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Rocky Mountain Automotive Press Association Names Mopar ‘16 Ram Rebel ”Best Off-road Vehicle” at 10th Annual Rocky Mountain Driving Experience

- Winners chosen from a field that includes every significant new car and truck introduced in the last year
- Nearly 40 vehicles evaluated and voted on by the members of the Rocky Mountain Automotive Press
- Mopar ’16 Ram Rebel features upgrades including 17-inch satin black wheels, black front bumper skid plate, wheel flares, serialized badge and special Mopar graphics

October 28, 2016, Auburn Hills, Mich. - The Mopar ’16 Ram Rebel was named “Best Off-road Vehicle” by the Rocky Mountain Automotive Press (RMAP) at this year’s Rocky Mountain Driving Experience.

Taking place in the mountains of Colorado, 2016 marks the 10th annual Rocky Mountain Vehicle of the Year awards. More than 30 journalists evaluated nearly 40 vehicles at Devil’s Thumb Ranch in Tabernash, Colo., over the course of two days.

The goal is to recognize vehicles that are all new or significantly revised for the 2016 model year. In order to be eligible for the award, vehicles must be in the Rocky Mountain regional press fleet and available for RMAP members to test.

“For the second consecutive year, RMAP journalists have selected the Ram Rebel because of its combination of off-road capability, power and comfort,” said David Muramoto, RMAP President. “That’s what made it a winner.”

RMAP represents automotive journalists from Colorado, Utah, Wyoming, New Mexico and Arizona. RMAP's main goal is to promote an information exchange between automakers and journalists and to help consumers make informed decisions about their transportation needs.

The Mopar ’16 Ram Rebel is based on the Ram 1500 4x4 Rebel Crew Cab and marks the first limited-edition Mopar-modified vehicle designed for the truck segment. Only 500 units will be sold. Upgraded features include a skid plate to guard the power steering box and a black front bumper skid plate is substituted for the standard billet silver color. Seventeen-inch satin black wheels tie in with the blacked out front for added continuity and visual appeal. An aluminum dual bezel sport performance hood embellished with a matte-black hood graphic and off-road wheel flares bulge out to add both style and substance. Rounding out Custom Shop content is a serialized Mopar ’16 glove box badge and a set of stainless-steel door sill guards, with the front sill guards embossed with the Ram logo. Two color options will be available: Flame Red/Brilliant Black two-tone or Brilliant Black monotone.

About Rocky Mountain Automotive Press
The Rocky Mountain Automotive Press (RMAP) is a professional association created to enhance the standing of the media we represent, facilitate the exchange of information between auto manufacturers and our members, and ultimately to raise the level of the service we provide our readers, listeners and viewers. RMAP has members from Colorado, Nebraska, California, Iowa, Montana, Kansas, Utah, Wyoming, New Mexico, and Arizona. For more information, contact: Aaron Turpen, Vice President, RMAP, at turpenaaron@gmail.com

About Mopar Brand
Mopar (a simple contraction of the words MOtor and PARts) was trademarked in 1937 with the launch of an antifreeze product, but it truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is the service, parts and customer-care brand of FCA US LLC and distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 25 customer contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

About Ram 1500 Rebel
The 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. Ram 1500 Rebel also takes advantage of exclusive air suspension in order to offer increased ride height.

New front grille design and “RAM” branding offer a new styling signature for Ram Truck. Rebel is also distinguished by unique interior colors and materials, including Radar Red and Black seats with tire tread-matching patterns.

The Ram 1500 Rebel is available in three short wheelbase Crew Cab configurations with a standard 4x4/3.6-liter Pentastar V-6/TorqueFlite 8 combination, delivering 305 horsepower and 269 lb.-ft. of torque; a 4x2 5.7-liter HEMI V-8 with variable valve timing, fuel-saver technology and 395 horsepower/410 lb.-ft. of torque mated to a TorqueFlite eight-speed transmission 4x2; or HEMI-powered 4x4.

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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