

Contact: Nick Cappa
David Elshoff

All-new 2019 Ram 1500 Defines the Future of Pickup Trucks With Innovative Design, Highest Quality Materials and Class-exclusive Technology

- All-new 2019 Ram 1500 design implements a new “unbreakable” interlocking theme for enhanced appearance and aerodynamics
- All-new face of Ram, includes chiseled Ram’s head logo and “R-A-M” grilles
- Differentiation between models across six distinct price classes
- New full LED Adaptive Front-lighting System (AFS), including twin bi-functional projector headlamps, fog lamps and tail lamps
- Lighter, longer and wider, including an overall cab length increase of four inches, creating space for additional features and passenger comfort
- Designers seamlessly add more than 20 sensors, cameras and monitoring devices surrounding the new Ram 1500 to flawlessly integrate all-new technology
- Completely redesigned, most spacious interior with new, authentic premium materials, colors and textures, including hand-wrapped leather instrument panels for unexpected luxurious flair
- Features the first FCA application of Uconnect 4C NAV with a 12-inch fully configurable screen, tailor-made for various Ram models
- Quiet interior: 67.1 db. Active noise cancellation (V-8) and acoustic glass reduce ambient sounds
- Reimagined center console with 12 different storage configurations
- Nearly 100 percent more storage capacity versus closest competitor
- All-new switch bank with dedicated toggle switches, wireless charging dock and up to five USBs, including type C ports
- Second row includes slide reclining seats, a true flat-load floor with integrated Ram Bins, tie-down rings and expandable under seat storage

January 15, 2018, Auburn Hills, Mich. - For the all-new 2019 Ram 1500, the design team has created a modern, ruggedly striking appearance inside and out. Detailed exterior body lines and interior surfaces will spoil owners. “Interlocking” design aesthetics combine with improved aerodynamics to surround all-new segment-leading technology. Every Ram 1500 truck benefits from new content specifically designed to match each model’s unique style.

Exterior

While traveling across the United States to gain feedback from Ram customers, the Ram research teams continued hearing the word “unbreakable” when referring to an ideal truck. Building off that feedback, the team set out to design just that.

“The Ram 1500 has continually ridden the cusp of innovative design in the pickup arena and our all-new truck does not disappoint,” said Joe Dehner, Head of Ram Truck Exterior Design. “The design teams have made significant changes in the past four generations and when considering improvements in styling, safety, aerodynamics, technology and packaging, the new Ram 1500 stayed true to its roots yet pushed the design, taking Ram into the next decade.”

Rather than focus on different styling elements individually, designers set out to create an “interlocking” aesthetic, which integrates elements that influence each other’s shape – forging a more cohesive and durable looking truck. For example, the grille, hood and fenders share pieces of each other, as well as the instrument panel, cluster and center console.

The all-new Ram 1500 is lighter, longer and wider. Ram 1500’s wheelbase and cab are up to four inches longer –giving the truck improved proportions and better aerodynamics. Width is increased by .5 inches. Bed height is raised by 1.5 inches.

The 2019 Ram 1500 retains shapely body lines with a much larger and more aggressive, forward-leaning, front grille opening. The all-new frame with splayed rail ends connects repositioned tow hooks that are more outward and down when compared to the previous generation. An all-new stamped-steel bumper has larger openings for improved cooling. Fog lamps are pushed to the corners and larger tow-hook openings allow easy access. Altogether, the new front bumper design accounts for a six count drag reduction in the wind tunnel. Designers accepted the challenge to seamlessly integrate more than 20 sensors surrounding the new Ram 1500. On certain trim levels, the 2019 Ram 1500 incorporates a sensor nearly every three feet. To improve aesthetics, front park sensors are now hidden on the lower portions of the bumper and fog lamps rather than interrupting the flow of the chrome. The interlocking theme also reveals itself in the grille, headlamps and hood – integrated together for a solid, capable appearance. A prominent straight brow design across the top of the truck establishes a strong road presence. Forward leaning, like a super hero, with minimal bumper offset, the most elaborate grille designs in the auto industry are available in six different styles with a complete departure from the historic crosshairs.

