

Contact: LouAnn Gosselin
Bradley Horn

FCA Canada: All-new Ram 1500 Named 2019 Full-Size Pickup Trucks Best Buy by Le Guide de l'Auto/The Car Guide

- Lighter, more capable and with standout levels of technology and efficiency, the all-new Ram 1500 is a no-compromise pickup truck and segment leader
- Awards handed out annually by one of Canada's oldest and most respected automotive media outlets
- Ram 1500's win comes on the heels of the Canadian-made Chrysler Pacifica being named Le Guide de l'Auto/The Car Guide's 2019 Minivan Best Buy

December 17, 2018, Windsor, Ontario - The new benchmark for durability, technology, efficiency and convenience in its class, the all-new Ram 1500 has been named the 2019 Full-Size Pickup Trucks Best Buy by Le Guide de l'Auto/The Car Guide.

Now in its 53rd year, Le Guide de l'Auto/The Car Guide is one of Canada's longest running and most respected automotive media outlets. Its annual Best Buy awards recognize the top vehicles in 27 categories. Winners are chosen by one of the country's largest and most highly-regarded editorial teams, based on votes determined by six criteria, including fuel economy, reliability, safety, infotainment and driving experience.

The rest of the 2019 winners – including the Canadian-made Chrysler Pacifica as the Minivan Best Buy – were announced earlier this year, but the full-size pickup awards waited until the publication gathered all of the new or redesigned trucks for a thorough comparison test:

"The 2019 Ram 1500 not only won the match," said Le Guide de l'auto/The Car Guide, "but grabbed The Car Guide's 2019 Best Buy in the full-size pickup category at the same time.

The Ram distinguished itself by its high level of refinement, its muscular and throaty V8 engine as well as its impeccable tenure during the towing test. In addition, its cockpit in Limited trim, when compared to the plushiest versions of its rivals, truly amazed us. And that's not all: the 2019 Ram 1500 also benefits from an eTorque mild hybrid system that provides reduced fuel consumption for both the 3.6-litre V6 and the 5.7-litre HEMI V8 (optional in the latter)."

"We've worked hard to exceed the expectations of truck customers with the all-new Ram 1500," said Reid Bigland, Head of Ram Brand, FCA US and President & CEO, FCA Canada, "Our Ram truck includes features like a new high-strength steel frame, class-exclusive 12-inch Uconnect touchscreen and eTorque mild hybrid technology. We're proud that Le Guide de l'Auto has recognized these game-changing efforts with a coveted Best Buy award."

2019 Ram 1500

The all-new 2019 Ram 1500 is a no-compromise truck, leading in luxury, efficiency, capability and innovation. Ram leads the full-size truck segment with significant gains in fuel efficiency through an all-new eTorque mild hybrid system in both V-6 and V-8 configurations. Overall weight for the Ram 1500 has been reduced by 102 kilograms (225 pounds). The frame uses advanced materials and engineering to eliminate 46 kg (100 lbs.) while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload. The new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world with technology, featuring split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L. Active safety and security systems join the technology onslaught with adaptive cruise control, automatic emergency braking and Blind-spot Monitoring.

About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 94th anniversary in 2019. FCA Canada is a wholly owned subsidiary of FCA US LLC, 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 and sells Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. 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 and Dodge Grand Caravan (Windsor), 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.

-###-

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