

Contact: Nick Cappa

David Elshoff

Scott Brown

Ram Truck to Showcase Off-road Truck Leadership at 2016 Overland Expo

- Overland Expo to host Ram Truck press conference and owner clinic
- Fresh off their Chicago Auto Show unveiling, new 2017 Ram Power Wagon and Ram 2500 4x4 Off-road pickups will make their first Arizona appearance at the Overland Expo in Mormon Lake, Ariz.
- Including popular 1500 Rebel model, Ram lineup claims America's Off-road Truck Leader title
- New Ram Power Wagon colors, lighting, wheels, grilles and legacy graphic take cues from 1979-80 "Macho Power Wagon"
- Power Wagon features standard front and rear electronic-locking differentials for true four-wheel drive and maximum traction
- Introduced in 1945, Power Wagon was first mass-production 4x4 pickup — simply no other pickup on the market matches Power Wagon's on- and off-road capability
- New Ram 2500 4x4 Off-road package designed for customers who need essential off-road upgrades combined with $\frac{3}{4}$ -ton pushing, pulling and hauling capabilities
- Ram 1500 Rebel brings one-of-a-kind off-road design to the full-size truck segment.
- Equipped with factory lift, 33-inch tires, standard air suspension, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the enthusiast truck owner looking for a less beaten path

May 16, 2016, Auburn Hills, Mich. - On May 21, the new 2017 Ram Power Wagon and Ram 2500 4x4 Off-road models will make their first off-road-event appearance since their unveiling at the [Chicago Auto Show](#) in February.

Joined by the brand's top-selling Rebel model, Ram Truck is bringing its full off-road-truck segment-leading lineup to one of America's top annual outdoor adventurer destinations: the 2016 Overland Expo in Mormon Lake, Ariz.

The Overland Expo draws more than 6,000 explorers, adventurers, off-highway journeymen and their families from around the globe for three days of camping, workshops and outdoor-product demonstrations. Classes covering practical fieldcraft and skills challenges are also a part of the Mormon Lake activities.

Ram will host a special off-road truck and capability press conference at Overland Expo at 11 a.m., Saturday, May 21. A customer clinic hosted by Ram product experts will follow at 1 p.m.

About 2017 Ram Power Wagon

Ram Truck continues to build the best pickups in all the ways that matter to owners. The Ram 1500 EcoDiesel delivers the industry's best fuel economy at 29 miles per gallon (mpg). Ram's Heavy Duty truck line owns best-in-class towing at 31,210 pounds and best-in-class torque at 900 lb.-ft., but Ram Truck has held one title longer than any production pickup: the most off-road-capable. Engineered to conquer the great outdoors, the 2017 Ram Power Wagon receives all-new exterior and interior design elements to match its aggressive behavior and off-road biased lifestyle.

For 2017, Power Wagon will top a lineup of off-road trucks that includes Rebel and the 4x4 Off-road Package and will support the Ram brand's claim to being the off-road truck leader.

Based on the Ram 2500 Heavy Duty 4x4 Crew Cab, the Power Wagon features a number of off-road-specific

enhancements, including a unique suspension with more than two inches of lift, locking differentials and a 12,000-lb. winch, giving this beast a significant advantage over all production pickups.

"The Ram Power Wagon is an off-road, all-access pass, removing the limitations, instilling confidence and allowing owners to reach areas of recreation and lifestyle not attainable with any other pickup," said Mike Manley, Head of Jeep Brand and Ram Brand, FCA – Global. "The 2017 Ram Power Wagon delivers to those who travel into extreme terrain, while providing the towing and payload capability required in a heavy-duty truck."

The 2017 Ram Power Wagon engineering efforts include a best-in-class 410-horsepower 6.4-liter HEMI® V-8 engine.

"Dating back to 1945, the Ram Power Wagon's heritage holds a distinctive position in the Ram Truck lineup as an example of engineering innovation and off-road capability," said Rob Wichman, Director – Ram Truck Engineering. "For 2017, the Power Wagon's best-in-class, can-do toughness is matched by can't-stop-me looks."

