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FCA Canada: Ram Truck Brand Announces New 2017 Ram 2500 Heavy Duty 4x4 Off-road Package

- New 2017 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 "North 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, Windsor, Ontario - Ram Truck capitalizes on a core piece of the ¾-ton segment with the new 2017 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. A large percent of pickup owners operate their vehicle in off-road environments for work and/or play and the new 4x4 Off-road 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 favourite fishing hole will benefit from the standard features on our new Ram 2500 4x4 Off-road Package."

The 2017 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-colour 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 manoeuvres. 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-descent 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 ST, SLT, Outdoorsman, Laramie, Laramie Longhorn and Limited.

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

FCA Canada

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