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Ram Hosts Giant Dallas-area Laramie Longhorn Dealer Drive-away Event

- Four hundred Ram 1500 and Heavy Duty Laramie Longhorn pickups gather at the Gaylord Texan Resort Hotel & Convention Center in Grapevine, Texas
- New 2017 Laramie Longhorn luxury models now arriving at Ram Truck dealerships across the southwest
- Ram Laramie Longhorn named Texas Auto Writers Association Luxury Pickup Truck of Texas
- Longhorn offers capability with unmatched materials and finishes

November 15, 2016, Grapevine, Texas - To celebrate the Texas Auto Writers Association award for [Luxury Pickup Truck of Texas](#), more than 400 Ram dealers from across the southwest converged on the Dallas-Fort Worth area, and as a result will be among the first to deliver the updated 2017 Ram 1500 Laramie Longhorn to customers looking for the ultimate definition of a luxury truck.

Ram hosted the massive one-day vehicle-delivery event to further build dealer and consumer interest in America's largest pickup market. In fact, nearly twice as many pickup trucks are sold in Texas as the next highest volume state.

The Ram Laramie Longhorn was designed specifically for Texas and southwestern buyers looking for a luxurious, capable and fuel-efficient truck. Using the finest materials and finishes, Laramie Longhorn holds the coveted title as most luxurious pickup in Texas.

The Ram's Laramie Longhorn's award-winning interior is exceptional. The metal- and leather-work includes handmade appeal with an incredible attention to detail that's unmatched in the industry.

For 2017, Ram 1500, 2500 and 3500 Longhorn models have a refreshed exterior with a RAM-lettered bright chrome billet grille and chrome belt moldings. Heavy Duty Longhorn 4x4 models also feature improved ride with new Bilstein monotube shocks, enhancing their already best-in-class ride and handling.

About Ram Laramie Longhorn

The Ram Laramie Longhorn is layered with southwestern design iconography. Inside and out, Laramie Longhorn is loaded with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's metal work and leather work are second to none, surrounding the driver and passengers with real wood and leather.

Ram Longhorn models are distinguished externally by premium headlamps and tail lamps and unique wheels. Inside, Longhorn is trimmed in Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Longhorn's premium seating features Cattle Tan leather with Black welting/stitching or Canyon Brown/Frost Beige seats with or without premium leather filigrees. Front seats are heated and cooled, while rears are heated. Longhorn models also feature model-specific Uconnect Access and Multiview cluster screens, which complement the overall design theme.

About Ram 1500

Ram Truck builds America's longest-lasting pickups. Contributing to that title, the [Ram 1500](#) boasts numerous segment-exclusive features in areas most important to truck buyers. Supporting best-in-class fuel efficiency of 29 miles per gallon is an exclusive EcoDiesel V-6 engine. Class-leading ride and handling is accomplished via a unique link-coil rear suspension system with optional air suspension. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. Available in 11 different trim levels, the Ram 1500

has a fullsize pickup for everyone.

About Ram 2500/3500 Heavy Duty

The Ram Truck brand's goal is to build the best trucks in the industry. In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Longest-lasting line of pickups
- Best-in-class ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most interior space with Ram Mega Cab
- Most capable fullsize off-road pickup – Ram Power Wagon
- Highest gas power – 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI® V-8

[Ram 2500 and 3500 Heavy Duty](#) trucks also offer more innovative features than the competitors' trucks, including "Smart" diesel exhaust brake, RamBox cargo management system, class-exclusive manual transmission and the largest radio touchscreen.

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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