The Power Wagon nameplate was initially produced from 1945 through 1980. Early trucks were based on the Weapons Carrier (WC) series of Dodge ¾-ton military-use trucks built during World War II. The Power Wagon went on to become a well-known civilian vehicle. The iconic truck was reintroduced in 2005 and now exists as an independent model in the Ram Truck lineup.

Exterior Design

The 2017 Ram Power Wagon backs up its "ultimate off-road truck" claim with a new exterior design that leaves little doubt as to its capabilities.

Similar to the Ram 1500 Rebel, the new Power Wagon has an all-new grille with a prominent Billet Silver "RAM" letter badge. The larger blacked-out grille is bookended by Black bezel bi-functional projector headlamps with LED marker lights. The vent-stamped hood also includes a Gloss Black graphic, which occupies mid-hood to the windshield.

Truck color dictates the Power Wagon's graphic features. While the optional two-tone, lower Black paint is carryover, the design team pulled a popular graphic from the late 1970s for the profile. The 2017 model receives a thick vertical stripe aft of the cab with "Power Wagon" in a large rotated font, paying tribute to an admired design from 36 years ago and providing quick identification of the Power Wagon model. The optional graphics come in two slightly different color variations, depending on vehicle paint. Bright White, Flame Red, Bright Silver, Blue Streak and Granite Crystal receive Gloss Black graphics, where Black Power Wagon's are covered in Bright Silver graphics.

Front and rear bumpers receive a healthy dose of powder coating. The bold front bumper effectively hides a Warn 12,000-lb. winch, roller fairlead and 125 feet of line with nothing visible except a single heavy gauge steel cable and dozer-size hook that attaches to one of the two massive front tow hooks. All-new and unique to Power Wagon, the 17-inch forged, multi-surface aluminum wheels with Silver outer and Matte Black inner are bound in 33-inch tires and feature exposed lug nuts with a small center cap.

The blacked-out theme continues on the flanks, where wheel-arch moldings, badges, mirrors and lower body panels create a distinctive appearance.

Continuing around to the rearview is a 324-point, bold, original font "RAM"-stamped tailgate with blacked-out lettering. The Power Wagon Gloss Black graphics meld with the Black powder-coated rear bumper and Black bezel tail lamp housings. A black "Power Wagon" decal crosses the bottom of the tailgate.

The 2017 Power Wagon includes an optional backup camera in the tailgate, providing a better field of vision when maneuvering. Also optional is Ram's exclusive cargo-view camera. This unique view allows owners to monitor bed loads without turning around. A touch screen toggles your choice on the Uconnect 8.4, alternating the view from tailgate to truck bed. Additionally, a new optional tri-fold tonneau cover is embossed with the Ram logo.

The Power Wagon also is available as a Tradesman Crew Cab 4x4 model. Although this option does not include the same interior and exterior design elements, it does include the same unique off-road equipment, including the winch, lockers, larger tires, electronic disconnecting sway bar, suspension and under-body armor. Monotone paint covers

this package. The grille-surround and inserts are from the Tradesman model and are colored Black as are the headlamp filler panels and wheel flares.

Interior Design

The new Power Wagon is available in a choice of two interiors and offers a uniquely designed cabin that focuses on function with flair. Major upgrades to touch points and wrapped and stitched surfaces are evident from the previous year.

The Power Wagon's interior has been upgraded with unique technical grain seats finished in Diesel Gray and Black with Sedoso fabric inserts embossed with the Goodyear Wrangler DuraTrac tire tread pattern, matching the Power Wagon's actual footprint. Front seats with heated option feature Light Slate Gray accent stitching and Ram logo embroidery on the headrests and Black with Light Diesel Gray Power Wagon nameplate affixed to the upper seat bolsters.

A premium trim option steps up to leather seats with Power Wagon and Ram logos tastefully embroidered on the bolsters and Ram logos on the sides of the headrests. Matching Slate Gray stitching gives the material connection points a clean, detailed appearance. Ambient lighting brightens overhead, door panels and foot wells to complete the upscale atmosphere.

