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Ram 1500 EcoDiesel Named Esquire Magazine's Truck of the Year

December 2, 2014, Auburn Hills, Mich. - Esquire magazine has named the Ram 1500 EcoDiesel, America's most fuel-efficient pickup, its Truck of the Year. The announcement is highlighted in Esquire's December issue.

Esquire's editors consider all potential truck models in the U.S. market, balancing attributes with conventional touchstones that outline what makes a great truck, such as efficiency, functionality, versatility, safety, value and style.

"Recognition from Esquire magazine is proof that pickups have found their way into a variety of lifestyles," said Bob Hegbloom, President and CEO—Ram Truck Brand. "In such a competitive market, we are thrilled to earn a 'Truck of the Year' title from Esquire. The Ram 1500 delivers with a winning combination of best-in-class fuel economy and capability and going forward, Ram will continue to set the pace with the best trucks in their segments."

The EcoDiesel-powered Ram 1500 earned a 28 mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup. It also exceeds the EPA highway rating for the top-ranked small pickup. The previous half-ton fuel efficiency record was set by the Ram 1500 with the available 3.6-liter Pentastar V-6 gasoline engine at 25 mpg highway.

"This is where the truck tide turns: a full-sized American pickup with a just-big-enough diesel V-6—the only one of its kind," Esquire magazine noted. "You get the fuel economy of a small engine, the pulling power of a larger one and the grumble of a working-class diesel."

Ram 1500—the most recognizable pickup on the road—delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The Ram 1500 delivers an outstanding combination of best-in-class fuel efficiency, unsurpassed torque and a surplus of towing capability.

Ram truck offers models designed for a wide range of buyers, including outdoorsmen, tradesmen, first-time buyers and ranchers. Laramie, Laramie Longhorn and Laramie Limited trims are designed to meet the high expectations of affluent pickup truck buyers looking to combine capability with sophistication. Featuring premium materials, such as full-leather seating, real wood interior components and modish design, Ram offers a refined luxury alternative uncommon in pickups.

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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