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Ram Brand Launches Metric Ton Pickup Truck in the Middle East

- New Ram 1200 truck debuts in Dubai, UAE
- Ram 1200 joins a highly capable Ram truck lineup in the Middle East
- Metric ton Ram truck highlights the growing regional expansion of the brand
- Ram brand to double the number of Ram 1500 versions in 2017

October 19, 2016, Dubai - The expansion of the Ram brand outside of North America continues with the introduction of the new Ram 1200, a metric ton pickup truck revealed today in Dubai, UAE, to an exclusive audience of regional media, distributors and key fleet customers.

The Ram 1200 joins a highly capable lineup of larger Ram trucks, and its debut gives the brand access to the largest truck segment in the Middle East.

“The launch of this metric ton pickup truck is the next step in our expansion of the Ram brand,” said Robert J. Hegbloom, Head of Ram Brand International, FCA US LLC. “This is all part of our plan to develop a solid strategy to expand the Ram Truck brand’s presence in key markets outside of North America.

“Our unique brand identity and the breadth of our portfolio will be the keys to unlock the growth of the Ram Truck brand around the world,” said Hegbloom.

The Ram 1200 will launch in 2017 in both Single and Double Cab configurations, with three trim levels and a variety of gasoline and diesel engines.

All versions of the Ram 1200 have a maximum height of 1,775 mm, are up to 1,785 mm wide and have a wheelbase of 3,000 mm.

The length varies depending on the configuration: 5,245 mm (Single Cab) and 5,370 mm (Double Cab). The length of the cargo compartment also varies according to the configuration: 2,265 mm (Single Cab) and 1,520 mm (Double Cab). The payload capacity of the Ram 1200 is up to 1,165 kg, and it can tow up to 3 metric tons.

In the Middle East, the Ram 1200 will be available with two engine options: a 2.5-litre diesel with a power output of 94 kW (126 hp) to 100 kW (134 hp) or a 2.4-litre petrol engine that delivers 97 kW (130 hp). A manual gearbox is the standard configuration for both the diesel and petrol engines. An optional automatic transmission will be available.

The Ram 1200 will offer a 4x2 version (rear-wheel drive) as well as a 4x4 version (all-wheel drive). The latter will be the one most appreciated by those who, for work reasons, need to reach areas that are off the beaten track or drive on tough off-road trails. All 4x4 versions are equipped with a manual or, on automatic versions, an electronic selector that makes it possible to engage the all-wheel drive in part-time mode.

The 4WD Electronic Selector has three driving positions: “2H” (optimal roads) with rear-wheel drive; “4H,” selectable for speeds up to 100 km/hr, distributing traction to all four drive wheels for safer driving on sandy or unpaved tracks; and “4L,” which provides low-range gearing for extreme off-road conditions.

“The new Ram 1200 allows us to enter a segment where we haven’t previously competed, and into a critical market encompassing 90 percent of the total pickup truck volume in the region,” said Maurizio Zuares, CEO of FCA Middle

East. "We believe there is a clear opportunity for a highly capable product like the Ram 1200 here in the Middle East."

The new Ram 1200 was revealed alongside the Ram 1500 Rebel and 1500 Limited, two new additions to the expanding Ram portfolio in the Middle East. The Ram 1500 lineup will expand from eight versions currently to 17 different options next year. This will allow the Ram brand to better focus on the particular needs of customers across the region.

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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