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FCA Canada: Down on the Farm; Ram Launches 2018 Harvest Edition

August 30, 2017, Windsor, Ontario - The Ram Harvest Edition is Ram's first agricultural market-specific truck and is visually distinguished by two new colours: Case IH Red and New Holland Blue.

"The Ram Harvest Edition marks the first time that Ram dealers will be able to stock trucks that exactly match the colours of two of the most popular lines of farm equipment in the nation," said [Mike Manley](#), Head of Jeep & Ram Brands, FCA Global. "Farmers have been asking for these colours ever since the debut of Ram's landmark 'Farmer' ad. The Ram Harvest Edition truck will allow farm families to get their work done while proudly showing their agricultural brand loyalty."

Case IH Red and New Holland farm tractors and other agricultural equipment are manufactured by subsidiaries of CNH Industrial. CNH Industrial N.V. is part of the Fiat Chrysler Automobiles N.V. group of companies.

The Harvest Edition will be available across the Ram 1500, 2500 and 3500 lineup, in all four-door Quad, Crew and Mega Cab configurations, all box lengths and all powertrains, including 5.7-litre HEMI® V-8, 6.4-litre HEMI V-8 and 6.7-litre Cummins Turbo Diesel.

Harvest Edition trucks are loaded with features that are designed to work. Among them, a ride-height increase of one inch and aggressive on/off-road tires on Ram 1500 Harvest Edition trucks designed to help owners comfortably and confidently navigate rough farm roads and pastures.

Also included in the farm-life essentials are black tubular side steps, a durable spray-in bedliner, fold-out bumper step and mud flaps, rubber floor mats, skid plates, tow hooks (4x4) and heated front seats (2500/3500). Ram Heavy Duty models also come with on/off-road tires and add a cargo-view camera.

Because Ram knows farmers are tech savvy, the Harvest Edition comes standard with the Uconnect 4C multimedia centre with 8.4-inch touchscreen, navigation, 4G Wi-Fi, Apple CarPlay and Android Auto. That gives buyers seamless connectivity, fingertip access to smartphone map mirroring, and up-to-the minute weather maps and forecasts customizable to any location in the nation.

The Harvest Edition features a premium exterior appearance, including a chrome "wave mesh" luxury cross-hair grille, bright front and rear bumpers, 17-inch chrome wheels (1500 models, 18-inch polished forged aluminum on Heavy Duty models), chrome mirrors, chrome door handles and chrome-tipped dual exhausts (V-8-equipped 1500 models).

In addition to Case IH Red and New Holland Blue, Harvest Edition Ram trucks are also available in Bright White and Brilliant Black Crystal Pearl.

Ram 1500 Harvest Edition MSRP starts at \$46,490, plus \$1,795 destination charge. Ram Heavy Duty models start at \$54,690, plus \$1,795 destination charge.

Ram Harvest Edition trucks go on sale in the third quarter of 2017.

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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