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## **Ram Truck Brands Its Legacy Half-ton with 'Classic' Badge for 2019 MY to Sell Alongside the All-new 2019 Ram 1500**

June 25, 2018, Auburn Hills, Mich. - What do you call a 2019 Ram 1500? A Classic!

Ram Truck brand executives, with two concurrently selling body styles of its 2019 model-year pickup, have given the legacy edition its own name: Classic.

Ram will offer both the 2019 Ram 1500 Classic, known internally as the "DS" model, and the all-new 2019 Ram 1500 ("DT") at its North American dealers through the 2018 calendar year.

"As we launch the all-new 2019 Ram 1500, we didn't want to walk away from a key part of the light-duty truck market," said Mike Manley, Head of Ram Brand — FCA. "Ram will continue to produce the 1500 Classic targeted at entry and commercial buyers."

The Ram 1500 Classic boasts numerous segment-exclusive features in areas most important to truck buyers. Class-leading ride and handling is accomplished via a unique link-coil rear suspension system. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. New "Classic" badging is located on the fenders.

Offered in four trim levels, Tradesman, Express, Big Horn/Lone Star and SSV (Special Services Vehicle), the Ram 1500 Classic benefits from content specifically designed to match its capability and style. The Ram 1500 Classic also benefits from three new packages:

- Chrome Plus is offered on the Tradesman trim that offers bundled value content, which includes chrome bumpers, body-color upper front fascia, 17-inch wheels, remote keyless entry and carpet floor covering
- Tradesman SXT is offered on the Tradesman trim that includes chrome bumpers, body-color front fascia, 5-inch radio, fog lamps (new to Tradesman), dual exhaust on V-8 models (new to Tradesman) and 20-inch chrome wheels (new to Tradesman)
- Express Black Accent Package is offered on all Express trim exterior colors, which includes Black wheels, Black headlight bezels and Black badging

The 2019 Ram 1500 Classic is available in three cabs and three bed lengths: Regular Cab with 8-ft. bed or 6-ft., 4-in. bed, Quad Cab with 6-ft., 4-in. bed, Crew Cab short bed (5-ft., 7-in.) or Crew Cab with optional 6-ft., 4-in. bed.

Available in 4x2 or 4x4, other powertrain offerings include award-winning 3.6-liter Pentastar V-6 or optional 5.7-liter HEMI® V-8. The optional 3.0-liter V-6 EcoDiesel will be available at a later date.

The Ram 1500 features a segment-exclusive multi-link rear coil suspension that provides best-in-class ride and handling qualities. A coil-spring setup centralizes and absorbs bumps and impacts, while reducing the amount of friction in the spring system. This setup also weighs 40 pounds less than a leaf-spring configuration.

Ram trucks come with a five-year, 60,000-mile powertrain warranty. Truck customers from half-ton to commercial have a demanding range of needs and require their vehicles to provide high levels of capability.

The 2019 Ram 1500 Classic is built at the [Warren Truck Assembly Plant](#) (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab and some Crew Cab models of the 2019 Ram 1500 Classic are built at the [Saltillo Truck Assembly Plant](#) in Saltillo, Mexico.

Ram 1500 Classic will be available in the fourth quarter of 2018.

### **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. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

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

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- 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

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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