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Ram Readies for Winter With New 2019 Ram 1500 North Edition

- Just in time for the change in seasons, Ram 1500 North Edition offers equipment to tackle the harshest nor'easter
- Ram 1500 North highlights 4x4 capability and features to keep truck warm and free of ice and snow
- Includes factory lift, electric-locking rear differential, off-road tires and amenities to help shrug off inclement weather
- Monochromatic appearance package with steel body-color bumpers, door handles, mirrors and grille

November 19, 2018, Middleborough, Massachusetts - As Old Man Winter prepares to move in, Ram readies drivers with the new 2019 Ram 1500 North — a special-edition truck with content and features geared toward truck owners who need more capability and warmth on their frozen drive.

"The Ram 1500 North is more than a great-looking pickup, it offers cold-weather content for truck owners who require a no-compromise 4x4 as part of their daily regimen," said Reid Bigland, Head of Ram Brand. "A factory lift, locking rear axle and all-weather tires deliver confidence when your path is anything but clear."

Standard features on the Ram 1500 North include:

- Three-peak mountain snowflake (3PMSF) severe snow service-rated on/off-road Falken LT tires
- 4x4 transfer case with 4x4 Auto, 4x4 High and 4x4 Low settings
- One-inch factory lift
- Electric-locking rear axle
- Tow hooks
- Engine block heater
- Heated seats and steering wheel
- Remote start
- Uconnect 8.4-inch touchscreen with SiriusXM Travel Link Weather
- Mopar all-weather floor mats to contain slush and snow
- 12-way power driver seat with 4-way power lumbar
- Heated, folding mirrors
- Front and rear Park Sense audible/visual warning system
- Body-color bumpers, grille, mirrors, door handles and rear fender "4x4" decal

Based on the Big Horn model, the Ram 1500 North is available in Crew Cab 4x4, short bed with the eTorque 3.6-liter Pentastar or 5.7-liter HEMI® V-8.

The Ram 1500 North is available at dealers now. Base Manufacturer's Suggested Retail Price is $45,890, plus $1,695 destination.

The Ram 1500 is the reigning Winter Vehicle of the Year, Best in Class Pickup Truck as voted by the New England Motor Press Association.

2019 Ram 1500

The all-new 2019 Ram 1500 is a no-compromise truck, leading in luxury, efficiency, capability and innovation. Defining future pickup trucks, the 2019 Ram 1500 commands with innovative design, the highest quality materials and class-exclusive technology.

Ram leads the full-size truck segment with the most safety and security features and now delivers significant gains in fuel efficiency with an all-new eTorque system in both V-6 and V-8 configurations. Overall weight for the Ram 1500 has been reduced by 225 pounds. As the truck's backbone, the frame uses advanced materials and engineering to eliminate 100 pounds while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload. The new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world with technology featuring split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L. Active safety and security systems join the technology onslaught with adaptive cruise control, automatic emergency braking and Blind-spot Monitoring.

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.

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