Both trims share an all-Black instrument panel, door armrests and 20 percent seat console armrest cover, which are accented in Light Slate Gray stitching.

The 7-inch center cluster uses "Power Wagon" startup graphics, which complement the 8.4-inch Uconnect backdrop screen featuring an off-road theme.

The center stack and doors are finished in Iron Gray Metallic paint, giving a cast-iron appearance and adding industrial color of a serious nature to the interior. Satin Chrome vent rings outline air output points and the cluster.

The steering wheel is wrapped with semi-perforated Black leather with an available heat feature, accented with Slate Gray X-stitches, and the upper glove box door and cluster are finished with a Power Wagon nameplate badge.

On the floor, "deep dish" all-weather rubber mats with contrasting Diesel Gray Ram's head logo help contain dirt, snow and debris.

Overhead, a new Black headliner and matching upper pillars finish out the alterations of the 2017 Power Wagon interior.

Powertrain

Undeniable numbers tell the best-in-class story of the standard 6.4-liter HEMI 16-valve V-8 engine: 410 horsepower at 5,600 rpm and a peak torque rating of 429 lb.-ft. (582 N•m) at 4,000 rpm. The engine calibration is unique to Power Wagon to enhance its off-road maneuverability and finesse. When driving in four-wheel-drive "Low," the throttle response softens and the idle speed increases by 100 rpm (from 650 to 750 rpm) – providing added control when ascending and descending off-road obstacles at slow speeds.

The legendary HEMI architecture provides the foundation of the 90-degree V-8 engine. But its advanced technology is decidedly forward-looking. Cooled exhaust-gas recirculation (EGR) delivers greater efficiency and elevated refinement. These attributes are manifested in reduced pumping losses and lower emissions. Pumping losses are further reduced by variable-valve timing (VVT). Efficiency is a hallmark of the 6.4-liter HEMI V-8, starting with the company's Fuel Saver cylinder-deactivation technology. When conditions allow, as in highway cruising, the system seamlessly shuts down four cylinders to conserve fuel. The engine features an active dual-runner-length intake manifold optimized specifically for the Ram Heavy Duty lineup. The result is improved low-end torque without sacrificing high-end power.

Efficiency is further reflected in a revised positive crankcase ventilation (PCV) system, which is integrated in the intake manifold. The resulting benefit is improved oil efficiency.

Heat is the enemy of durability. But the 6.4-liter HEMI V-8 includes such features as:

- Robust/high-volume oil cooler
- Oil jets for piston cooling
- Aircraft grade, stainless steel gaskets and fasteners for improved durability at high temperatures

In addition, computational fluid dynamics was employed to optimize the cooling circuit in the block, heads and water pump. With upgraded valve-seat material to fight wear, and anchored by a cast-iron block, aluminum cylinder heads and forged-steel crankshaft, it is little wonder the 6.4-liter HEMI V-8 boasts a five-year / 60,000-mile warranty.

The 6.4-liter HEMI is offered with the 66RFE six-speed automatic transmission and connects to a part-time, manual-engagement Borg Warner BW 44-47 transfer case. Hill-descent Control allows drivers to control Power Wagon's speed down steep, rugged grades with the buttons on the column shifter – without the need for throttle or brake pedals.

The Power Wagon's axles are the pinnacle of durability. Built by American Axle & Manufacturing, the units measure 9.25 inches in the front and 11.5 inches in the rear (an increase from 10.5 inches), delivering power via a 4.10:1 ring and pinion ratio. Robust rear axle shafts are upgraded to 38 mm, providing rotating force directly to the 33-inch tire/wheel combination. Both axles include electronic-locking differentials driven by electro-magnetic actuators. All Ram Heavy Duty trucks incorporate a segment-exclusive, front-axle disconnect system. When conditions warrant, front drivetrain components are disconnected to reduce parasitic loss and improve overall efficiency. The system provides a gain in fuel efficiency of up to 1 mpg.

