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## 2018 Ram 1500 Named to Autotrader's Best Interior List

- Ram 1500 honored as only pickup in Autotrader's 10 Best Car Interiors Under \$50,000 for 2018

March 1, 2018, Auburn Hills, Mich. - The [2018 Ram 1500](#) today was named to Autotrader's annual 10 Best Car Interiors List.

Every year, Autotrader's editors thoughtfully review the latest models for their 10 Best Car Interiors Under \$50,000. For 2018, the Ram 1500 takes one of the coveted spots as the only pickup truck to make the list.

"Ram trucks have earned a reputation for long-lasting reliability, hard-working capability, comfort and refinement," said Mike Manley, Head of Ram Brand – FCA. "We are pleased that the Ram 1500 has been recognized among the industry's best interiors, and proud to be the only truck to earn this distinction."

Editors rate interiors on comfort, quality of materials and logic of use to help consumers find the top vehicle choices that recognize the importance of quality interior design.

"What's on the inside of a car is arguably as important as what's on the outside, since drivers and passengers spend all their travel time here," said Tara Trompeter, managing editor for Autotrader. "Although there's an all-new, fully redesigned 2019 Ram set to debut soon, we're still smitten with the interior in the outgoing 2018 model. As you escalate through the Ram's trim levels, the interior improves, with some top-end models offering luxury car levels of comfort and sophistication."

Pioneering features, technologies and individual interior themes are combined with rich colors and uniquely exceptional materials to give Ram 1500 customers a premium feel that stays true to the hardy nature of a Ram truck. With points of contact a priority, soft-touch materials enhance armrests and upper bolsters with expanded use of premium surfaces. The award-winning 8.4-inch Uconnect system features background screens tailor-made to specific Ram models and themes.

### About [Autotrader](#)

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is a Cox Automotive™ brand. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

### 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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