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DESIGN

New 2019 Ram Heavy Duty is Most Luxurious Ever — Capability Meets Luxury with Innovative Design, Quality Materials and Class-exclusive Technology

- Ram redefines the heavy-duty premium segment with unprecedented use of premium materials (wood, leather and metal)
- Completely redesigned, highest-volume interior with new, authentic premium materials, colors and textures, including hand-wrapped leather instrument panels for unexpected luxury throughout
- Uconnect 4C NAV with a 12-inch fully configurable screen, tailor-made for Ram trucks, including SiriusXM 360L customized listening experience through a 750-watt, 17-speaker Harman Kardon Sound System
- Active noise cancellation, anti-vibration devices and acoustic glass contribute to quietest cabin yet with nearly 10 db reduction
- Reimagined center console with 12 different storage configurations includes all-new switch bank with optional dedicated/assignable auxiliary switches, wireless charging dock and up to five USBs, including type C ports paired with standard USBs
- Mega Cab returns, offering exceptional comfort, space and convenience — most interior storage capacity in the segment at 258 liters — more than twice the amount of closest competitor
- Second row features integrated Ram Bins for under-seat storage
- Bold interlocking exterior design with all-new wheel, bumper and grille designs with differentiation across six distinct price classes
- Best lighting in the segment with three new headlamp designs including a full LED Adaptive Front-lighting System (AFS) with up to 15 degrees of direction control with steering input
- Designers worked collectively with engineering to deliver a segment-leading drag coefficient of .409
- 30-percent increased grille size maximizes airflow to a massive 39-inch-wide radiator and the largest turbo intercooler Ram has ever offered
- More than 20 sensors, cameras and monitoring devices surround the new Ram Heavy Duty to flawlessly integrate all-new technology
- New bed step allows easy access to the pickup box

January 14, 2019, Auburn Hills, Mich. - The new 2019 Ram Heavy Duty is the most powerful, most capable pickup available and designers worked with the engineering components that help Ram's biggest dog eat.

The new truck incorporates the largest radiator and turbo air cooler ever designed for a Ram pickup. That required designers to create the largest array of grille and bumper designs that not only accentuate the different trim levels but allow the engine to breathe and cool while slipping through the air with aerodynamic efficiency.

After hundreds of sketches, the business end of the new 2019 Ram Heavy Duty line of pickups came forward with the full force of modern capability. The ruggedly striking appearance continues with interiors that mirror the design expressed on the recently launched Ram 1500 with unmatched luxury, materials, innovation and technology extending well past any competitive offerings.

Interior

For 2019, all-new features, technology and premium materials help the redesigned Ram Heavy Duty continue its interior leadership with quality, technology and luxury. Each trim level is uniquely characterized to reflect individual identity.

The new instrument panel combines a strong, structurally interlocking appearance covered in softer forms, pushing the central controls up and toward the driver within the cabin, improving overall reachability of system controls. As a centerpiece, the 2019 Ram Heavy Duty features the Uconnect 4C NAV on a 12-inch fully configurable touchscreen with tailor-made graphics for various Ram models. The touchscreen can display one application, such as the navigation map, across the whole 12-inch screen, or can be divided in half, operating two different applications at once. Redundant HVAC controls are located on both sides of the display. A new enhanced-ergonomic switch bank now offers toggle buttons with up to six auxiliary switches for improved feedback and appearance.

“The 2019 Ram Heavy Duty benefits from the incredible strides made with its half-ton brother, the Ram 1500, which gave us the opportunity to surround customers with a leading interior, new technologies and comfort features that pay special attention to detail,” said Ryan Nagode, Chief Interior Designer for Ram Trucks. “We’ve added deeper color contrasts, exceptional materials and textures that give customers an upscale, high-quality experience in all trim levels while integrating specific features heavy-duty pickup owners will appreciate.”

Additional center stack designs include the standard 5-inch display or 8.4-inch display. All-new rotary knob HVAC controls complement the multifunction screen with improved usability and design. Above either system is a larger upper-dash storage tray designed to hold sunglasses or a smartphone and includes a 12-volt-powered outlet. A second sunglass-storage location exists in the new overhead console.

New features gave designers the opportunity to reinvent the Human Machine Interface. Across all trim levels, the 2019 Ram Heavy Duty features push-button start and a redesigned rotary e-shifter dial (HEMI® V8 only). The new shifter area also intelligently groups new feature buttons, including Hill Descent Control, axle lock and transfer case controls, when equipped. Diesel-equipped Ram Heavy Duty pickups feature a chrome-accented column shifter with available leather wrap. The new steering wheels relocate gear-limit shift controls for easy access with right thumb.

