

Contact: Dianna Gutierrez

David Elshoff

MEDIA ADVISORY: Live Webcast of the Ram Truck Press Conference at 2019 North American International Auto Show

January 10, 2019, Auburn Hills, Mich. - Media and consumers are invited to watch a live webcast of the Ram Truck brand press conference from the 2019 North American International Auto Show. For those who are unable to view the live program, an on-demand replay will be available at the same link immediately following the live event.

Ram Truck Press Conference

Monday, January 14, 9:10 a.m. (EST)

YouTube: <http://bit.ly/RamHDRReveal>

Press Conference Location

2019 North American International Auto Show

Hall A - Cobo Center

1 Washington Blvd.

Detroit, MI 48226

Media and consumers can also watch the live reveal at the following Ram Truck brand sites:

- Facebook: www.facebook.com/RamTrucks
- Twitter: www.twitter.com/RamTrucks
- YouTube: www.youtube.com/RamTrucks

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

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