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Ram Truck Brand Announces New Ram 2500 Heavy Duty 4x4 Off-road Package

- New Ram 2500 4x4 Off-road Package designed for customers who need essential off-road upgrades combined with ¾-ton pushing, pulling and hauling capabilities
- Part of “America’s Off-road Truck Leader” lineup
- Features stability control upgrades, all-terrain tires and rugged exterior appearance
- New package includes limited-slip differential, underbody protection and Bilstein shocks
- Available "RamBox Holster" rack accessory for RamBox-equipped trucks

February 11, 2016, Auburn Hills, Mich. - Ram Truck capitalizes on a core piece of the ¾-ton segment with new Ram 2500 4x4 Off-road Package, which includes a list of must-have upgrades for the occasional off-roader.

Designed for all manner of activity, it’s no secret pickup trucks spend a disproportionate amount of time in the dirt, mud and snow when compared to other vehicles in the automotive industry. Up to 35 percent of pickup owners operate their vehicle in off-road environments for work and/or play. The new Off-road Component Package provides the functional enhancements to deliver owner confidence off the beaten path.

“Truck customers require a wide range of off-road capability options and Ram trucks are designed and engineered for the full spectrum,” said Bob Hegbloom, Head of Ram Truck Brand, FCA - North America. “Anyone who spends most days on the outskirts of a job site or the weekend on the shore of a favorite fishing hole will benefit from the standard features on our new Ram 2500 4x4 Off-road Package.”

The Ram 2500 4x4 Off-road Package is a value-priced option with a long list of content that customers have requested.

Joining the Ram Rebel and Power Wagon, the 4x4 Off-road Package rounds out the brand’s enthusiast lineup and reinforces its claim to being the "Off-road Truck Leader."

Ram 2500 4x4 Off-road Package

A pickup truck has a lot of unforeseen duties. Large front tow hooks add an untold amount of versatility and allow the Ram 2500 to become a solid anchor point or rescue rig. Larger fender flares in Black or body-color help prevent whatever slings off the tires from covering the side of the truck with debris.

To handle the rough roads, Bilstein monotube shock absorbers soak up the bumps at all four corners and distribute excessive heat that can be generated when driving rough sections for extended periods of time. The performance shocks are tuned specifically for the weight of the truck and take advantage of the exclusive five-link coil rear suspension system, adding further control to the axle.

The improved suspension is coupled with all-terrain tires. The Ram 2500 4x4 Off-road Package includes Firestone LT 275/70R 18E OWL on/off-road tires for added traction. Some models wear Firestone LT 285/60R 20E OWL on/off-road tires. The tires clean themselves better than on-road tires by allowing whatever finds itself in the tread to break free under rotation, keeping the tread clear to grip again.

Many trails, tall grass and mud holes hide unforeseen impediments. These obstacles generally reveal themselves during breakover maneuvers. To prevent underbody strike damage, the Ram 2500 4x4 Off-road Package includes a transfer case skid plate to address the lowest mid-point of the truck.

The new offering also includes standard Hill-decent Control, borrowed from the Power Wagon. Hill-descent Control allows drivers to control speed down steep, rugged grades with the buttons on the column shifter – without the need for throttle or brake pedals.

For added traction, the 4x4 Off-road Package comes standard with a rear anti-spin differential, which turns both rear wheels in tandem when increased torque is applied. The design automatically unlocks the differential for normal on-road driving, allowing the wheels to spin independently for improved drivability.

Finishing off the truck is a large “4X4 OFF ROAD” decal placed on the rear corner of the bed on both sides of the truck.

The Ram 2500 4x4 Off-road Package is available in Crew Cab and Mega Cab, gas and diesel powertrains and short- and long-wheelbase models. It is available on all Ram trim levels, including Tradesman, SLT, Big Horn/Lone Star, Outdoorsman, Laramie, Laramie Longhorn and Limited.

The Ram 2500 4x4 Off-road Package will be available in the third quarter of 2016.

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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