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Ram Truck to Bring New 2015 Rebel to Overland Expo

- Two months ahead of its U.S. market launch, the new 2015 Ram 1500 Rebel pickup truck will make its first Arizona appearance at the Overland Expo in Mormon Lake, Ariz.
- Overland Expo to host Ram Truck press conference and owner clinic
- Mopar Ram 2500 Outdoorsman concept and classic 1986 Rod Hall W150 Baja race truck to join Ram product display
- In addition to a product display, media event and seminar, Ram and Jeep products will be available for customer ride and drives
- The new 2015 Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment, offering customers a custom truck with capability
- Equipped with factory lift, 33-inch tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering
- New front grille design and “Ram” branding offer a new styling for Ram Truck
- Rebel includes new interior colors and materials, including Radar Red and Black seats with tire tread-matching pattern

May 10, 2015, Auburn Hills, Mich. - On May 16, the new 2015 Ram Rebel will make its first off-road-event appearance since its unveiling at the North American International Auto Show in January. The Ram Truck brand is bringing Rebel — Ram’s new one-off-a-kind half-ton truck — to one of America’s top outdoor adventurer destinations: Overland Expo in Mormon Lake, Ariz.

The Overland Expo draws more than 6,000 explorers, adventurers, off-highway journeyers and their families from around the globe for three days of camping, workshops, classes and outdoor-product demonstrations. Demonstrations and skills challenges are also a part of the Mormon Lake activities.

“The Ram Rebel fulfills customer demand for an aggressively styled, factory-built off-road-style package,” said Bob Hegbloom, President and CEO – Ram Truck Brand, FCA US. “Overland Expo has grown to be a must-attend event for adventurers who rely on their vehicles to get them off the beaten path. It’s a great fit for Ram Trucks.”

Ram will host a special Rebel press conference at Overland Expo at 11 a.m., Saturday, May 16. A customer clinic hosted by Ram product experts will follow at 1 p.m.

RAM 1500 REBEL

The new 2015 Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment.

New exterior design highlights

Rebel features an all-new grille with prominent billet silver “RAM” letter badge. Departing from the brand’s iconic “cross-hair” designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface, which incorporates a powder coated, billet silver skid plate, new front tow hooks and new LED fog lamps. Black bezel bi-functional projector headlamps with LED marker lights lie beneath an aluminum,

twin-snorkel sport hood.

Rebel's blacked-out front-end continues on the flanks, where black Power Wagon wheel-arch moldings, flat-black badge, mirrors and lower body panels create a distinctive trail-ready presence. The new trim features a two-tone paint scheme with black as a constant on the lower body, front to rear.

The Ram 1500 Rebel features an all-new 17-inch aluminum wheel. Among the most elaborate designs found in mass production, the new one-piece wheel incorporates matte black painted accent pockets and multi-angled surfaces linked to the Rebel's off-road bias.

Continuing around to the rearview is a bold new "RAM" stamped tailgate with blacked-out lettering. The "Rebel" and "4X4" badge emphasize the truck's uniqueness. The rear bumper is also treated with durable black powder coating with flared cutouts around dual chrome-tipped exhausts. Tail lamps incorporate black bezels to match forward lighting.

Rebel includes an optional backup camera, providing a better field of vision when maneuvering. A new tri-fold tonneau cover is embossed with the Ram logo.

The Ram 1500 Rebel will be available in five colors, including: Granite Crystal Metallic, Bright Silver Metallic, Flame Red, Bright White and Brilliant Black. Both monotone and two-tone paint options are offered.

Unique interior detailing

Inside, Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating elements.

High-durability technical grain vinyl seats are finished in Radar Red and Black with Sedoso fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel's actual footprint. Standard heated front seats feature Light Diesel Gray accent stitching, Radar Red Ram's head embroidery on the headrests and Black with Light Diesel Gray Rebel nameplate embroidered on upper seat bolsters.