An active noise cancellation system and acoustic glass reduce ambient cabin sounds by nearly 10 db – the quietest Ram Heavy Duty ever. The new HVAC system features 30 percent more air flow at lower noise levels, including larger front defroster vents for better performance. All-new in-duct electric heating elements on diesel models help speed cabin warmup on cold days, and larger system controls and new larger panel ducts work better with gloved hands. New rear center-console ducts and more directed footwell airflow are designed to improve comfort throughout the cabin. Rear passengers also enjoy more airflow when compared to the previous generation.

With up to 258 liters of interior storage volume on the exclusive Mega Cab including two bins behind the rear seats, the 2019 Ram Heavy Duty offers more than 120-percent additional storage capacity versus the closest competitor. A reimagined center console is a usable, complex piece of art with more than 12 different storage combinations. Up from 19.7 to 22.6 liters, the console includes a wider docking area with optional wireless charging, which can hold a small tablet or smartphone. A three-position sliding cup-holder tray can be stowed under the center armrest to reveal a deep storage tub designed to hold a 15-inch laptop. Lifting the lid of the center armrest also reveals an additional lined storage compartment sized to fit a tablet and/or hang full-size files. At the rear of the console, there are two additional cup holders, which include a tablet holder for rear passengers.

To keep devices charged, five USB ports assist in the center console – three up front and two in back. Four of the USB ports are paired with type-C ports for faster communication and charging. Three of the USB ports, including one in the rear seating area, are fully functioning and communicate with the Uconnect interface. Up to three 115-volt household plugs are available (three-prong). One in the first row and one in the second row. An additional 115-volt plug can be found in the available RamBox. All outlets now handle up to 400 watts to charge or power tools quickly.

Available three-across, front-bench seat configurations feature a new, toolbox-slide action lower-center-stack drawer with storage capabilities. Five-passenger seating is offered with front bucket seats on four of the six trim levels.

To the right of the center stack is a new upper glove box and locking lower glove box. In Tradesman and Big Horn

trims, the redesigned upper glove box acts as an open shelf for smaller items. On higher trims, the upper glove box is covered by wood and plated-metal accents and slides upwards, hidden in the dash. The Laramie Longhorn takes advantage of this space with an actual burned-in branded "Longhorn." Steel speaker grilles are offered on Laramie and Laramie Longhorn and stainless-steel speaker grilles on Limited.

The 2019 Ram Heavy Duty offers the largest cab in the segment (Mega Cab). The second row features 15 degrees of recline with nearly 41 inches of leg room for passenger comfort and class-exclusive forward-fold-flat seats.

Folding up the rear bench seat reveals additional contained storage space with under-seat compartments.

Bookending the floor on Crew Cab are two Ram Bins. These covered in-floor storage bins can hold larger items, keeping cargo out of sight and the interior clean. Both bins are removable for easy cleaning.

The 2019 Ram Heavy Duty key fobs also receive a new design treatment. The smallest component of the interior is redesigned to accommodate new functions including power-release tailgate. The fob also features branding for higher trim levels and a battery-life improvement of up to six years.

Exterior

Robust sections combined with "interlocking" design aesthetics also function to improve aerodynamics to surround segment-leading capability and technology. Every Ram Heavy Duty truck benefits from new content specifically designed to match each model's unique style.

"Without a body, the 2019 Ram Heavy Duty is a mountain of dedicated high-strength steel and power that requires a lot of breathing room. This creates a challenge for our designers since functional capability leads form, but Ram has repetitively driven innovative design and the new Heavy Duty is proof," said Joe Dehner, Head of Ram Truck Exterior Design. "The design teams have done an exceptional job forming a working attitude with business presence, integrating new technology, and improving aero and airflow requirements to deliver an exterior that matches Ram's benchmark capability and strength."

Rather than a traditional focus on styling elements individually, designers combined elements that influence each other's shape, resulting in a more integrated look that aligns with the mechanical capabilities of the truck. For example, the grille, hood and fenders share pieces of each other, as well as the instrument panel, cluster and center console.

For 2019, there will be no mistaking the Ram Heavy Duty with its light-duty counterpart. Sharing no exterior sheet metal and with a new barrel-chested profile and monolithic grille, the 2019 Heavy Duty creates a bold and unique appearance that Heavy Duty customers can call their own. Interlocked with the new, lighter aluminum hood, a much larger and more aggressive front grille opening leads with confidence and strength. A prominent straight brow design across the top of the truck establishes a strong road presence. The 2019 Ram Heavy Duty is available in six different grille styles with a complete departure from the historic crosshairs. The new front bumper is cut with larger openings, providing greater airflow to the largest turbo intercooler Ram has ever adapted to its halo pickups. More than 20 sensors surrounding the new Ram Heavy Duty are seamlessly integrated to make them less visible. On certain trim levels, the 2019 Ram Heavy Duty incorporates a sensor on average every three feet. Fog lamps are pushed to the corners and larger tow-hook openings allow easy access when the truck needs to work. Below the bumper, a removable air dam is one-inch lower than the predecessor to reduce wind resistance on the underbody, pushing air around the truck and helping to mold the most aerodynamic Heavy Duty Ram has offered.

