

Contact: Jeff Bennett
David Elshoff

Ram Announces Pricing of All-new 2019 Ram 1500 Pickup

- All-new 2019 Ram 1500, a no-compromise approach to the full-size truck segment with strength, durability, technology and efficiency, starts at \$31,695

March 6, 2018, Auburn Hills, Mich. - Ram Truck today announced the all-new [2019 Ram 1500](#) pickup truck – an industry leader in strength, durability, technology and safety – will have a starting Manufacturer's Suggested Retail Price (MSRP) of \$31,695 plus \$1,645 destination fee.

"In launching the all-new 2019 Ram 1500, we knew it was important to offer class-leading features and technology. But it's also important to offer our great product at a competitive price," said Mike Manley, Head of Ram Truck Brand – FCA. "We feel that we've delivered the right no-compromise mix that Ram Truck customers will appreciate."

The all-new 2019 Ram 1500 is available in a wide range of offerings, from the well-equipped Tradesman Quad Cab 4x2's \$31,695 MSRP to the technology-leading Limited Crew Cab 4x4 V-8 with standard 12-inch Uconnect touchscreen at \$57,390 plus destination.

Tradesman, Big Horn and Rebel pricing reflects the standard 3.6-liter Pentastar V-6 eTorque mild hybrid powertrain (late availability). The optional 5.7-liter HEMI® V-8 with 8-speed automatic transmission is \$1,195, while the eTorque-equipped HEMI is \$1,995 (late availability).

Laramie, Laramie Longhorn and Limited pricing reflects the standard 5.7-liter HEMI V-8, while eTorque-equipped HEMI is an additional \$800 (late availability).

The 2019 Ram 1500 made its worldwide debut at the North American International Auto Show in Detroit in January where it generated consumer buzz over its class-leading interior space, innovative storage solutions, the segment's most safety and security features and an overall weight reduction of 225 lbs.

The all-new Ram 1500 also will deliver significant gains in fuel efficiency with the all-new eTorque system on second-generation 3.6-liter Pentastar V-6 and legendary 5.7-liter HEMI® V-8 engines – the widest use of mild hybrid technology in the industry.

The 2019 Ram 1500 is built at FCA's [Sterling Heights \(Michigan\) Assembly Plant](#).

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. 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.

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 are available at: <http://media.fcanorthamerica.com>