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## 2018 Ram 1500 Fact Sheet

September 1, 2017, Auburn Hills, Mich. - 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 with 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 Ram Box 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 full-size pickup for everyone.

### New for 2018

- Ultra-luxurious Limited Tungsten edition
- Sport model appearance upgrade
- Factory-installed leather interior option on Rebel models
- Premium Limited Tungsten model
- 8.4-inch radios with 4G LTE, HD Radio, Android Auto, Apple Car Play, USB Flip, pinch to zoom and improved resolution
- Sirius Guardian with SOS Call, Roadside Assistance, Remote Services, Send and Go, and Vehicle Finder
- Remote exterior switch in truck bed to activate LED bed lights
- Backup camera now standard on all models
- Fleet Telematics Module for vehicle tracking efficiency

### Highlights

- Ram 1500 is America's most fuel efficient full-size pickup with exclusive 3.0-liter EcoDiesel V-6 engine at 29 miles per gallon (mpg)
- Industry's leading infotainment system with Uconnect 8.4
- Exclusive link coil suspension with four-corner air suspension option for best ride and handling
- Best-in-class aerodynamics, Coefficient of drag (Cd) at 0.360
- The Ram 1500 uses several fuel-saving features to lead the segment in efficiency. Although a standard eight-speed transmission and exclusive EcoDiesel yield double-digit percentage improvements, other components are optimized, such as accessory drives to reduce parasitic loss and advances in thermal dynamics engineering, which contribute to America's most fuel efficient full-size truck

### Engine options include:

- 3.0-liter EcoDiesel V-6 engine, delivering 27 mpg, 240 horsepower and 420 lb.-ft. of torque
- 3.6-liter Pentastar V-6 engine, delivering 25 mpg, 305 horsepower and 269 lb.-ft. of torque
- 5.7-liter HEMI® V-8 with variable-valve timing (VVT) provides up to 22 mpg, 395 horsepower and 410 lb.-ft. of torque

The Ram 1500 retains its ruggedly-handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style

### Configurations in 2WD and 4WD:

- Regular Cab 8-ft. bed
- Regular Cab 6-ft. 4-in. bed

- Quad Cab 6-ft. 4-in. bed
- Crew Cab 5-ft. 7-in. bed
- Crew Cab 6-ft. 4-in. bed

### **Model Lineup**

The Ram 1500 offers 11 models:

- Tradesman
- Express
- SLT
- HFE
- Big Horn/Lone Star
- Lone Star Silver
- Sport
- Night
- Rebel
- Laramie
- Laramie Longhorn
- Laramie Limited
- Limited Tungsten

### **Exterior Colors** (some colors available in two-tone)

- Black Forest Green
- Blue Streak
- Bright Silver Metallic
- Brilliant Black
- Bright White
- Delmonico Red
- Flame Red
- Granite Crystal Metallic
- Maximum Steel Metallic
- Pearl White
- RV Match Walnut Brown Metallic
- True Blue

### **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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