Three headlamp variations are available delivering the best lighting in the segment: Halogen, full LED/reflector and full LED/projector with Adaptive Front-lighting System (AFS). In all three configurations, emitting color matches to create a harmonious look, top to bottom and offer up twice the lumen output when compared to previous lighting. On the premium set, AFS pushes beams up to 15 degrees in the expected direction of travel. The system includes twin LED bi-functional projectors complemented with a unique LED accent brow and LED fog lamps. All four projectors are lit in high- and low-beam situations, delivering an evident quad-lamp pattern, day and night. Both mid and premium LED headlamps have two linear lit signature elements along the top and bottom of the headlamps. The recognizable signature remains on during normal operation while the twin projectors (low and high beams) only come on at

dusk/evening. Besides providing exceptional lighting, Ram stands behind its LED systems with a lifetime warranty for lower total cost of ownership.

Above the lamps resides a new raised aluminum hood. The result: A more upright, lifted chest and shoulders appearance that builds on the Ram's big-rig stance. The elevated hood also better directs air away from the wiper area – improving overall aerodynamics and reducing wind noise. Designers were cognizant of the front door as prime real estate for commercial logos and livery. Hence, a new badge finds itself interlocked within the stamping of the side hood pocket where it is visually more readable. This three-dimensional badge calls out the specific powertrain in the truck – providing a higher level of consistency in the badge design.

The side of the truck flows with trademark Ram style. A drawn body-side character line ties together the front fender and cab doors. A creased line at the rocker serves as the two-tone paint border, and is styled to accent new wheel flares and body-side molding. An all-new interlocking side-step design incorporates deep tread patterns and a R-A-M logo.

All navigation, Wi-Fi, radio and SiriusXM 360L tasks are handled by a new shark fin antenna – making the new 2019 Ram Heavy Duty the first-in-segment without a mast antenna. The new antenna reduces wind noise, improves signal reception and does not need to be removed for automated car washes. The available sunroof gives passengers a sky view and additional natural light. Rear power-sliding window moldings are darkened for a cleaner, sharper appearance.

The new Ram Heavy Duty continues to offer the best lockable bed storage in the segment with RamBox. The industry-first RamBox Cargo Management System includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into the bed rails. RamBox lights have been moved to the box lids for improved overhead illumination. Available with RamBox is a pickup bed divider and cargo rail system with four sliding, adjustable cleats.

Aerodynamic improvements come in the way of a spoiler on the new, lighter aluminum tailgate. All-new taillamps come in three different configurations: Halogen, LED and LED with Blind Spot Monitoring. Exclusive rear amber turn signals improve external visibility and new smoked-lens versions are available on select trims.

A full-width stamped-steel rear bumper underlines the rear of the truck. The improved design integrates a larger stepping pad on the corners and creates a lower step-in height on the center of the bumper for easy access to the bed. The new hidden lower-bumper valence cleverly hides park sensors away from the chrome bumper, matching efforts in the front bumper.

All-new wheels bring the interlocking theme together. Six new eight-lug designs are available from 17-inches to 20-inches in diameter.

The 2019 Ram Heavy Duty is available in 12 colors, including three new colors: Billet Silver, Patriot Blue and Diamond Black Crystal. Three two-tone color options carry through newly designed fender flares and the lower body.

Surrounding the largest cab in the segment, the interior design team brought unique colors and premium materials to each trim level of the 2019 Ram Heavy Duty. Each model makes its own unique “Hero” statement with paint colors, badging, wheels, grilles and other features.

Tradesman

Exterior: Rugged Black accents for jobsite durability cover the entry-level Ram Heavy Duty. Optional chrome accents give customers a variety of customization options. The Black Tradesman mesh grille and header are combined with halogen lamps. 17-inch steel wheels come standard on Tradesman. 18-inch chrome-clad are optional.

Interior: Tradesman trims receive Black/Diesel Grey heavy-duty vinyl or cloth seats ready to stand up to whatever is thrown in. The vocational-use Ram Heavy Duty Tradesman receives unique Construction Yellow gauge needles, a new 3.5-inch greyscale screen in the gauge cluster, plated-finished door handles and durable textured paint.

Big Horn/Lone Star

Exterior: Big Horn and Lone Star include chrome bumpers and grille surround, as well as, header and halogen lamps with optional LED lighting. Sport and Black Appearance Packages give additional options for unique looks. Standard 18-inch steel wheels can be upgraded to 20-inch chrome or painted aluminum wheels.

