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All-new Ram 1500 Wins TRUCK TREND'S 2019 Pickup Truck of the Year

December 4, 2018, Auburn Hills, Mich. - The TRUCK TREND® jurors, which consist of truck experts from across the nation, selected the [Ram 1500](#) as the 2019 Pickup Truck of the Year following an intense weeklong evaluation of eight trucks that underwent 1,300-plus miles of grueling performance testing in California.

"It is clear to us that Ram is not only serious about being a competitor in the full-size truck market with the all-new 2019 1500, but that they intend to lead," said Sean Holman, Group Content Director for TRUCK TREND. "The new truck breaks ground in many areas and is the gold standard of what to expect in regard to comfort and technology without giving up any of the functionality or utility of a truck."

The 2019 Ram 1500 came out on top after completing a demanding test comprised of performance testing, hauling, towing, fuel economy calculation and off-roading — all important disciplines in which truck owners expect competency. Jurors spent ample time with each vehicle to form qualified opinions regarding important factors such as interior ergonomics, seat comfort, technology usability, build quality, and the features and benefits of each truck while closely logging fuel efficiency.

"The all-new 2019 Ram 1500 is the benchmark for durability, technology and efficiency with a high level of luxury previously not available in pickup truck segments," said Reid Bigland, Head of Ram Brand. "We're pleased TRUCK TREND recognizes our new Ram 1500 as its 2019 Pickup Truck of the Year."

The all-new 2019 Ram 1500 is a no-compromise truck, leading areas most important to pickup owners. Ram leads the full-size truck segment with significant gains in fuel efficiency through an all-new eTorque mild hybrid system in both V-6 and V-8 configurations. Overall weight for the Ram 1500 has been reduced by 225 pounds. 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.

About TRUCK TREND

TRUCK TREND®, a media brand of MotorTrend Group, was founded in 1998 as an offshoot of MOTOR TREND, an internationally recognized automotive brand. TRUCK TREND, the authority on light trucks, is an industry leader in the truck category and currently has a total audience of 2.1 million. The brand tests and reports on sport-utility vehicles and crossovers, with an emphasis on pickup trucks, providing vital information to new-model shoppers and avid truck enthusiasts alike. Please visit [trucktrend.com](#).

About MOTORTREND Group

MotorTrend Group is the largest automotive media company in the world, bringing together Discovery's fast-growing MotorTrend Network, formerly Velocity, and a vast automotive digital, direct-to-consumer, social, and live event portfolio, including MOTORTREND, HOT ROD, ROADKILL, AUTOMOBILE, and more than 20 other industry-leading brands. With a cumulative reach of more than 131 million, the company encompasses television's #1 network for automotive superfans, a leading automotive YouTube Channel, and the MotorTrend app, the only auto-dedicated subscription video-on-demand service.

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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