

Contact: Nick Cappa  
David Elshoff

## **2019 Ram 1500 Rebel Wins Off-road Title — Four Wheeler Magazine's Pickup Truck of the Year**

January 9, 2019, Auburn Hills, Mich. - Four Wheeler Magazine, a popular off-road enthusiast publication, has named the new 2019 Ram 1500 Rebel its Pickup Truck of the Year. For more than 30 years, the Four Wheeler staff has chosen a pickup truck to hold the off-road-focused annual title.

"The entire 2019 Ram lineup is impressive, but what the company was able to do when confronted with the task of developing a competitive off-road package leaves little to be desired," said Sean Holman, Group Content Director for Four Wheeler. "Starting with a stiff chassis, skid plates, electrically-activated rear locker, 33-inch Goodyear Duratrac tires, tow hooks and a stellar implementation of Bilstein shocks means that the Rebel is a willing and ready trail companion right out of the box. Add to that the Ram's benchmark interior, supple ride and incredible technology and the Rebel is an everyday driver that isn't afraid to go adventuring on the weekends."

The competition takes place over five days and 1,000 miles, providing the panel of seven judges an opportunity to experience every plausible condition from city gridlock to technical trails. Judges tested each vehicle's performance, comfort and design.

"The Ram Rebel is the rugged extreme of the all-new 2019 Ram 1500 lineup, and this award from Four Wheeler magazine recognizes Rebel's combination of capability, design and durability," said Reid Bigland, Head of Ram Brand, FCA. "We worked hard to deliver something unique with the Rebel, and it's a proud feeling when a leading off-road enthusiast publication stands behind it as their Pickup Truck of the Year."

Based on the all-new [2019 Ram 1500](#), the Ram Rebel brings off-road capability to the full-size truck segment with unique design cues and off-road components backed by Ram Truck engineering. The Rebel comes standard with a factory lift or optional air-suspension for added ground clearance. The 33-inch tires, electronic-locking rear axle, Bilstein shocks, skid plates, tow hooks and other off-road-ready features also appeal to the truck owner looking for an adventure.

The 2019 Ram 1500 Rebel starts at \$44,095 not including \$1,695 destination.

### **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 focus with adaptive cruise control, automatic emergency braking and blind-spot monitoring.

### **About MOTORTREND Group**

MotorTrend Group is the largest automotive media company in the world, bringing together Discovery's fast-growing *MotorTrend* Network, formerly Velocity, and a vast automotive digital, direct-to-consumer, social, and live event portfolio, including MOTORTREND, HOT ROD, ROADKILL, AUTOMOBILE, and more than 20 other industry-leading brands. With a cumulative reach of more than 131 million, the company encompasses television's #1 network for automotive superfans, a leading automotive YouTube Channel, and the MotorTrend app, the only auto-dedicated subscription video-on-demand service.

## **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](http://www.ramtrucks.com)

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

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks) and <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks) and [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/RamTrucks](http://www.twitter.com/RamTrucks) and [www.twitter.com/FiatChrysler\\_NA](http://www.twitter.com/FiatChrysler_NA)

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks) and [www.youtube.com/fcanorthamerica](http://www.youtube.com/fcanorthamerica)

-###-

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