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FCA Canada: Ram Announces Pricing for 2017 Power Wagon

- 2017 Ram Power Wagon priced at \$58,945
- Most capable off-road truck in Canada goes on sale late 2016
- Leather & Luxury option adds leather seats, premium features for \$4,995

November 10, 2016, Windsor, Ontario - Ram Truck today announced pricing for its eagerly awaited 2017 Ram Power Wagon.

The Ram Power Wagon, the most capable off-road truck in Canada, will have a starting manufacturer's suggested retail price (MSRP) of \$58,945.

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:

- 5,443 kg (12,000 lb) 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 armour
- 6.4-litre HEMI V-8 with 410 horsepower and 429 lb.-ft. of torque
- Tow hooks

Ram Power Wagon's off-road capabilities include 363 mm (14.3 inches) ground clearance, 660 mm (26 inches) of wheel travel and 762 mm (30 inches) of water fording.

A \$4,995 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 FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 91st anniversary in 2016. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram and FIAT brands, as well as the SRT performance vehicle designation. The company also distributes Alfa Romeo models and Mopar products. In addition to its assembly facilities, which produce the Chrysler Pacifica, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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