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New Ram 1500 Lone Star Silver Edition Unveiled at State Fair of Texas

- Ram adds new Lone Star Silver Edition to exclusive Texas offerings
- New-for-2017 models, features and trims also make their first auto show appearance at State Fair of Texas
- Southwestern-themed Laramie Longhorn adds new luxury grille
- Top-of-the-line Ram Limited now available with black RAM tailgate letters
- Bilstein shocks now standard on 2500 Heavy Duty 4x4 Limited and Longhorn models for enhanced ride
- 2017 Ram 1500 Night package, priced at $395, boasts straight-from-the-factory customized look

September 28, 2016, Dallas - Ram today unveiled new-for-2017 updates to three of its most popular models. Lone Star, Laramie Longhorn and Limited models will offer truck buyers an even wider selection of exterior appointments and content.

The Ram 1500 Lone Star – the brand's top-selling truck in Texas – will get a new Silver Edition option.

"The Ram Lone Star Edition is the original Texas truck," said Mike Manley, Head of Ram Brand, FCA – Global. "It's impossible to overstate the significance of the role Texas plays in the pickup truck segment. At the same time, Ram trucks are an iconic part of the Texas landscape. As the longest-lasting truck in Texas, there are literally millions of Ram pickups still on the roads."

The Ram 1500 Lone Star Silver Edition will get premium upgrades, including a new luxury grille with chrome surround and chrome Wave Mesh inserts. Other functional and aesthetic exterior highlights include new bright belt moldings, chrome exterior side-view mirrors, chrome wheel-to-wheel side steps, polished 20-inch wheels and front tow hooks.

A unique grille-mounted, milled-aluminum Lone Star badge identifies the Silver Edition as something special and also signifies that it carries with it a new "Ram Care" service program.

The 2017 Ram 1500 Lone Star Silver Edition interior is offered with new sporty cloth and vinyl high-back bucket seats in Canyon Brown/Light Frost Beige or Black/Diesel Gray.

The Lone Star Silver Edition is available on Ram 1500 4x2 and 4x4 Crew Cab, and short and long box-length configurations, and a choice of either 3.6-liter Pentastar V-6, legendary 5.7-liter HEMI® V-8 or class-exclusive 3.0-liter EcoDiesel powertrains.

Lone Star Silver Editions are expected to arrive in dealerships in the fourth quarter of 2016. The new Ram 1500 Lone Star Silver Edition package pricing is $900 with a starting manufacturer's suggested retail price (MSRP) of $38,995, plus a $1,320 destination charge.

For 2017, Ram has added new looks and premium features to its Limited and Longhorn models as well.

Ram 1500, 2500 and 3500 Limited-trim pickups can be ordered with black "RAM" tailgate letters. Black letters – in combination with Brilliant Black or Granite Crystal Metallic paint – will arrive in dealerships in the fourth quarter of 2016. The new letters create a unique rear liftgate appearance for the most premium member of the Ram pickup truck lineup. The black RAM tailgate is a $195 option.

Ram 1500, 2500 and 3500 Longhorn models add a new bright-chrome grille and chrome belt moldings. The billet port grille features bold “RAM” lettering and will be available on Longhorn models late fourth quarter 2016.

Ram 1500 Longhorn models also add standard Keyless Go, SmartBeam headlights and rain-sensing wipers for the 2017 model year.

For 2017, Ram 2500 and 3500 Heavy Duty Laramie, Longhorn and Limited trims receive the 6.4-liter HEMI V-8 as standard equipment. Ram Heavy Duty Longhorns and Limiteds come with Bilstein monotube shocks as standard equipment on 4x4 models, enhancing their already best-in-class ride and handling. All Ram 2500 models are now available with a new 4x4 Off-road package that adds essential trail components, including Bilstein mono-tube performance-tuned shocks, hill-descent control, limited-slip differential, all-terrain tires, tow hooks, transfer case skid plate, fender flares and a new “4x4 Off-road” graphic.

Ram is also unveiling the new special-edition Ram 1500 Night package that gives truck enthusiasts straight-from-the-factory customized looks.

Based on the Sport model, Ram 1500 Night adds blacked-out features – including black 20-in. aluminum wheels, grille and badging – to pump up the already bold visual presence of the Ram’s monochromatic performance package.

The 2017 Ram 1500 Night starts with key Sport appearance cues, including body-colored fascia and body-colored rear bumper, body-colored power-folding mirrors and door handles. Also adopted from the Sport are black-bezel bi-functional projector headlamps with LED marker lights and black-bezel tail lamps to match forward lighting.

The Ram 1500 Night interior features standard high-back heated cloth bucket seats with 10-way power adjustment, power-adjustable pedals, Uconnect 8.4 touchscreen system and a premium instrument cluster with 7-in. driver information display.

The new Ram 1500 Night package adds:

- A black grille surround with black “Hex Perf” pattern inserts
- Bold “RAM” blacked-out lettering on the tailgate from Ram 1500 Rebel model
- Black Ram’s head grille badge
- Flat black Ram 1500 door badge
- Flat black 4x4 tailgate badge (if applicable)
- Flat black 5.7L HEMI door badging (if applicable)
- 20 x 9-in. gloss black aluminum wheels
- P275/60R20 black sidewall all-season tires

An available Ram 1500 Night Edition performance package from Mopar adds a cat-back exhaust system, cold-air intake and black running boards.