The all-black instrument panel, door armrests and logo-embossed center console armrest cover are topped with two-tone Radar Red and Light Gray accent stitching. The center stack and console are finished in Iron Gray Metallic paint giving a cast-iron appearance. An all-new center console bin incorporates a cellular phone/tablet holder with molded insert allowing for various-sized devices. Radar Red anodized vent rings, door accent rings, door trim spears and center console trim ring add color detail to the interior. The Rebel's heated steering wheel is wrapped with semi-perforated black leather, accented with Radar Red X-stitches.

The upper glove box door is finished with a Rebel nameplate badge.

Deep all-weather rubber floor mats with contrasting Radar Red Ram's head help contain dirt, snow and debris.

The interior is finished off with a new black headliner and matching upper pillars.

Performance Updates

The Rebel's trail-running capability gets a boost with 1.0-inch raised ride height for improved off-road approach, departure and breakover angles.

Bilstein supplies front and rear shocks with unique tuning and a new steering calibration is matched to the Rebel's increased ride height. A softer rear stabilizer bar provides improved dynamics.

Beefy 33-inch (LT285/70R17E) Toyo Open Country A/T all-terrain tires are mounted to the all-new 17-inch silver and black cast aluminum wheels.

A new tire offering for Ram trucks, the Open Country A/Ts are versatile all-terrain tires designed for rugged good looks, all-season handling and a comfortable ride. Their aggressive tread pattern offers good traction in bad conditions, on pavement or off. They feature a special wavy sipe arrangement for a comfortable ride and improved snow traction; groove bottom siping for more biting edges for increased traction in the snow and an open shoulder that maximizes water evacuation for excellent all-terrain traction and stability.

The Rebel takes advantage of Ram's exclusive air suspension system with a 1.0-inch factory suspension lift, which not only helps to clear the 33-inch tires but also contributes to additional ground clearance. A modified alignment of the independent front suspension appropriately adjusts tire angle and aluminum lower A-arms absorb the load. The combination of larger tires and a suspension lift yield best-in-class ground clearance of 10.3 inches, and a new stability program calibration takes Rebel's modifications into consideration.

Rebel is available exclusively as a crew cab model with 5-ft. 7-inch bed length. Both 3.6-liter Pentastar V-6 and 5.7-liter HEMI powertrains are offered, as is a choice of either 4X2 (HEMI only) or 4X4 configurations. RamBox is optional.

Ram Rebel is the 10th member of the Ram truck lineup, which includes Tradesman, Express, SLT, Big Horn/Lone Star, Outdoorsman, Sport, Laramie, Longhorn and Limited.

Rebel goes on sale early in the second half of 2015.

Powertrain

The 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award winner three years in a row) with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and fuel economy of 25 miles per gallon (mpg).

The legendary 5.7-liter HEMI V-8 with fuel-saving cylinder shut-off and VVT provide 395 horsepower and 410 lb.-ft. of torque.

HEMI-powered Ram 1500 Rebel trucks are available in 4x2 or 4x4 powertrains with 3.92 or 3.21 gear ratios. When equipped with the 3.6-liter Pentastar V-6 engine, Rebel is available in 4x4 only with a 3.92 gear ratio, allowing the engine to leverage its power and torque.

Both the 3.6-liter V-6 and 5.7-liter HEMI V-8 engines are available with a rear anti-spin differential, which turns both rear wheels in tandem when increased torque is applied – helpful in off-road driving conditions. The design automatically unlocks the differential for normal on-road driving, allowing the wheels to spin independently for improved drivability.

The TorqueFlite eight-speed automatic transmission – standard equipment with the Rebel's 3.6-liter V-6 Pentastar and 5.7-liter HEMI V-8 engines, improves drivability and enhances fuel efficiency.

The 2015 Ram 1500 has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Best-in-class fuel economy at 28 mpg with 3.0-liter EcoDiesel V-6
- Exclusive link coil rear suspension and optional 4-corner air suspension
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-liter V-6) engines
- Unsurpassed powertrain warranty – five years/100,000 miles

The 2015 Ram 1500 is backed with a five-year /100,000-mile Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram dealer, if necessary. The warranty also is transferable, allowing customers who sell their truck during the warranty period to pass the coverage onto the new owner.