Additional axle data:

Front: 9.25 AAM

Rear: 11.5 AAM

Front pinion: 98.3 mm

Rear pinion: 121.3 mm

Front ring gear: 235 mm (9.25 inches)

Rear ring gear: 292 mm (11.5 inches)

Front axle shaft diameter: 35 mm

Rear axle shaft diameter: 38 mm

Crawl ratio: $3.23 \times 2.64 \times 4.10 = 35:1$

Suspension

The 2017 Ram Power Wagon features a specifically designed suspension system, including Bilstein shocks, modified control arms, spring rates and more than two inches of lift.

In the front, the entire Ram Heavy Duty line features an advanced three-link front suspension to ensure roll stiffness. Greater roll stiffness reduces body roll or lean, and is an important characteristic in taller vehicles and especially trucks with heavy payloads. Roll stiffness is measured by the amount the truck's body tips side-to-side, independently of the wheels, during cornering.

The Ram Power Wagon packages a unique-to-model design of the standard three-link suspension system with Bilstein monotube shocks. The Ram Articulink design incorporates high movement joints at the control-arm-to-axle mount, allowing for additional flexibility and axle articulation.

Additional suspension flex is achieved via the class-exclusive electronic disconnecting sway bar, which allows the front axle to move more independently of the truck's frame. The driver-actuated "Smart Bar" disengagement is possible in both four-wheel-drive "High" or four-wheel-drive "Low" at speeds below 18 miles per hour. As a safety feature, the Smart Bar automatically re-engages at speeds above 18 mph, increasing roll stiffness.

Heavy Duty trucks generally have a rear suspension equipped for constant, heavy payloads. This usually leads to a harsher ride when unloaded. Ram innovation leads again. All Ram 2500 Heavy Duty trucks, including the Power Wagon, use a segment-exclusive five-link coil rear suspension system for best-in-class ride and handling.

The exclusive five-link coil design provides better articulation over obstacles than a leaf spring system and the robust coil springs are more than up to the task of handling heavy payloads. Although the 2017 Ram Power Wagon is loaded with off-road components, owners will appreciate a payload of up to 1,510 pounds and a towing capacity of up to 10,030 pounds.

The five-link coil design provides support at all major points of force. Leaf spring suspensions struggle to combat axle wrap by using staggered shock absorbers (one mounted on the front of the axle tube and one mounted on the rear of the axle tube). The superior design of the five-link coil system functionally resists unwanted axle rotation. Leaf spring configurations also lack lateral support, forcing the leaf ends and shackles to hold against lateral loads — a task they're not particularly good at and one reason the competitive leaf-sprung rear suspensions shutter on rough surfaces.

Because of the unique five-link axle control and natural rotation, U-joints in the driveshaft run smoothly and with less vibration through the suspension's range of motion, an advantage not shared with leaf springs. Another benefit of coil springs is less unsprung mass and elimination of stick-slip friction found between the leaf springs. Additionally, links are engineered in-line with frame rails, so overall packaging is better, not to mention an overall weight reduction of more than 40 pounds when compared to a leaf-spring configuration.

The rear suspension also includes Bilstein monotube shocks, and a Bilstein dampener links the top of the rear axle to the frame, providing additional control — bringing the Ram Power Wagon far beyond what competitors offer for axle control.

The 2017 Ram Power Wagon's combined axle and suspension package adds to greater suspension articulation, a determining factor when negotiating extreme obstacles. With Smart Bar engaged, the Ram Power Wagon reaches a Ramp Travel Index (RTI - a measurement of a vehicle's suspension articulation) of 510 (26 inches of travel).

Ground Clearance and Protection

Power Wagon provides optimal balance between on-road civility and off-road capability with 33-inch Goodyear Wrangler DuraTrac tires, which feature a beefy tread pattern to help grab ledges along the trail and deliver optimum traction through sand, mud and snow — a workhorse tire for rugged off-road terrain that still offers a quieter ride on paved roads.

