

Contact: LouAnn Gosselin

Daniel Labre

FCA Canada: Ram Updates the New 2019 Ram ProMaster Vans With Significant Capability Increases

June 29, 2018, Windsor, Ontario - Capability is a primary purchase consideration for commercial customers. For the 2019 model year, Ram has upped the ante with increases in both payload capability and towing capability for Ram ProMaster.

Ram has also updated the exterior appearance of its popular Ram ProMaster and ProMaster City vans. The most notable visual cues are the redesign of both vans' front fascias now integrating the "RAM" grille theme carried over from the pickup line.

"Ram has taken a larger presence in the commercial vehicle market with the help of our Ram ProMaster and Ram ProMaster City," said Mike Manley, Head of Ram Brand – FCA. "Our van offerings answer the key segment demands with class-exclusive features, greater capability and low total cost of ownership."

2019 Ram ProMaster

The 2019 Ram ProMaster adds three new models to bolster its offerings in a segment where right-sized is paramount.

- ProMaster 2500 Cargo Van 136-inch wheelbase low roof
- ProMaster 3500 Cargo Van 136-inch wheelbase low roof
- ProMaster 3500 Cargo Van 136-inch wheelbase high roof

Ram ProMaster also builds on capability with increases in payload, as much as 109 kg (240 lb.), to a maximum of 2,123 kg (4,680 lb.), boasting the highest payload of any Class 2 cargo van on the market today. In fact, Ram ProMaster has the highest available standard payload in the segment in all three payload classes.

- ProMaster 1500 – 1,814 kg (4,000 lb.)
- ProMaster 2500 – 1,919 kg (4,230 lb.)
- ProMaster 3500 – 2,123 kg (4,680 lb.) – Best-in-Class

The full-size Ram ProMaster continues to improve its capability with a 30 per cent increase in towing capacity — up to 3,084 kg (6,800 lb.). To enhance the new towing weights, a new Trailer Tow Group is available adding a Class IV receiver hitch with four- and seven-pin wiring harness.

Upfitter-friendly technology for Ram ProMaster includes a Vehicle System Interface Module (VSIM) with 13 inputs and 41 outputs (54 total). The VSIM feature gives upfitters quick and reliable connections to vehicle systems. New optional interior LED lighting is 20 times brighter and offers integrated motion sensors for added convenience.

The exterior design on Ram ProMaster not only receives the new "RAM" grille treatment, but also new Black bumpers, side panels and optional Black steel wheels. Polycarbonate side rear windows are now available on high-roof models as are side rear windows with steel grates on low-roof models.

About the Ram ProMaster

Available in 18 configurations, the ProMaster is Ram Commercial's entry for the Class 2 full-size van segment. The 2019 Ram ProMaster full-size van benefits from a class-exclusive front-wheel-drive system, reducing weight and complexity by locating all components beneath the cab. This keeps the cargo-load-floor height and step-in height very low. It also helps in low-traction surfaces, like snow, since there is always weight on the front wheels to provide traction.

Ram ProMaster best-in-class features:

- Turning diameter
- Standard interior cargo height
- Load-floor height
- Cargo width between wheel wells
- Maximum cargo width
- Payload

The Ram ProMaster is designed and engineered for functionality, adding distinct Ram styling. The result is a purpose-built, highly customizable van designed to exceed the demands of commercial customers and upfitters.

About the Ram ProMaster City

The 2019 Ram ProMaster City offers modern styling and professional appeal in a compact, capable package. ProMaster City aggressively competes in the compact Class 1 van segment with a focus on commercial customer needs and total cost of ownership. The smaller of two van offerings from Ram is available in two-seat Cargo Van and five-seat Passenger Wagon configurations in two different trims (ST and SLT).

Ram ProMaster City best-in-class features:

- Payload – 855 kg (1,885 lb.)
- Cargo volume – 3,729 litres (131.7 cubic feet)
- 178 horsepower and 174 lb-ft of torque mated to an exclusive nine-speed automatic transmission
- Cargo width and length – 1,534 mm (60.4 inches) and 2,215 mm (87.2 inches)
- Cargo width between wheel wells – 1,229 mm (48.4 in.)
- Wheelbase – 3,109 mm (122.4 in.)
- 740 kilometre driving range with standard engine

Exterior design and related body systems on the Ram ProMaster City collectively deliver outstanding versatility, practicality and a level of refinement unexpected in the commercial small van category.

Manufacturing

All 2019 Ram ProMaster configurations are produced at the Saltillo Van Assembly Plant in Saltillo, Mexico. The 2019 Ram ProMaster City is produced at the TOFAS plant in Bursa, Turkey.

About Ram Commercial

With growing sales, the Ram Truck brand continues to win new customers. The brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs; and Ram ProMaster vans are designed to deliver a total package.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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