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Ram Announces Pricing for 2017 Power Wagon

- 2017 Ram Power Wagon priced at \$51,695
- Most capable off-road truck in America goes on sale late 2016
- Leather & Luxury option adds leather seats, premium features for \$4,495

November 10, 2016, Auburn Hills, Mich. - Ram Truck today announced pricing for its eagerly awaited [2017 Ram Power Wagon](#).

The Ram Power Wagon, the most capable off-road truck in America, will have a starting manufacturer's suggested retail price (MSRP) of \$51,695, plus \$1,320 destination.

Built on a Ram 2500 platform, the 2017 Power Wagon gets a new look – inside and out – to match its one-of-a-kind capabilities; a heavy-duty interpretation of the Rebel's unique design.

Power Wagon's new grille and tailgate designs are complemented by black accents; nostalgic graphics are a throw-back to the Macho Power Wagon designs of 1979 and '80. Its interior gets new tire-tread-embossed seats with Power Wagon logo embroidery on the upper bolsters.

The 2017 Ram Power Wagon offers unique, segment-leading off-road equipment including:

- 12,000-pound Warn winch
- Bilstein mono-tube shocks
- Five-link rear coil spring suspension
- Smart Bar electronic disconnecting sway bar
- Electric locking front and rear differentials
- 33-inch Goodyear Wrangler DuraTrac tires
- Complete under-chassis armor
- 6.4-liter HEMI® V-8 with 410 horsepower and 429 lb.-ft. of torque
- Tow hooks

Ram Power Wagon's off-road capabilities include 14.3-inch ground clearance, 26 inches of wheel travel and 30 inches of water fording.

A \$4,495 Leather & Luxury option package is offered for Ram Power Wagon buyers who also want the luxury of a leather-appointed interior and other premium features, including:

- Uconnect Access 8.4 Sirius XM satellite radio with touchscreen display
- Nine Alpine speakers with subwoofer
- Dual-zone automatic temperature control
- Heated and ventilated high-back leather-trimmed 40/20/40 front bench seats with armrest and seat cushion storage
- Power 10-way adjustable driver seat with memory, 6-way front passenger seat
- Power lumbar adjustment
- Heated steering wheel
- Rear 60/40 split folding seat with flat load floor and under-seat storage
- ParkSense front and rear park assist system
- ParkView rear backup camera

- Power-folding mirrors
- Security alarm
- Integrated voice command with Bluetooth

About 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.

That focus leads Ram to design the industry's most innovative, award-winning trucks, emphasizing durability, strength, technology and efficiency.

With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. From the no-compromise Ram 1500 that defines the future of pickup trucks with innovative design, the highest quality materials and class-exclusive technology, to the Ram Heavy Duty which combines the ability to out-power, out-tow and out-haul every single competitor with the segment's most comfortable ride and handling, Ram is committed to product leadership.

Ram continues to outperform the competition and sets the benchmarks for:

- Most powerful: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Highest towing capacity: 35,100 lbs. with Ram 3500
- Heaviest payloads: 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Giving maximum effort all day, every day with confidence, the Ram Truck lineup steps forward with the full force of modern capability providing confidence-inspiring features and class-exclusive vehicle safety.

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