Larger tires and a suspension lift contribute to the Power Wagon's 14.3-inch ground clearance, compared to 12 inches on the Ram 2500 Heavy Duty. The truck's approach angle is boosted to 33.6 degrees, the departure angle is increased to 26.2 degrees and the breakover angle is enhanced to 23.5 degrees. This gives the Ram Power Wagon significant clearance for navigating a variety of severe inclines and declines, as well as providing up to 30 inches of water-fording capability.

Underneath the 2017 Ram Power Wagon are generous underbody protection components. Fore-aft bars bring together the transfer case and fuel tank skid plates, resulting in armor that minimizes underside damage and rock wedging.

Frame

Ram Heavy Duty trucks feature frames built with high-strength 50,000 psi steel, including eight separate cross-members, hydroformed main rails and fully boxed rear rails for optimal strength and mass efficiency. Chassis controls on the Ram Heavy Duty models ensure outstanding noise, vibration and harshness (NVH) measurements and ride-and-handling characteristics.

A large plated-structure interface to the frame brings a lengthened weld surface creating a stiff, robust front section. The design ensures optimum mass efficiency with no need for reinforcements to deliver strength, despite shape complexity. Center frame rail sections are roll-formed, an efficient means for maintaining consistent strength in less complex longitudinal sections. In the rear portion of the new frame, the structure includes fully boxed rear rails and offers a factory-installed rear axle cross-member.

Steering

The hydraulic steering system features recirculating ball steering gear, which delivers precise on-center feel, despite

the vehicles immense towing and payload capacities.

Brakes

Four-wheel disc brakes are standard on all 2017 Ram Heavy Duty Truck models. Front rotors measure 14.17 inches (373 mm) in diameter and are clamped with dual-piston calipers; rear rotors are 14.09 inches (356 mm) also use dual-piston calipers. All Ram Heavy Duty trucks feature standard four-channel electronic stability control (ESC).

Body

The Ram Heavy Duty is equipped with robust engine, transmission and body mounts, including pioneering hydro-mounts at the C-pillar positions for class-leading noise, vibration and harshness (NVH) characteristics, despite the truck's aptitude for higher payloads and towing.

The Power Wagon features a standard Class 5 receiver hitch with four- and seven-pin connectors on the bumper. A tailgate handle-mounted, high-definition rear backup camera system is available with dynamic imaging in the 8.4-inch display. Also, an optional cargo-view camera located in the center high-mounted stop lamp (CHMSL) provides a view of the bed for monitoring payload.

Electrical

As the Ram Truck Brand continues to offer more featured content, it's created the need for a technology that allows more information to be electronically communicated within the truck. The Powernet electrical architecture system allows both high and low-speed data networks to be equipped with as many as 40 individual modules, all designed to improve vehicle performance and enhance the comfort and safety of driver and passengers. Within the Powernet high-speed network, each module (e.g., electronic stability control) processes its individual data and transmits the appropriate commands within the vehicle to activate any additional systems (e.g. anti-lock brake system and cruise control).

A majority of the commercial truck customers need to tie into the electrical system and certain fleet customers require access to vehicle information to even be considered, especially ambulance packages and some utility companies. A best-in-class vehicle system interface module (VSIM) is capable of communicating between aftermarket modules and various factory control modules. The VSIM upfitter interface module features a total of 53 circuits, including lighting controls, door position, and throttle and transmission position. The class exclusive module acts as a secure gateway to the vehicles' electrical systems and data bus architecture to enable safe, secure plug and play connectivity for upfitter friendliness.

The 2017 Ram Heavy Duty is equipped with intelligent battery sensor technology, which continually measures the flow of current in and out of the battery. The system is an enabler for intelligent load shedding, systematically shutting off select electrical systems onboard the vehicle when the battery is running low, to help prevent further depleting the battery.

The new Power Wagon offers a dual-alternator system – the first of its kind for 3/4- and 1-ton pickup trucks with gas powertrains – combining 220- and 160-amp units for 380-amps of total best-in-class output.

