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2019 Ram 1500: North American Truck of the Year

January 14, 2019, Auburn Hills, Mich. - The all-new Ram 1500 has been named 2019 North American Truck of the Year by a panel of automotive experts. The award is unique and considered by many to be one of the world's most prestigious based on its diverse mix of 60 automotive journalists from the U.S. and Canada who serve as the voting jurors.

The winners were announced at a news conference today at the North American International Auto Show in Detroit.

"The Ram 1500 is an important product for FCA and winning this award is one of the highest honors," said Reid Bigland, Head of Ram Brand. "In what is arguably the most competitive segment in the automotive industry, for the all-new 2019 Ram 1500 to be named North American Truck of the Year is tremendous recognition of the FCA employees who design, engineer and build a pickup that truly stands out."

Jurors cited Ram's eTorque mild-hybrid technology, luxurious interiors and 12-inch Uconnect touchscreen among their top reasons for selecting the Ram 1500 over competing vehicles.

This is the 26th year of the awards. The 2013 Ram 1500 also won North American Truck of the Year honors.

2019 Ram 1500

The all-new 2019 Ram 1500 is a no-compromise truck, leading in luxury, efficiency, capability and innovation. 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 NACTOY

To be eligible, a vehicle must be all new or substantially changed. In December the jurors voted on a short-list of vehicles, sending their ballots directly to Deloitte & Touche in Detroit. The awards are financed by the jurors' dues and the organization does not accept advertising or fees from automakers.

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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