Interior: The trim now offers two different levels. An optional equipment group features a closed upper-dash door with a Big Horn/Lone Star nameplate badge, a power driver seat and Uconnect 8.4-inch multifunction touchscreen. The trim is available with Black/Diesel Grey, Black/Light Brown, Light Frost/Black or all-Black premium cloth seats accented with new interior finishes. Seating is available in two-passenger bucket, three-passenger bench, five-passenger bucket or six-passenger bench seating options.

Power Wagon

Exterior: A unique, Black off-road grille and matching header build on the previous generation design. Bumpers are Black powder-coated steel and incorporate large tow hooks. A new WARN Zeon-12 winch is tucked behind a redesigned fairlead. Winch cable is replaced by synthetic line that cannot kink, does not fray, is more maneuverable and cuts weight by 28 lbs. LED lamps are standard for improved trail illumination. Black fender flares surround all four wheel openings and keep dirt off the side of the truck. The black center section on the raised portion of the hood provides an aggressive and determined appearance. New 17-inch polished and painted wheels are wrapped with high-traction 33-inch Goodyear Wrangler DuraTrac tires.

Interior: Power Wagon receives a unique Black/Diesel Grey cabin giving the interior a custom look with durable traits. All-new high-durability vinyl/premium Diesel Grey cloth seats with Goodyear Wrangler DuraTrac tread-embossed inserts give the Power Wagon a truly unique look-and-feel found nowhere else in the industry. Smooth-finish Black leather seats are optional. Graphics on the 8.4-inch (or optional 12-inch) touchscreen include a smoked appearance to match the Power Wagon theme. Also featuring a smoked backdrop, the 7-inch Thin-Film Transistor (TFT) cluster is divided into separate digital gauges to better organize content. A manual transfer-case shifter highlights the Power Wagon's off-road intent.

Laramie

Exterior: Laramie features a full-chrome billet grille, chrome header, mirrors and door-handle accents. Standard LED lighting and fog lamps nestled in the front and body-colored wheel flares accentuate the sculpted body. Optional power side steps make entry and exit a breeze. Sport, Black and Chrome Appearance Packages are available. Laramie Black comes with Black 20-inch wheels. Standard wheels are 18-inch aluminum with optional 20-inch wheels.

Interior: Laramie trim caters to the buyer who wants a more luxurious feel. Leather front seats are heated and vented. Rear leather seats are heated. Medium Greystone accent stitching graces the upper dashboard, center armrest and door panels. Interior colors include Mountain Brown/Light Frost Beige or all-Black leather seats with suede inserts. Ambient lighting is piped through the cabin allowing owners to continue their appreciation for the interior through the night. Laramie trims also offer the fourth-generation Uconnect system with a 12-inch fully configurable touchscreen. The massive 12-inch touchscreen also is available on Laramie Longhorn and Limited trim levels. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Rear passengers are also treated with high-quality materials.

Laramie Longhorn

Exterior: A chrome-slat grille and header surround the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps (power optional) come standard as do wheel flares. Two-tone color options include correlating RV Match Walnut Brown bumpers, flares and lower panels. New 20-inch wheels are offered with a variety of finishes. The large belt-buckle badging continues to adorn the side of the Laramie Longhorn trim.

Interior: Laramie Longhorn trim elevates the quality with a segment-exclusive hand-wrapped, 100-percent full-grain leather-wrapped dashboard, door-panel coverings and armrests in Southwestern style. Throughout the cabin, a new alligator skin-embossed surface covers the center console, instrument panel, seats and door-panel inserts. Other unique details include satin warm-chrome accents with a brushed-nickel metal badge flush with the console lid and new burned-in "Longhorn" branding mark on upper glove box give the Laramie Longhorn a well-crafted, high-quality

feel and appearance. Real barn-wood accents are found throughout the cabin. Wood tandem doors on the center console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Laramie Longhorn interior colors include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full-leather seats with contrast piping. Heated full-leather rear seats are standard on Laramie Longhorn.

Limited

Exterior: A corrugated mesh grille leads with a chrome "R-A-M" badge and dark-chrome accents surround the added inlets. Chrome bumpers, tow hooks, body-side molding, mirrors and door handle accents combine with standard 20-inch wheels with chrome inserts. A body-color bumper option is available. Automatic power side steps and body-colored fender flares are standard.

Interior: Limited trim also benefits from a segment-exclusive 100-percent full-grain hand-wrapped leather dashboard, door-panel coverings and armrests. Elevating the premium feel further, real aluminum and wood accents adorn the cabin, along with a wood upper glove box door with a metal inlaid "Limited" badge. Uconnect 4C with 12-inch touchscreen is standard. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Limited interior colors include Indigo/Light Frost Beige or all-Black leather seating. Front seats are heated and vented. Rear leather seats are heated.

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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