The standard three-year / 36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Quality

The 2015 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center's state-of-the-art scientific labs in Auburn Hills, Michigan, including the Noise/Vibration/Harshness Lab, Electromagnetic Compatibility Facility, Wind Tunnel and the Road Test Simulator (RTS).

For example, the RTS recreates the abuse a truck endures at the hands of a 95th percentile driver – meaning someone who drives the vehicle in more severe conditions than 95 percent of all customers. The RTS can put a lifetime of wear and tear on a truck in about one month's time. The Ram development team is committed to finding and fixing any issues before the customer does.

Manufacturing

The 2015 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Crew Cab and Regular Cab models of the 2015 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

Mopar Ram 2500 Outdoorsman

For Ram owners who love to head into the wild, the Ram 2500 Outdoorsman elevates the capability of the heavy-duty pickup to the next level. Creating the perfect base camp, the Ram 2500 Outdoorsman is built to blend in with its surroundings with the help of Mopar products and unique camouflage design touches.

Inspired by the Ram brand's relationship with outdoors outfitter Mossy Oak®, the Ram 2500 Outdoorsman's unique "Swamp Thing Green" color is further disguised with distinct "camo" flourishes. A Mossy Oak Bottomland camouflage pattern design is smartly applied to the hood, roof and along the length of the lower body.

Three utility hoops used on past SEMA show vehicles as ladder or surfboard racks are reinvented as a camouflaged bed tent, providing shelter from nature's wrath or extra storage space for gear. Elements pulled from the popular Ram Sun Chaser 2013 SEMA show vehicle include a concept Mopar roof rack and the concept "Flip-Up" seatback tailgate, which converts into a two-seat bench by folding back toward the cab. The RamBox is loaded with Mopar accessories, and a step-assist off the rear bumper helps to access the bed.

The Ram 2500 Outdoorsman sits on Mopar concept 17-inch, eight-lug bead lock wheels, which are capable of dealing with challenging terrain, especially when coupled with aggressive 35-by-12.50-inch R17 Mud-Terrain T/A KM2 BFGoodrich tires. Mopar's fender flares at the front and rear provide a muscular impression, and the Ram 2500 Outdoorsman can roll with anything thanks to a Mopar leveling kit and Bilstein shocks.

1986 Dodge Ram W150 Baja Replica

Of the more than 500,000 Dodge Ram trucks produced during the 1986 model year, a select few were able to live adventurous lives as modified members of professional race circuits. One of the most challenging work places for such a vehicle is the challenging off-road race course on Mexico's Baja peninsula. In 1979, a Dodge Ram piloted by Walker Evans was the first pickup to grab the overall win for the demanding Baja 1000 and off-road legend Rod Hall scored an incredible 37 consecutive race victories in Dodge vehicles, including numerous Baja 1000 titles.

In 1987, Walker Evans captured the coveted off-road championship at Baja in an 800 hp Dodge Ram W150. Fitted with Mickey Thompson shocks, extra-leaf front springs, a roll bar, grille guard, driving lights and custom paint, the replica Ram W150 4x4 is the show version of Hall's competition truck.

Wheelbase: 115 in.
Length: 198 in.

Engine: Overhead Valve V-8
Displacement: 360 cu. In.
Bore/Stroke: 4 in. x 3.58 in.
Compression: 9.0:1
Transmission: Torqueflite three-speed automatic
Suspension: Four-wheel longitudinal springs, live front axle
Brakes: Front disc, rear drum, hydraulic

ABOUT OVERLAND EXPO

Overland Expo is the world's most unique event for do-it-yourself adventure travel enthusiasts, with hundreds of session-hours of classes for four-wheel-drive and adventure motorcycling, inspirational programs, the Overland Film Festival, roundtable discussions, demonstrations, food, and a large expo featuring nearly 200 vendors of adventure travel equipment, camping gear, bikes, vehicles, and services.

No other event offers the scope of classes taught by the world's leading experts alongside a professional-level trade show, bringing together in one place all the camping and vehicle and motorcycle equipment and services adventure enthusiasts need to get outfitted and get going.

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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