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Most Luxurious Ram Pickup Ever Combines Refinement, Efficiency and Class – Announcing the 2018 Ram Limited Tungsten Edition

- Ram continues building high-end momentum with new top-of-class Limited Tungsten Edition
- Ultra-premium “Natura Plus” Frost and Indigo-hued leather seats, truck industry’s first suede headliner and genuine wood trim fill the interior of Ram Limited Tungsten Edition
- Adding unique materials and colours to Ram Limited, the Tungsten’s exterior trim features several alterations, including: sport hood (1500), body-colour components and Tungsten Chrome R-A-M lettered grille
- Limited Tungsten trim is part of Ram’s strategy to continue its aggressive pace in the luxury truck market
- Ram Limited Tungsten features an 8.4-inch radio with Apple CarPlay, Android Auto and SiriusXM Guardian

June 28, 2017, Windsor, Ontario - Ram Truck brand is taking truck opulence to the highest level with the introduction of the new 2018 Ram Limited Tungsten Edition.

The enhanced interior and exterior trim aligns with Ram’s leadership in design and luxury.

“The Limited Tungsten Edition is the highest trim level Ram has made available,” said [Mike Manley](#), Head of Ram Brand, FCA – Global. “The new Tungsten Edition is an example of how Ram directly responds to customer input by offering the industry’s most luxurious pickup. Premium truck buyers will recognize the attention to detail, surrounded by quality materials.”

Ram Tungsten builds on the popular Limited trim with an even higher level of sophistication and attention to detail. Notable additions are a truck segment-first Light Greystone suede headliner and ultra-premium “Natura Plus” Frost and Indigo-coloured premium leather throughout the cabin including the seats, instrument panel, steering wheel, centre arm rest and doors. Tungsten models also feature Indigo-coloured carpet with rubber floor mats and snap-out Frost and Indigo carpeted inserts. Real wood interior components and unique badges complete the first-tier trim.

Leading the exterior on Ram’s halo trim is a Tungsten Chrome grille with large R-A-M lettering, a design modeled after the Limited. The Tungsten Edition adds a sport hood (1500 only) to the body-colour matched bumpers, mirrors, door handles and running boards. Headlamps feature a Black surround borrowed from the Sport model, clearly distinguishing the new model. Across the back, body-coloured “R-A-M” letters cover the tailgate. Tungsten Chrome accents and badging with unique Satin-painted Limited wheels complete the highest-level trim available from Ram.

Other Features

Ram Tungsten also is equipped with air suspension (1500), navigational radio, remote start, backup camera, power adjustable pedals with memory, heated steering wheel, front ventilated and heated seats, heated rear seats and RamBox (Heavy Duty, 6-foot, 4-inch bed only). The standard 8.4-inch Uconnect radio includes Apple CarPlay, Android Auto and SiriusXM Guardian.

Available in the third quarter of 2017, Ram Limited Tungsten trim will be offered on the Ram 1500, Ram 2500 and Ram 3500 single- and dual-rear-wheel; Crew Cab and Mega Cab (Heavy Duty); four-wheel drive and two-wheel drive; and short- and long-wheelbase models.

The 2018 Ram Limited Tungsten is available in the following colours: Bright Silver Metallic, Bright White, Brilliant Black Crystal, Velvet Red Pearl, Granite Crystal Metallic, Maximum Steel Metallic (1500 only), Pearl White and True

Blue Pearl.

Luxury Pickup Segment

The luxury truck segment has grown significantly in the past nine years since Ram was launched as a stand-alone truck brand.

Heavy Duty pickup buyers gravitate toward luxury trims. More than 40 percent of the Ram 3500 Heavy Duty sales mix is in one of the brand's three luxury trims.

Affluent truck buyers know that the new generation of luxury pickup trucks like the Ram Limited Tungsten Edition offer many of the features found in premium-priced cars and SUVs, but also offer hard-working capability that no passenger car can match.

Tungsten is considered a rare metal and known as one of the toughest things found in nature. The dense, heavy metal has the highest melting point of all the elements and is harder than steel. What better material to describe Ram's highest trim.

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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