Three headlamp variations are available: Halogen, full LED and full LED with Adaptive Front-lighting System (AFS). In all three configurations, emitting color matches to create a harmonious look, top to bottom and offer up twice the lumen output when compared to previous lighting. On the premium set, AFS pushes beams up to 15 degrees in the expected direction of travel. The system includes twin LED bi-functional projectors complimented with a unique LED accent “brow” and LED fog lamps. All four projectors are lit in high and low beam situations, delivering an evident quad-lamp pattern, day and night. Both mid and premium LED headlamps have two linear “lit signature” elements along the top and bottom of the headlamps. The recognizable signature remains on during normal operation while the twin projectors (low and high beams) only come on at dusk/evening.

Above the lamps resides a new raised aluminum hood. The result, a more upright, lifted chest and shoulders appearance that builds on the Ram’s big-rig stance. The elevated hood also better directs air away from the wiper area – improving overall aerodynamics and reducing wind noise. With the overall design of the truck having fewer flat areas, little room is left for side badging. Hence, a brand-new badge finds itself interlocked with the stamping of the side hood pocket. This three-dimensional badge calls out the specific powertrain equipped in the truck – providing a higher level of consistency in the badge design.

Seamless surfacing flows with trademark Ram front and rear fender blisters, artfully blended into the body side. A drawn body-side character line stretches from front to rear, tying together the front fender, cab doors and bed fenders. A styled, creased line serves as the two-tone paint border, and is uniquely styled to accent optional wheel flares and body side molding.

All navigation, Wi-Fi, radio and Sirius XM tasks are handled by a new shark fin antenna – making the new 2019 Ram 1500 the first full-size truck without a mast antenna. The shark fin is integrated in to a newly sculpted venturi roof design to help better direct air back to the rear spoiler – making it the most effective roof treatment in any full-size truck to date. A new 33.3-inch by 43.4-inch panoramic sunroof also is available, giving passengers a spectacular 10 square feet of sky view and additional natural light.

Rear power-sliding window moldings are darkened for a cleaner, sharper look. Side windows are outlined with full-surround bright chrome molding to give an isolated yet integrated aesthetic. Moving down the door, new body-colored door handles with chrome inserts brighten the touch point. A structural beam helps create an additional body contour across the beltline, catching light, front to rear, and helping create the industry’s most optimized use of the door shell.

A convenient new, flush fuel-fill cap door removes the thumb tab for push/click access, and removes an interruption

on the body.

Bed rails are raised by 1.5 inches and are now aligned with the beltline of the body to create a stronger, consistent horizontal profile. The new bed height also reduces drag by three counts. An additional eight counts are shaved by way of a new spoiler on the aluminum tailgate. Designers spent a significant amount of time designing the truck bed itself to increase usability and aerodynamics. For example, the bed-to-cab execution is sub-flush to reduce disturbance alongside the body.

The all-new Ram 1500 continues to offer the best lockable bed storage in the segment with RamBox, now featuring a 115-volt outlet. The industry-first RamBox cargo management system includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into the bed rails. RamBox lights have been moved to the box lids for improved overhead illumination. Available with RamBox is a pickup bed divider/two-foot bed extender and cargo rail system with four sliding, adjustable cleats. All-new tail lamps come in three different configurations: Halogen, LED and LED with Blind-spot Monitoring. Exclusive rear amber turn signals improve external visibility and new smoked lens versions are available on select trims.

A segment-exclusive full-width chrome stamped-steel rear bumper underlines the rear of the truck. The improved design integrates a larger stepping pad on the corners and creates a lower step-in height on the center of the bumper for easy access to the bed. A new hidden lower bumper valence cleverly hides park sensors away from the chrome bumper, matching efforts in the front bumper.

Dual exhaust tips grow to 4.5 inches in diameter, and are styled into the rear bumper.

All-new wheels bring the interlocking theme together. Sixteen new designs align with an increased lug pattern—from five to six—and are available from 18-inches to an impressive 22-inches in diameter.

The 2019 Ram 1500 is available in 12 colors, including four new colors, and the first use of Tri-coat paint with Ram: Billet Silver, Tri-coat White, Patriot Blue, Diamond Black Crystal. Three two-tone color options carry through newly designed fender flares and the lower body.

