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New Laramie Longhorn Southfork Edition and New Ram Heavy Duty Lone Star Silver Edition Unveiled at State Fair of Texas

- New Ram Laramie Longhorn Southfork edition enhances the well-appointed Longhorn trim with even more luxury, technology and detail
- Ram adds new Heavy Duty Lone Star Silver to Texas-exclusive offerings
- New for 2018, the [Ram Harvest editions](#) also make their first auto show appearance at State Fair of Texas

September 28, 2017, Dallas - Ram today unveiled new-for-2018 updates to two of its most popular models. Laramie Longhorn Southfork and Heavy Duty Lone Star Silver models will offer truck buyers an even wider selection of exterior appointments and content.

Laramie Longhorn, the reigning Texas Auto Writers Association Luxury Pickup of Texas, is taking southwestern styling to yet another level with the new Ram Laramie Longhorn Southfork edition. The newest member of Ram's opulent offerings builds upon the well-appointed Longhorn trim with even more luxury, technology and refinement.

Inside, Southfork adds new, Canyon Brown and Light Frost Beige Natura Plus 100 percent full-grain leather seats. Upon entry, customers will enjoy the feel of leather wrapped around the A- and B-pillar grab handles and the real Walnut-trimmed steering wheel. Overhead is a Light Greystone suede headliner with visors of the same material (late availability). The glove box badge notes "Longhorn" as do matching floor mats with metal badging.

Galvanized-appearance trim pieces can be found throughout the cabin along with unique Walnut-colored real ash wood accents and Ruby Red stitching. The center stack features Ram's newest technology with Uconnect 4C 8.4-inch touchscreen, which includes navigation, 4G WiFi capability, Apple Car Play and Google Android Auto.

Exterior features include a stretched "Longhorn" badge across the tailgate in bright chrome. The Southfork edition is available in all current Laramie Longhorn colors, including a two-tone option with lower paint featuring Ram's recently added RV Match Walnut Brown hue.

"Along with increased capability, technology and efficiency, Ram is constantly looking for ways to create more comfort and refinement for our customers. The new Laramie Longhorn Southfork edition is another example of how we deliver the most luxurious pickups in the industry," said [Mike Manley](#), Head of Jeep & Ram Brands, FCA Global. "Additionally, the new Heavy Duty Lone Star Silver edition builds upon the original Texas-only pickup and demonstrates Ram's commitment to America's largest truck market."

The Ram Heavy Duty Lone Star Silver edition is available on Ram 2500/3500 4x2 and 4x4 Crew Cab with a choice of 5.7-liter HEMI® V-8, 6.4-liter HEMI V-8 or renowned 6.7-liter Cummins I-6 featuring the highest available torque at 930 lb.-ft. Pricing is \$46,130 with a starting manufacturer's suggested retail price (MSRP) of \$44,735, plus a \$1,395 destination charge.

Joining the already popular Ram 1500 Lone Star Silver edition, Ram's new Heavy Duty Lone Star Silver edition receives premium upgrades, including a new luxury grille with chrome surround and chrome Wave Mesh inserts. Other functional and aesthetic exterior highlights include new bright belt moldings, chrome exterior side-view mirrors, chrome wheel-to-wheel side steps, polished 20-inch wheels and front tow hooks.

A unique grille-mounted, aluminum Lone Star badge identifies the Silver edition as something special and also

signifies that it carries with it the new “Ram Care” service program.

The 2018 Ram Heavy Duty Lone Star Silver edition interior is offered with sporty cloth and vinyl high-back bucket seats in Canyon Brown and Light Frost Beige or Black and Diesel Gray.

The Laramie Longhorn Southfork edition is available on Ram 1500/2500/3500 4x2 and 4x4 Crew Cab, Mega Cab, long or short box. Ram 1500 Laramie Longhorn Southfork edition MSRP starts at at \$51,220 plus \$1,395 destination. MSRP for Ram 2500 Heavy Duty models is \$55,620, plus \$1,395.

A long list of options and upgrades are available on Ram trucks, including the lighted and lockable RamBox cargo management system with adjustable tie-down cleats and dual-purpose bed extender/divider.

Ram 1500 features a link-coil suspension for the segment’s best ride and handling, and is also available with an exclusive four-corner air suspension system with five different ride heights (off-road 1, off-road 2, normal, aero and entry/exit). The Ram 2500 link-coil suspension delivers the industry’s best ride and handling, and can be enhanced with the addition of an optional rear air suspension system with two driver-selectable ride heights and load-leveling feature. Ram 3500 also offers the industry’s only supplemental rear air bag system with Hotchkiss leaf springs.

Production of the 2018 Ram Laramie Longhorn Southfork and Ram Heavy Duty Lone Star Silver models begins third quarter 2017 at the [Warren \(Mich.\) Truck Assembly Plant](#) and [Saltillo \(Coahuila, Mexico\) Truck Assembly Plant](#).

About the Ram Lone Star

In 2002, Ram Truck was the first manufacturer to recognize the strength of the pickup truck market in Texas and to offer an exclusive edition for the state. The Ram Lone Star edition was the first pickup truck designed by Texans and built specifically for Texans.

The Ram Lone Star edition is by far the brand’s best-selling model in Texas, accounting for over 50 percent of the half-ton mix there. Since the Lone Star’s debut, Ram has sold more than 230,000 of the Texas-only models.

About the Ram Laramie Longhorn

Ram introduced the Ram Laramie Longhorn edition to State Fair of Texas audiences in September 2010. It was the most luxurious truck ever produced by the company. The Laramie Longhorn is layered with southwestern design iconography. Inside and out, Laramie Longhorn is loaded with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots or a horseman’s saddle. The Ram Laramie Longhorn’s metal work and leather work are second to none.

Ram Longhorn models are distinguished by unique badging, wheels and grilles, as well as premium headlamps and tail lamps. Inside, Longhorn is trimmed in real Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Longhorn’s premium seating features Cattle Tan leather with Black welting/stitching or Canyon Brown with or without premium leather filigrees. Front seats are heated and cooled, while rears are heated. Longhorn models also feature model-specific Uconnect Access and Multiview cluster screens, which complement the overall design theme.

About Ram Trucks in Texas

More Texans drive pickup trucks than drivers in any other state; 19 percent of motor vehicle registrations versus 12 percent national average. In fact, Ram sells nearly two-and-a-half times as many pickup trucks in Texas as it does in the next highest volume state.

The [Texas Auto Writers Association](#) named the 2017 Ram Laramie Longhorn the Luxury Pickup Truck of Texas and the Ram Power Wagon the Off-road Truck of Texas.

About 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.

That focus leads Ram to design the industry’s most innovative, award-winning trucks, emphasizing durability,

strength, technology and efficiency.

With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. From the no-compromise Ram 1500 that defines the future of pickup trucks with innovative design, the highest quality materials and class-exclusive technology, to the Ram Heavy Duty which combines the ability to out-power, out-tow and out-haul every single competitor with the segment's most comfortable ride and handling, Ram is committed to product leadership.

Ram continues to outperform the competition and sets the benchmarks for:

- Most powerful: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Highest towing capacity: 35,100 lbs. with Ram 3500
- Heaviest payloads: 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Giving maximum effort all day, every day with confidence, the Ram Truck lineup steps forward with the full force of modern capability providing confidence-inspiring features and class-exclusive vehicle safety.

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