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## **All-new, All-electric Ram 1500 REV to Debut During Big Game, Customer Reservations Now Open**

- Ram brand's first EV pickup – the all-new Ram 1500 REV – debuts to the world in Big Game commercial
- Consumers can reserve their spot in line and become part of the Ram Revolution with the exclusive Rev Insider+ membership program at [RamREV.com](https://RamREV.com)
- Ram 1500 REV product imagery and initial details now available on [Ram.com](https://Ram.com)
- The introduction of the Ram 1500 REV marks the next step in the Ram brand's electrified journey, once again redefining the pickup truck segment
- Production of the all-new Ram 1500 REV to begin next year

February 12, 2023, Auburn Hills, Mich. - The all-new Ram 1500 REV – the first battery-electric light-duty pickup truck from the Ram Truck brand – makes its world debut today in a 60-second Big Game commercial. The standalone Ram Truck brand also announced today that customer reservations for the Ram 1500 REV are now open at [RamREV.com](https://RamREV.com).

“The Ram brand has redefined the pickup truck segment before and will once again with the all-new Ram 1500 REV,” said Mike Koval Jr., Ram brand CEO – Stellantis. “We believe in bringing the right range of powertrain solutions to our customers, and the Ram 1500 REV will be the first in a lineup of electrified solutions that will add to our current award-winning truck lineup. We are on an exciting electrification journey that will see Ram push past the competition in areas customers care about the most: range, payload, towing and charge time.”

Consumers can go to [RamREV.com](https://RamREV.com) now to learn more about the all-new Ram 1500 REV, see newly released images, and secure their spot to pre-order a vehicle through the Rev Insider+ program. For a one-time \$100 refundable fee, the program unlocks privileges that include a chance to reserve a place in line for pre-order and exclusive access to events, news and information about the Ram 1500 REV.

The Ram brand's commitment to offering a full portfolio of electrified solutions supports the Stellantis [Dare Forward 2030](#) strategic plan to lead the way the world moves by delivering innovative, clean, safe and affordable mobility solutions.

Production of the all-new Ram 1500 REV begins next year.

### **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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