Interior

For 2019, all-new features, technology and premium materials help the completely redesigned Ram 1500 become the class leader in quality, comfort and durability. Each trim level is uniquely characterized including special fonts that reflect their individual charm.

The new instrument panel combines a strong structurally interlocking appearance covered in softer forms, pushing up and towards the cabin. As a centerpiece, the 2019 Ram 1500 features the first application of Uconnect 4C NAV on a 12-inch fully configurable touchscreen, tailor-made for various Ram models. The touch screen can house one application, such as the navigation map, across the whole 12-inch screen, or can be divided in half, operating two different applications at once. An all-new toggle switch bank lies below the touchscreen giving physical control of specific features. Redundant HVAC controls are located on both sides of the display.

“The 2019 Ram 1500 gave us the opportunity to build on an already leading interior while integrating new technologies and features,” said Ryan Nagode, Chief Interior Designer for Ram Trucks. “We’ve added richer colors and uniquely exceptional materials and textures that give customers an upscale, high-quality experience in all trim levels.”

Two additional center stack designs include the standard 5-inch display or an 8.4-inch display. All-new HVAC controls compliment the multifunction screen with improved usability and design.

An active noise-cancellation system on 5.7-liter HEMI V-8 equipped models and acoustic glass reduce ambient sounds down to a low 67.1 db – the quietest Ram 1500 ever.

Above either system is a larger upper dash storage tray designed to hold sunglasses or a smartphone and includes a 12-volt-powered outlet. A second sunglass storage location exists in the new overhead console.

New features gave designers the opportunity to reinvent the Human Machine Interface. Across all trim levels, the 2019 Ram 1500 features push-button start, an electronic parking brake and a redesigned rotary e-shifter dial. The new shifter area also intelligently groups new feature buttons, including engine stop-start from eTorque, Hill-decent Control, axle lock and transfer case controls, when equipped.

The center stack has been raised and brought closer to the driver to accommodate the monster 12-inch Uconnect touchscreen and improve overall reachability of system controls. The driver also benefits nearly an inch of additional travel in seat height and a new telescoping steering wheel to achieve the ideal driving position. The new steering wheels relocate manual gear shift controls for easy access with right thumb.

The new HVAC system features nearly 25 percent more air flow at lower noise levels, including larger front defroster vents for better performance. Rear passengers will enjoy 50 percent more airflow when compared to the previous generation.

With 151-liters of interior storage volume, the 2019 Ram 1500 includes nearly 100 percent more storage capacity versus closest the competitor, the interior of the 2019 Ram 1500 excels. Up from 23 to 39 liters, the reimagined center console is a useable, complex piece of art with more than 12 different storage combinations. Center stage, a wider docking area with optional wireless charging can hold a small tablet or smartphone. A three-position sliding cup holder tray can be stowed under the center armrest to reveal a deep storage tub designed to hold a 15-inch laptop. Lifting the lid of the center armrest also reveals an additional lined storage compartment sized to fit a tablet and/or hang a full-size file. At the rear of the console, there are two additional cup holders, which include a tablet holder for rear passengers.

To keep devices charged, there are five USB ports in the center console – three up front and two in back. Three of the USB ports, including one in the rear seating area, are fully-functioning and communicate with the Uconnect interface. Two three-pronged 115-volt household plugs can be found in the first and second rows (one in the center stack and one at the rear of the center console). An additional 115-volt plug can be found in the RamBox, when equipped, tripling the number of outlets on the previous model, and now handling up to 400 watts to power items such as a small drill, saw or even a blender.

Available six-passenger, front bench seat configurations feature a new smooth, premium-feel, toolbox-slide action lower center stack drawer with storage capabilities. Five-passenger seating is offered with front bucket seats.

Outside the center console is a new upper glove box and locking lower glove box. In Tradesman and Bighorn trims, the redesigned upper glove box acts as an open shelf for smaller items. On higher trims, the upper glove box is covered by a wood and metal accent that can slide upwards, hidden in the dash. The Laramie Longhorn takes advantage of this space with an actual burned-in branded “Longhorn.”

