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FCA Canada: Ram Unveils Special-edition 2018 Hydro Blue Sport

- 2018 Ram 1500 Hydro Blue is this year's final special-edition Sport model
- Hydro Blue monochromatic appearance package is loaded with custom details

November 9, 2017, Windsor, Ontario - Ram today pulled the wraps off a new, special-edition 2018 Ram 1500 Hydro Blue Sport.

"The custom look and high-impact colours have been well received in the marketplace and this new Ram 1500 Hydro Blue Sport will surely stand out on dealers' lots and in customers' driveways," said Mike Manley, Head of Jeep & Ram Brands. "Enthusiasts demand that their trucks get noticed and our Ram 1500 Sport lineup delivers a durable, powerful alternative with great visual appeal."

The 2018 Ram 1500 Hydro Blue Sport will be the final special-edition Sport the Ram brand will offer in the 2017 calendar year. Previously, Ram launched Sublime (Green) and Copper Sport limited-edition trucks earlier this year and an Ignition Orange edition in late 2016.

Special standard features on the Hydro Blue Sport include a black-decaled Sport performance hood, new-for-2018 body-coloured Sport grille with black billet inserts and black R-A-M letter badge, as well as flat black exterior body-side and tailgate badging. Black bezel projector headlamps and LED tail lights complement the black body badging.

The Ram 1500 Hydro Blue Sport ties the monochromatic exterior theme together with body-coloured front fascia, rear bumper, side mirrors and door handles. Polished 20-inch wheels are standard.

Ram 1500 Hydro Blue Sport interior features include blue colour-matched highlight stitching on the instrument panel, heated steering wheel and door trim. Blue Sport embroidery accents the deluxe high-back, black, bucket, heated seats with mesh inserts, while blue Ram's head logos flank the headrests. Blue anodized surfaces cover the instrument panel bezels, centre console trim and door spears, as well as a new instrument panel badge. A black headliner completes the interior package. Full leather seating and trim is optional.

Optional features include 20-inch gloss black aluminum wheels, black tubular side steps, chrome wheel-to-wheel side steps, Active Level air suspension, ParkSense and ParkView rear back-up camera.

Production of the uniquely coloured Ram 1500 Hydro Blue Sport will be limited to 1,000 trucks in Canada.

The Hydro Blue pearl coat paint option is available on Ram 1500 Sport crew cab, short-bed body styles with the 5.7-litre HEMI® V-8.

The Ram 1500 Hydro Blue Sport will go on sale in November 2017.

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 trucks that are proven to last.

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:

- Over the last 30 years, Ram has the highest percentage of pickups still on the road
- Highest torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel
- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – 8.0L/100km (35 mpg) with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab
- Most capable full-size 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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