Additional features

Ram Power Wagon customers can enjoy the convenience of power folding mirrors and power rear-sliding window with defrost. Also, one-touch, central locking includes the RamBox cargo management system and tailgate power locks, creating a convenient solution for locking all exterior doors and storage lids. Spray-in bedliner, LED bedlighting, front and rear park-assist system, power-adjustable pedals and remote start also are available, adding to a truckload of content.

The 2017 Power Wagon will be available in the fourth quarter of 2016.

Power Wagon history – America's first mass-produced civilian 4x4 truck

After World War II, G.I.s returning home wrote to Dodge and asked, "Where can we get a truck like the ones we used in the war?" Dodge responded by building the Power Wagon. Virtually unchanged from its introduction in 1945, Power Wagons first appeared on the civilian market in 1946 as the model WDX. The truck was similar in design to the 3/4-ton military weapons carrier, with a 126-inch wheelbase and closed cab. The model designations changed over the years, but the Power Wagon was offered only as a 1-ton truck through 1968.

The original Power Wagon featured a 230 cubic-inch flathead six engine, a two-speed transfer case, a four-speed transmission with a power take-off opening, which would send power to the front and back of the truck for operating auxiliary equipment and big 9.00/16-8 ply tires on 16x6-inch five-stud wheels. The 1-ton rated Power Wagon's maximum Gross Vehicle Weight Rating (GVWR) was 8,700 pounds. Its maximum payload was 3,000 pounds.

A pickup box was designed that measured 8 x 4.5 feet. Dodge factory-built this four-wheel drive truck over a year-and-a-half before the Willys 4T and 10 years before other manufacturers began producing 4x4 trucks, making it the first mass-produced civilian 4x4 truck. The 1947 WDX featured such amenities as electric wipers, a single driver's sun visor and armrest, dome light, a heater and 10,000-lb. winch.

In 1957, Dodge introduced another line of four-wheel-drive trucks, also known as Power Wagons, with the model designations W100, W200, W300 and W500. More conventional in styling, these Power Wagons were available with different engines, including V-8s. The body transitioned in 1972 through 1980 with a number of identifiable grilles and paint schemes. Utility and function was not challenged by the few competitors in the segment, as the towing, payload, and snow plowing capacity of the Power Wagon equipped with "Dana 60" eight-lug axles was the "King of Durability."

After the 1980 model year, the Power Wagon went out of production with the introduction of the Dodge Ram, with the four-wheel-drive models being sold under the "Power Ram" nameplate through 1993. The Power Wagon nameplate was reintroduced in 2005, where it continues to hold the top spot in pickup truck off-road capability.

About the 2017 Ram 2500 4x4 Off-road Package

Ram Truck capitalizes on a core piece of the ¾-ton segment with new Ram 2500 4x4 Off-road Package, which includes a list of must-have upgrades for the occasional off-roader.

Designed for all manner of activity, it's no secret pickup trucks spend a disproportionate amount of time in the dirt, mud and snow when compared to other vehicles in the automotive industry. Up to 35 percent of pickup owners operate their vehicle in off-road environments for work and/or play. The new Off-road Component Package provides the functional enhancements to deliver owner confidence off the beaten path.

"Truck customers require a wide range of off-road capability options and Ram trucks are designed and engineered for the full spectrum," said Jim Morrison, Head of Ram Truck Brand, FCA - North America. "Anyone who spends most days on the outskirts of a job site or the weekend on the shore of a favorite fishing hole will benefit from the standard features on our new Ram 2500 4x4 Off-road Package."

The Ram 2500 4x4 Off-road Package is a value-priced option with a long list of content that customers have requested.

Joining the Ram Rebel and Power Wagon, the 4x4 Off-road Package rounds out the brand's enthusiast lineup and reinforces its claim to being the "Off-road Truck Leader."

A pickup truck has a lot of unforeseen duties. Large front tow hooks add an untold amount of versatility and allow the Ram 2500 to become a solid anchor point or rescue rig. Larger fender flares in Black or body-color help prevent whatever slings off the tires from covering the side of the truck with debris.