Door-panel speakers are strategically raised up out of the kick zone for improved acoustics and to allow additional storage and cup holder options. A new seal design improves door closing effort.

The 2019 Ram 1500's cab length has increased a total of four inches inside. B- and C-pillars moved an inch rearward, and the rear of the cab is pushed an additional two inches. Thus, front and rear doors are now one inch larger on Crew Cab configurations, while the rear door is one inch shorter on Quad Cab models compared to the previous model. Along with the largest cab in the segment, the second-row features eight degrees of slide-recline with best-in-class leg room of 45.1 inches for passenger comfort and an exclusive Smart Fold center armrest that creates a captain's chair experience. The four-way adjustable rear headrests include a power release-and-drop feature, giving the driver greater visibility when the second row is empty.

A true flat-load floor provides increased rear passenger comfort and usability. Using an oversized box containing a 55-inch TV, designers challenged themselves to create enough storage space in the back-seating area via the flat-load floor and folding seat features.

Folding up the rear bench seat reveals two grocery hooks on the bottom of the seat cushion and 20 liters of additional

contained storage space with under-seat compartments. With the clever fold out feature, contained storage doubles to 40 liters. This space is usable due to a repositioned subwoofer and eTorque 48-volt battery behind the rear seats.

Bookending the flat-load floor are two Ram Bins. Now 5.5 inches longer than the previous model, these covered in-floor storage bins can hold larger items, including up to a four-inch drop hitch – keeping cargo out of sight and the interior clean. On top of each Ram Bin are two tie downs to keep cargo secure.

The all-new Ram 1500 key fobs also receive a new design treatment. The smallest piece of the interior is slightly larger to accommodate new functions including power-release tailgate. The fob also features branding for higher trim levels and a battery life improvement of up to six years.

Surrounding the largest cab in the segment, the interior design team brought unique colors and premium materials to each trim level of the 2019 Ram 1500. Modular design allows for more personalification and customization. Each model makes its own unique “Hero” statement with paint colors, badging, wheels, grilles and other features.

Tradesman

Exterior: Rugged Black accents for jobsite durability cover the entry-level Ram 1500. Optional chrome accent gives customers a variety of customization options. The Black Tradesman mesh grille and header are combined with halogen lamps. And 18-inch steel wheels come standard on Tradesman and optional aluminum up to 20 inches.

Interior: Trims receive Black/Diesel Grey high-quality vinyl or cloth seats. The entry-level Ram 1500 Tradesman receives unique Construction Yellow gauge needles, a new 3.5-inch greyscale screen in the gauge cluster, plated finished door handles and durable textured paint.

Bighorn

Exterior: Ram’s volume trim level includes chrome bumpers, grille surround and header and halogen lamps with optional LED lighting. Sport and Black Appearance Packages give additional options for unique looks. Standard 18-inch aluminum wheels can be upgraded to 20-inch chrome or painted wheels.

Interior: Big Horn trim now offers two different levels. An optional trim package features a closed upper dash door with a Bighorn nameplate badge, a power driver seat and Uconnect 8.4-inch multifunction touchscreen. Big Horn is available with Black/Diesel Grey, Black/Light Brown, Light Frost/Black or all Black premium cloth seats accented with new interior finishes. Seating in Big Horn is available in five-passenger bucket or a six-passenger bench seating options.

Rebel

Exterior: A unique, Black off-road grille and matching header build on the previous generation Rebel design. Bumpers are Black powder-coated steel, integrating a skid plate and tow hooks. LED lamps are standard for improved trail illumination. Black fender flares surround all four wheel openings and keep dirt off the side of the truck. A functional Sport hood provides an aggressive and determined appearance. The 18-inch polished and painted wheels are wrapped with high-traction 33-inch Goodyear Wrangler Duratrac tires.

Interior: Rebel receives unique laser-engraved machine-finish Dark Ruby Red accents throughout the cabin, giving the interior a technical and rugged feel. All-new high-durability Black/Dark Ruby Red premium vinyl/cloth seats with Goodyear tire tread mesh inserts give the Rebel a truly unique look and feel found nowhere else in the industry. Graphics on the 8.4-inch center console touchscreen and gauge cluster receive a smoked appearance to complement the distinct look. To complete the distinct look, a 7-inch thin-film transistor (TFT) cluster is divided into separate digital gauges to better organize content.

