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New Limited-edition Ram 1500 Rebel Mojave Sand Launches; Ignition Orange Ram 1500 Sport Returns

- Ram 1500 Rebel Mojave Sand introduces new color, debuts new all-black interior
- Rebel Mojave Sand package priced at \$595
- Ram 1500 Ignition Orange Sport returns, loaded with custom exterior and interior details
- Limited-edition Ignition Orange package priced at \$1,595

November 14, 2016, Auburn Hills, Mich. - Ram Truck today announced both a new and a returning option package that will have truck enthusiasts knocking at their dealers' doors.

The first is a new 2017 limited-edition Ram 1500 Rebel Mojave Sand package.

This is the first time Mojave Sand exterior paint has been available on a Ram truck model and is exclusive to the limited production Rebel. In addition to the new body color, the new Rebel package includes a black-decaled performance hood and a new, unique fully black interior.

The new black Rebel interior features black anodized bezels on the doors, center console, instrument panel and gauge cluster trim rings. All-black seats with black embroidery replace Radar Red seat backs and embroidery. Light Slate Gray accent stitching traces the instrument panel, center console lid, doors and seats. Deep rubber floor mats are embossed with gray Ram's head logos.

The Ram 1500 Rebel Mojave Sand limited edition is available in Rebel configurations and options. The Ram 1500 Rebel Mojave Sand starting MSRP is \$45,590 plus \$1,320 destination. Mojave Sand production is limited to 1,500 units, which will start arriving in dealerships in December 2016.

Ram will also reintroduce a limited run of Ram 1500 Ignition Orange Sport models.

In addition to their vivid monochromatic exterior hue with body-color grille, 2017 Ram 1500 Ignition Orange models feature a Sport performance hood with black decals, black Ram's head grille badge, black tailgate badge and black body-side badges.

Interior treatments for the Ignition Orange Sport include "Copperhead" accent stitching throughout the cabin, Sport embroidery on the seats, accent-color Ram's head embroidery on the headrests and colored-accent sport mesh on the seat inserts. Anodized Orange-painted spears and trim rings complete the interior.

Only 1,500 units of the bright-orange 2017 Ram 1500 Sports will be produced.

The Ram 1500 Ignition Orange Sport package is limited to Crew Cab V-8 models with a starting MSRP of \$45,140 plus \$1,320 destination. The trucks are arriving in dealerships now.

About the Ram 1500 Rebel

The Ram 1500 Rebel brings an aggressive, 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 all-terrain 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.

About the Ram 1500 Sport

The 2017 Ram 1500 Sport blends efficient, durable Pentastar or HEMI engines with street-friendly 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 17 mpg city/25 mpg highway fuel efficiency. For those seeking more power, the 5.7-liter HEMI V-8 is available 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-color 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.

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, ProMaster and ProMaster City, 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 benchmarks for:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- Payload of 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

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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