To handle the rough roads, Bilstein monotube shock absorbers soak up the bumps at all four corners and distribute excessive heat that can be generated when driving rough sections for extended periods of time. The performance shocks are tuned specifically for the weight of the truck and take advantage of the exclusive five-link coil rear suspension system, adding further control to the axle.

The improved suspension is coupled with all-terrain tires. The Ram 2500 4x4 Off-road Package includes Firestone LT 275/70R 18E OWL on/off-road tires for added traction. Some models wear Firestone LT 285/60R 20E OWL on/off-road tires. The tires clean themselves better than on-road tires by allowing whatever finds itself in the tread to break free under rotation, keeping the tread clear to grip again.

Many trails, tall grass and mud holes hide unforeseen impediments. These obstacles generally reveal themselves

during breakover maneuvers. To prevent underbody strike damage, the Ram 2500 4x4 Off-road Package includes a transfer case skid plate to address the lowest mid-point of the truck.

The new offering also includes standard Hill-decent Control, borrowed from the Power Wagon. Hill-descent Control allows drivers to control speed down steep, rugged grades with the buttons on the column shifter – without the need for throttle or brake pedals.

For added traction, the 4x4 Off-road Package comes standard with a rear anti-spin differential, which turns both rear wheels in tandem when increased torque is applied. The design automatically unlocks the differential for normal on-road driving, allowing the wheels to spin independently for improved drivability.

Finishing off the truck is a large “4X4 OFF ROAD” decal placed on the rear corner of the bed on both sides of the truck.

The Ram 2500 4x4 Off-road Package is available in Crew Cab and Mega Cab, gas and diesel powertrains and short- and long-wheelbase models. It is available on all Ram trim levels, including Tradesman, SLT, Big Horn/Lone Star, Outdoorsman, Laramie, Laramie Longhorn and Limited.

The Ram 2500 4x4 Off-road Package will be available in the third quarter of 2016.

About the Ram 1500 Rebel

The Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment.

New exterior design highlights

Rebel features an all-new grille with prominent billet silver “RAM” letter badge. Departing from the brand’s iconic “cross-hair” designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface, which incorporates a powder coated, billet silver skid plate, new front tow hooks and new LED fog lamps. Black bezel bi-functional projector headlamps with LED marker lights lie beneath an aluminum, twin-snorkel sport hood.

Rebel’s blacked-out front-end continues on the flanks, where black Power Wagon wheel-arch moldings, flat-black badge, mirrors and lower body panels create a distinctive trail-ready presence. The new trim features a two-tone paint scheme with black as a constant on the lower body, front to rear.

The Ram 1500 Rebel features an all-new 17-inch aluminum wheel. Among the most elaborate designs found in mass production, the new one-piece wheel incorporates matte black painted accent pockets and multi-angled surfaces linked to the Rebel’s off-road bias.

Continuing around to the rearview is a bold new “RAM” stamped tailgate with blacked-out lettering. The “Rebel” and “4X4” badge emphasize the truck’s uniqueness. The rear bumper is also treated with durable black powder coating with flared cutouts around dual chrome-tipped exhausts. Tail lamps incorporate black bezels to match forward lighting.

Rebel includes an optional backup camera, providing a better field of vision when maneuvering. A new tri-fold tonneau cover is embossed with the Ram logo.

The Ram 1500 Rebel will be available in five colors, including: Granite Crystal Metallic, Bright Silver Metallic, Flame Red, Bright White and Brilliant Black. Both monotone and two-tone paint options are offered.

Unique interior detailing

Inside, Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating elements.

High-durability technical grain vinyl seats are finished in Radar Red and Black with Sedoso fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel’s actual footprint. Standard heated front seats feature Light Diesel Gray accent stitching, Radar Red Ram’s head embroidery on the headrests and Black with Light Diesel Gray

Rebel nameplate embroidered on upper seat bolsters.

The all-black instrument panel, door armrests and logo-embossed center console armrest cover are topped with two-tone Radar Red and Light Gray accent stitching. The center stack and console are finished in Iron Gray Metallic paint giving a cast-iron appearance. An all-new center console bin incorporates a cellular phone/tablet holder with molded insert allowing for various-sized devices. Radar Red anodized vent rings, door accent rings, door trim spears and center console trim ring add color detail to the interior. The Rebel's heated steering wheel is wrapped with semi-perforated black leather, accented with Radar Red X-stitches.