Laramie

Exterior: Laramie features a full chrome billet grille, chrome header, mirrors and door handle accents. Standard LED lighting and fog lamps nestled in the front and body-colored wheel flares accentuate the sculpted body. Sport, Black and Chrome Appearance Packages are available. Laramie Black comes with a Sport hood and massive 22-inch wheels. Standard wheels are 18-inch aluminum with optional 20-inch wheels.

Interior: Laramie trim caters to the buyer who wants a more luxurious feel. Leather front seats are heated and vented. Rear leather seats are heated with new vented option. Grey accent stitching graces the upper dashboard, center armrest and door panels. Interior colors include Mountain Brown/Light Frost or all-black leather seats with suede inserts. Ambient lighting is piped through the cabin allowing owners to continue their appreciation for the interior through the night. A monochromatic package is also available, eliminating wood accents. Laramie trims also feature the first application of the fourth generation Uconnect system with a 12-inch fully configurable touchscreen. The massive 12-inch touchscreen also is available on Long Horn and Limited trim levels. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Rear passengers are not only treated with high-quality materials, but also an optional eight degrees of slide recline for elevated passenger comfort and a Smart Fold center armrest that creates a captain's chair look and feel.

Laramie Longhorn

Exterior: A chrome slat grille and header surround the premium LED lamps with AFS. Chrome bumpers, tow hooks and side steps come standard as do wheel flares. Two-tone color options include correlating RV Match Walnut Brown. New 20- or striking 22-inch wheels are offered with a variety of finishes. The large belt buckle badging continues to adorn the side of the Longhorn trim.

Interior: Laramie Longhorn trim elevates the quality with a segment-exclusive hand-wrapped, 100 percent full-grain leather-wrapped dashboard, door-panel coverings and armrests in Southwestern style. Throughout the cabin, a new alligator skin embossed surface covers the center console, instrument panel, seats and door panel inserts. Other unique details include satin warm chrome accents with a brushed-nickel metal badge flush with the console lid and new burned-in "Longhorn" branding mark on upper glove box give the Longhorn a well-crafted, high-quality feel and appearance. Real barn wood accents are found throughout the cabin. Wood tandem doors on the center console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Longhorn interior colors include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full leather seats with contrast piping. Heated full-leather rear seats and class-exclusive rear seat ventilation is available on Longhorn.

Limited

Exterior: A corrugated mesh grille leads with a chrome "R-A-M" badge and dark chrome accents surround the added inlets. Chrome bumpers, tow hooks, body-side molding, mirrors and door handle accents combine with standard 22-inch wheels or optional 20-inch wheels with painted inserts. A body-color bumper option is available. Automatic power side steps and body-colored fender flares are standard.

Interior: Limited trim also benefits from a segment-exclusive 100 percent full-grain hand-wrapped leather dashboard, door-panel coverings and armrests. Elevating the premium feel further, real aluminum and wood accents adorn the cabin, along with a wood upper glove box door with a metal inlaid "Limited" badge. Uconnect 4C with 12-inch touchscreen is standard. An available 900-watt, 19-speaker Harman Kardon system with stainless steel, perforated speaker grill covers deliver an opulent sound and design to the cabin. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Limited interior colors include Indigo/Light Frost or all Black leather seating. Front seats are heated and vented. Rear leather seats are heated with new vented option.

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.

Follow Ram and FCA US news and video on:

Company blog: <http://blog.fcanorthamerica.com>

Media website: <http://media.fcanorthamerica.com>

Ram Truck brand: www.ramtrucks.com

Ram Zone blog: <http://blog.ramtrucks.com>

Facebook: www.facebook.com/RamTrucks and <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/ramtrucks and www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/RamTrucks and www.twitter.com/FiatChrysler_NA

YouTube: www.youtube.com/RamTrucks and www.youtube.com/fcanorthamerica

-###-

Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>