The Ram 1500 Night package is currently available on Regular Cab, Quad Cab and Crew Cab 1500 Sport models, in both two- and four-wheel drive, long and short bed lengths and with a choice of 3.6-liter Pentastar V-6 or 5.7-liter HEMI V-8 engines. Package pricing is $395, with a starting MSRP of $36,795, not including $1,320 destination.

A long list of options and upgrades are available on Night editions, including the lighted and lockable RamBox cargo management system with adjustable tie-down cleats and dual-purpose bed extender/divider. A Sport performance hood is also available.

The 1500’s link-coil suspension, which delivers the industry’s best ride and handling, can be enhanced with the addition of an optional Active-Level Four-Corner Air Suspension System with multiple driver-selectable ride heights and load-leveling features.

The Ram 1500 Night is available in Bright Silver Metallic, Bright White, Brilliant Black, Flame Red and Granite Crystal Metallic.

Production of the 2017 Ram Night models begins early fourth quarter 2016 at the Warren (Mich.) Truck Assembly Plant and Saltillo (Coahuila, Mexico) Truck Assembly Plant.

About the Ram Lone Star
In 2002, Ram Truck was the first manufacturer to recognize the strength of the pickup truck market in Texas and to offer an exclusive edition for the state. The Ram Lone Star edition was the first pickup truck designed by Texans and built specifically for Texans.

The Ram Lone Star edition is by far the brand's best-selling model in Texas, accounting for over 50 percent of the half-ton mix there. Since the Lone Star's debut, Ram has sold more than 230,000 of the Texas-only models.

About the Ram Laramie Longhorn
Ram introduced the Ram Laramie Longhorn edition to State Fair of Texas audiences in September 2010. It was the most luxurious truck ever produced by the company. The Laramie Longhorn is layered with southwestern design iconography. Inside and out, Laramie Longhorn is loaded with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's metal work and leather work are second to none.

Ram Longhorn models are distinguished externally by White Gold two-tone trim, premium headlamps and tail lamps, unique wheels and grilles. Inside, Longhorn is trimmed in real Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Longhorn's premium seating features Cattle Tan leather with Black welting/stitching or Canyon Brown with or without premium leather filigrees. Front seats are heated and cooled, while rears are heated. Longhorn models also feature model-specific Uconnect Access and Multiview cluster screens, which complement the overall design theme.

About the Ram Limited
Ram Limited takes the Ram truck line to the highest level of sophistication and attention to detail. Featuring premium materials, such as all-black, full-leather seating, real wood interior components and unique badges, Limited is a "black-tie" luxury alternative to the popular southwestern-themed Longhorn edition pickup.

The Limited's grille is the truck's most prominent exterior distinction. As the leading point, its billet port grille breaks from the long tradition of crosshair styling with bold "RAM" lettering. Limited also features a bolder "RAM" tailgate design and all-new 20-inch forged multi-surface aluminum wheels – unique in the truck market.

Inside, subtle stitching accents, pin-striping, unique materials and patterns are found throughout the interior. A deep console bin houses a cellular phone and tablet holder, which can be concealed with a tambour wood sliding door. The genuine wood door is made from Black Argento wood. Ram 1500 Limited includes as standard equipment a Ram-exclusive Active-air suspension system with five settings: entry/exit, aero mode, normal ride height, off-road 1 and off-road 2.

Ram owners enjoy a best-in-class Uconnect connectivity system with WiFi hotspot and voice-to-text capability.

About the Ram 1500 Sport
The Ram 1500 Sport blends efficient, durable Pentastar or HEMI engines with monochromatic visual performance cues to make it an appealing alternative for truck enthusiasts.

Ram 1500 Sport is now powered by a standard 3.6-liter Pentastar V-6 /TorqueFlite 8 combination, delivering 305 horsepower and 269 lb.-ft. of torque along with 17 mpg city/25 mpg highway fuel efficiency. For those seeking more power, the 5.7-liter HEMI V-8 with variable valve timing and fuel-saver technology is available. Its 395 horsepower/410 lb.-ft. of torque is mated to a TorqueFlite eight-speed transmission and delivers 14 mpg city/20 mpg highway.

The Ram 1500 Sport is available in Regular, Quad and Crew Cab models in both two- and four-wheel drive.

The Sport comes standard with heated high-back bucket seats with full center console; heated steering wheel;

halogen projector headlamps; body-colored grille, front fascia, mirrors and rear bumper; and 20-inch painted/polished aluminum wheels with outlined white letter tires. Sport 4x2 Regular Cab short box models come standard with 22-inch wheels.

Ram 1500s feature a truckload of pioneering, fuel-saving systems, including first-in-segment technologies such as thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

About Ram Trucks in Texas
Ram trucks are the longest-lasting trucks in Texas. Based on nearly 30 years of registration data compiled by IHS Automotive, a trusted source of critical market, vehicle and consumer information, Ram trucks offer unmatched real-world durability.

More Texans drive pickup trucks than drivers in any other state; 19 percent of motor vehicle registrations versus 12 percent national average. In fact, Ram sells nearly two-and-a-half times as many pickup trucks in Texas as it does in the next highest volume state.

The Texas Auto Writers Association named the 2016 Ram 1500 Fullsize Pickup Truck of Texas and the Ram 2500 the Heavy Duty Truck of Texas.

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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