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FCA Canada: Ram Continues Building on Factory-Custom Design With New Ram 1500 Sublime Sport and Rebel Blue Streak at 2017 New York International Auto Show

- Loaded with custom exterior and interior details, Ram 1500 Sublime Sport is a first-time offering for this bold colour
- Limited-edition Sublime priced at \$56,690
- Ram 1500 Rebel Blue Streak introduces new colour to the Rebel trim combined with all-Black interior
- Rebel Blue Streak priced at \$55,245

April 10, 2017, Windsor, Ontario - Ram Truck today announced two new option packages that strengthen the brand's factory-custom trend and color palette.

"The Ram 1500 Sublime Sport and Rebel Blue Streak expand our offerings in factory-custom trucks and give dealers a more extensive colour palette to excite customers who are looking for something unique," said [Mike Manley](#), Head of Ram Brand, FCA – Global.

The new 2017 limited-edition Ram 1500 Sublime Sport package features a stunning green monochromatic exterior with body-colour grille. The 2017 Ram 1500 Sublime models feature a Sport performance hood with semi-gloss Black 20-inch wheels, Black Ram's head grille badge, Black tailgate badge and Black body-side badges.

Interior treatments for the Sublime Sport include Lime Green accent stitching throughout the cabin, accent-colour Ram's head embroidery on the headrests and sport mesh seat inserts. A Lime Green Sport badge is prominently placed on the glove box door. Anodized Black-painted spears and trim rings complete the interior.

Only 1,000 units of the bright-green 2017 Ram 1500 Sports models will be produced for Canada.

The Ram 1500 Sublime Sport package is available on Crew Cab V8 4x4 models with a starting MSRP of \$56,690, plus \$1,795 destination. The trucks are arriving in dealerships next month.

Ram also introduced the Rebel Blue Streak. To complement the Rebel's bold looks and capability, the truck is now available with Blue Streak exterior paint. In addition to the body colour, the Ram 1500 Rebel Blue Streak can also be ordered with the Rebel Black Appearance Package, which includes a Black-decaled performance hood, Black wheels, Black grille, Black brush guard and Black badging. Optional two-tone with Black lower paint also is available.

The new Rebel Blue Streak interior features Black anodized bezels on the doors, centre console, instrument panel and gauge cluster trim rings. Optional all-Black leather seats replace Radar Red and include Black embroidery. Slate Grey accent stitching traces the instrument panel, centre console lid, doors and seats. Deep rubber floor mats are embossed with Ram's head logos.

The Ram 1500 Rebel Blue Streak is available in all Rebel configurations and options at no extra charge. The Ram Rebel starting MSRP is \$55,245, plus \$1,795 destination. Rebel Blue Streak will start arriving in dealerships in May 2017.

About Ram 1500 Sport

The 2017 Ram 1500 Sport includes the HEMI® V-8 with street-friendly monochromatic visual performance cues to make it an appealing alternative for truck enthusiasts.

Ram 1500 Sport is powered by the 5.7-litre HEMI V-8 and delivers 11.0 L/100km (26 mpg) highway.

The Ram 1500 Sport is available in Regular, Quad and Crew Cab models in both two- and four-wheel drive.

The Sport comes standard with high-back bucket seats with full centre console; heated steering wheel; bi-functional projector halogen projector headlamps; body-colour grille, front fascia, mirrors and rear bumper; and 20-inch painted/polished aluminum wheels with outlined white letter tires. Sport 4x2 Regular Cab short box models come standard with 22-inch wheels.

Ram 1500s feature a truckload of pioneering, fuel-saving systems, including first-in-segment technologies, such as thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

About Ram 1500 Rebel

The Ram 1500 Rebel brings an aggressive, one-of-a-kind off-road design to the full-size truck segment, offering customers a custom truck with capability.

Equipped with factory lift, 33-inch all-terrain tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering. Ram 1500 Rebel also takes advantage of exclusive air suspension in order to offer increased ride height.

New front grille design and "RAM" branding offer a new styling signature for Ram Truck. Rebel is also distinguished by unique interior colours and materials, including Radar Red and Black seats with tire tread-matching patterns.

The Ram 1500 Rebel is available in 4x4 Crew Cab configuration. A standard 3.6-litre Pentastar V6 mated to a TorqueFlite 8-speed automatic transmission, delivering 305 horsepower and 269 lb-ft of torque, while the available 5.7-litre HEMI V8 with variable valve timing and fuel-saver technology brings 395 horsepower/410 lb-ft of torque, mated to a TorqueFlite 8-speed transmission.

About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with America's longest-lasting line of pickups.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Longest-lasting line of pickups
- Highest owner loyalty of any half-ton pickup
- Best-in-class ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy with exclusive EcoDiesel – 8.0 L/100km (35 mpg) highway
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most interior space with Ram Mega Cab
- Most capable fullsize off-road pickup – Ram Power Wagon

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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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