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FCA Canada: New 2019 Ram 1500 Leather and Sound Group Brings Technology and Luxury to Unique-to-Canada Sport Model and Rebel

- 2019 Ram 1500 Leather and Sound Group includes the largest-in-class Uconnect 4C NAV with 12-inch touchscreen and 900-watt Harman Kardon sound system
- Class-leading technology and high-end materials create premium versions of the Canadian-unique Sport model and popular Rebel off-road model
- Upgraded interior with first-time offering of leather seating on all-new 2019 Rebel model, high-end audio and new premium appointments
- Built exclusively for Canada, 2019 Ram 1500 Sport features unique exterior design cues, interior treatments and custom options
- 2019 Ram 1500 Rebel offers standard 33-inch tires, factory lift, locking rear differential and other off-road features to provide versatility and capability

October 23, 2018, Windsor, Ontario - The new 2019 Ram 1500 Leather and Sound Group brings exclusive technology and premium appointments to the made-for-Canada Ram 1500 Sport and off-road designed Rebel models.

“Expanding the availability of the segment-leading 12-inch touchscreen is a direct response to market demand,” said Reid Bigland, Head of Ram Brand, FCA US LLC. “Customers have been asking for additional high-end features and now we’re delivering with benchmark technology and materials.”

The 2019 Ram 1500 Leather and Sound Group offers unique technology never before available on the Sport or Rebel, including Ram’s class-exclusive Uconnect 4C NAV with 12-inch touchscreen and navigation. The fourth-generation Uconnect system includes enhanced processing power, multi-touch gestures, vivid imagery, sharper graphics and the ability to support smartphone integrations. The class-exclusive, 12-inch reconfigurable touchscreen display offers split-screen capability and tailor-made graphics. Next generation in-car audio entertainment debuts with industry-exclusive SiriusXM with 360L – on-demand content and a personalized listening experience.

The Rebel Leather and Sound Group also features a leather-faced interior with heated front seats and unique metal speaker grilles trimmed in the Rebel’s signature Radar Red anodized finish.

The Canadian-exclusive Sport model gets leather-faced heated and ventilated seats that also feature a unique technical embossed texture.

Owners will appreciate the finest audio system ever available in a pickup — Harman Kardon with 19 premium speakers, 900-watt surround-sound amplifier, 10-inch subwoofer and active noise cancellation (only available on Crew Cab configurations).

The Ram Rebel brings factory-engineered, off-road capability to the full-size truck segment with unique design cues and a can-do attitude backed by Ram Truck engineering. Equipped with a factory lift, locking rear differential, 33-inch tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the truck owner looking for a less-beaten path.

The 2019 Ram 1500 Sport is distinguished foremost by its monochromatic exterior, available in nine colours and set off by a black billet bar grille with R-A-M lettering. An optional Sport hood is available for customers who crave a more

aggressive look.

The 2019 Ram 1500 Sport rides on standard 20-inch aluminum wheels, with optional 20-inch black wheels or 22-inch polished aluminum wheels. The all-new, dampened aluminum tailgate with integrated spoiler features black badging, plus the new, chiseled all-black Ram's head logo and a 'Sport' badge, reserved exclusively for the Canadian marketplace. An integrated dual exhaust completes the pickup truck's "Canada-only" look.

The Leather and Sound Group is an available package on all Sport and Rebel cab, colour and powertrain configurations.

MODEL	Leather & Sound Package (AZ5) MSRP
Sport Quad Cab 6'4" Box 4x2	$3,590
Sport Quad Cab 6'4" Box 4x4	$3,590
Sport Crew Cab 5'7" Box 4x2	$3,895
Sport Crew Cab 6'4" Box 4x2	$3,895
Sport Crew Cab 5'7" Box 4x4	$3,895
Sport Crew Cab 6'4" Box 4x4	$3,895
Rebel Quad Cab 6'4" Box 4x4	$3,590
Rebel Crew Cab 5'7" Box 4x4	$3,895

The 2019 Ram 1500 is built at the Sterling Heights Assembly Plant (SHAP) in Sterling Heights, Michigan.

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.

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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