The upper glove box door is finished with a Rebel nameplate badge.

Deep all-weather rubber floor mats with contrasting Radar Red Ram's head help contain dirt, snow and debris.

The interior is finished off with a new black headliner and matching upper pillars.

Performance updates

The Rebel's trail-running capability gets a boost with 1.0-inch raised ride height for improved off-road approach, departure and breakover angles.

Bilstein supplies front and rear shocks with unique tuning and a new steering calibration is matched to the Rebel's increased ride height. A softer rear stabilizer bar provides improved dynamics.

Beefy 33-inch (LT285/70R17E) Toyo Open Country A/T all-terrain tires are mounted to the all-new 17-inch silver and black cast aluminum wheels.

A new tire offering for Ram trucks, the Open Country A/Ts are versatile all-terrain tires designed for rugged good looks, all-season handling and a comfortable ride. Their aggressive tread pattern offers good traction in bad conditions, on pavement or off. They feature a special wavy sipe arrangement for a comfortable ride and improved snow traction; groove bottom siping for more biting edges for increased traction in the snow and an open shoulder that maximizes water evacuation for excellent all-terrain traction and stability.

The Rebel takes advantage of Ram's exclusive air suspension system with a 1.0-inch factory suspension lift, which not only helps to clear the 33-inch tires but also contributes to additional ground clearance. A modified alignment of the independent front suspension appropriately adjusts tire angle and aluminum lower A-arms absorb the load. The combination of larger tires and a suspension lift yield best-in-class ground clearance of 10.3 inches, and a new stability program calibration takes Rebel's modifications into consideration.

Rebel is available exclusively as a crew cab model with 5-ft. 7-inch bed length. Both 3.6-liter Pentastar V-6 and 5.7-liter HEMI powertrains are offered, as is a choice of either 4X2 (HEMI only) or 4X4 configurations. RamBox is optional.

Powertrain

The 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award winner three years in a row) with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and fuel economy of 25 miles per gallon (mpg).

The legendary 5.7-liter HEMI V-8 with fuel-saving cylinder shut-off and VVT provide 395 horsepower and 410 lb.-ft. of torque.

HEMI-powered Ram 1500 Rebel trucks are available in 4x2 or 4x4 powertrains with 3.92 or 3.21 gear ratios. When equipped with the 3.6-liter Pentastar V-6 engine, Rebel is available in 4x4 only with a 3.92 gear ratio, allowing the engine to leverage its power and torque.

Both the 3.6-liter V-6 and 5.7-liter HEMI V-8 engines are available with a rear anti-spin differential, which turns both rear wheels in tandem when increased torque is applied – helpful in off-road driving conditions. The design automatically unlocks the differential for normal on-road driving, allowing the wheels to spin independently for

improved drivability.

The TorqueFlite eight-speed automatic transmission – standard equipment with the Rebel's 3.6-liter V-6 Pentastar and 5.7-liter HEMI V-8 engines, improves drivability and enhances fuel efficiency.

The 2015 Ram 1500 has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Best-in-class fuel economy at 28 mpg with 3.0-liter EcoDiesel V-6
- Exclusive link coil rear suspension and optional 4-corner air suspension
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-liter V-6) engines

About Overland Expo

Overland Expo is the world's most unique event for do-it-yourself adventure travel enthusiasts, with hundreds of session-hours of classes for four-wheel-drive and adventure motorcycling, inspirational programs, the Overland Film Festival, roundtable discussions, demonstrations, food, and a large expo featuring more than 245 vendors of adventure travel equipment, camping gear, bikes, vehicles and services.

No other event offers the scope of classes taught by the world's leading experts alongside a professional-level trade show, bringing together in one place all the camping and vehicle and motorcycle equipment and services adventure enthusiasts need to get outfitted and get going.

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.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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