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Popular Ram "Black Package" Expands to Ram Heavy Duty Pickup

April 3, 2014, Auburn Hills, Mich. - For 2014, on the heels of an overwhelming response for the Ram 1500 Black Express package, the brand now offers a new, even more imposing visual appearance treatment for the Ram Heavy Duty (2500 and 3500 SRW).

Making its debut at this week's Atlanta International Auto Show, the Ram Black Appearance Group is a combination of brute force and style, with powertrains offering best-in-class power in both gas and diesel, not to mention a long list of features not found anywhere else in the segment: Cargo-view Camera, RamBox, manual transmission for diesel and a best-in-class ride from Ram's link coil rear suspension (2500) with air suspension option (both 2500 and 3500). The most capable Heavy Duty also is the "baddest-looking" factory-built truck on the market.

The 2014 Ram Heavy Duty Black package is distinguished by its all-black exterior. Starting with 20-inch black aluminum wheels, it also features fog lamps, black grille surround with black horizontal inserts specific to the two available trims. Of course body-color front and rear bumpers and head badges on the grille and tailgate complete the look, camouflaged in darkness. All body-side badging has been removed unless if ordered with a Cummins engine. For those trucks, only the diesel designation remains.

"Ram has continually pushed the limits of truck design and paved new themes that have been copied by competitors," said Reid Bigland, President and CEO – Ram Truck Brand, Chrysler Group LLC. "The Black package on the Ram Heavy Duty is proof that our designers are passionate about trucks and will continue to maintain our trendsetting leadership."

Looks and technology go together. The Ram Heavy Duty Black package features premium bi-functional halogen projector headlamps with black bezels, 15 amber LEDs for park/turn/position lamp and three amber LEDs for the side marker. The taillamps also include black finishes and are comprised of 15 red LEDs with three red LEDs for the side markers. Also, as part of the Black package, the trim includes Parkview and Parksense.

The 2014 Ram Heavy Duty Black package is available in Ram 2500 and 3500 SRW, Crew Cab and Mega Cab, Big Horn/Lone Star and Laramie models with the choice of two- or four-wheel-drive.

Ram Heavy Duty Black pricing starts at \$42,140, plus \$1,195 destination charge and is currently open for orders.

About The Ram Heavy Duty

The 2014 Ram Heavy Duty adds new powertrain, suspension and innovative features that deliver the most powerful, capable and comfortable heavy-duty truck in the segment. Ram's Heavy Duty line offers an all-new 6.4-liter HEMI V-8 with best-in-class (gas engine) 410 horsepower and 429 lb.-ft. of torque. Other engine options include the 5.7-liter HEMI V-8 and the renowned 6.7-liter Cummins Turbo Diesel I-6, cranking out 385 horsepower and best-in-class (diesel engine) 850 lb.-ft. of torque.

The Ram 2500 Heavy Duty takes lessons learned from the successful Ram 1500, adding an all-new five-link coil rear suspension system for best-in-class ride and handling. Also offered is an exclusive rear air suspension system on both the Ram 2500 and 3500. The robust options meld with a new front suspension to handle the best-in-class 30,000-pound towing capacity.

Innovative features such as a cargo bed camera, 5th wheel/gooseneck trailer prep package and the popular Uconnect system come together to offer customers the best Heavy Duty trucks in the segment.

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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