Limited."

Ram 1500 Laramie Limited shares 20-inch forged aluminum wheels with the Ram Laramie Longhorn. Polished surfaces are accented with painted silver pockets. Heavy Duty models feature 17-inch fully polished aluminum wheels. Wheel centers are embossed with the Ram brand name.

The Ram 1500 Laramie Limited is available in six exterior color choices, including: black, bright silver metallic, bright white, deep cherry red pearl, mineral gray metallic and true blue. Ram Heavy Duty models are available in black, bright silver metallic, bright white and mineral gray metallic.

Interior

The 2012 Ram Laramie Limited Edition features a modern, luxurious interior.

A full-leather cockpit with dark slate Natura Plus leather seats and engraved details lend the Ram Laramie Limited an unmatched level of sophistication and style.

Contrasting medium graystone leather piping provides seat-edge emphasis. Additional accents are created along

either side of the piping by medium graystone deck-seam stitching.

The Ram Laramie Limited's cavernous double-stacked center console is topped with a soft, double French-stitched full-leather lid.

In addition to 100 percent leather seat coverings, Ram Laramie Limited gets a premium leather-wrapped steering wheel and shifter -- console mounted on 1500, column mounted on 2500 and 3500 Heavy Duty models. Accent medium graystone X-stitch detailing sets off both the steering wheel and shifter.

Door trim front and rear also is wrapped in premium leather. Leather armrest uppers are further accented with the same dual French stitch used on the center console lid and instrument panel.

Ram Laramie Limited editions receive remote LED lighting at the inside door handles and a full-length light that illuminates the truck's multi-function lower map pockets, front and rear.

The dash features a center stack trimmed in high-gloss Black Burled Walnut. Liquid graphite side bezels and bright chrome vent rings complete the center stack's detailing. Black Burled Walnut finishes also are used in the door panels and are trimmed in bright chrome.

Ram Laramie Limited's gauge cluster is accented with pad-print chrome rings that share the high-end appearance of a gentleman's watch and include the imprinted message: "Designed in Detroit." Gauge needles are finished in liquid graphite.

A liquid graphite glovebox spear with pinstriped details and black and chrome "Limited" badge complete the dash.

Beneath the dash is soft foot-well lighting, providing both a functional and aesthetic interior enhancement.

Passengers also enjoy solid dark slate premium berber carpet floor mats with medium graystone accent stitching. Rear flap-closure seatback map pockets with modern chrome Ram-lettered detailed metal buckles also are unique to Ram Laramie Limited. For entry and exit, brushed-silver Ram-branded door sill plates resist scuffs and add visual appeal.

Other Features

Ram Laramie Limited also is equipped with a navigational radio, remote start, back-up camera, power adjustable pedals with memory, heated steering wheel, front ventilated and heated seats and rear heated seats.

Ram Laramie Limited will be available in 1500 (1/2-ton), 2500 HD (3/4-ton) and 3500 HD single- and dual-rear-wheel (1-ton); Crew Cab and Mega Cab; four-wheel drive and two-wheel drive; and short- and long-wheelbase models.

Laramie Limited will join the other Ram trim levels, which include: ST, Tradesman, Tradesman HD, Express, SLT, Outdoorsman, Mossy Oak edition, Sport, R/T, Laramie, Laramie Longhorn and Power Wagon (2500 only).

Laramie Limited will be available Q2 2012.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

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