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FCA Canada: Ram Adds Multifunction Tailgate to 2019 Ram 1500

February 6, 2019, Windsor, Ontario - Ram Truck unveiled today a new multifunction tailgate that adds even greater utility to the truck industry's cargo-management and storage leader.

The Ram 1500 multifunction tailgate feature is unique among all pickups, and offers customers cargo-access flexibility without compromise.

In addition to retaining the capabilities of a fully dampened, drop-down tailgate with remote release options, the Ram multifunction tailgate adds a first-of-its-kind 60-40 split, swing-away functionality.

Ram multifunction tailgate's dual side-hinged tailgate doors further enhance the 1500's bed access and utility. Independent-opening features make curbside loading easier. Being able to access the bed closer to the bumper makes stepping up easier; makes loading bulky item easier; makes unloading and washout easier and allows forklift loading.

Unlike other multi-element tailgates, Ram's multifunction tailgate is trailer-friendly and does not require that the trailer and hitch be removed before opening. With a 907 kg (2,000 lb) load rating, Ram's multifunction tailgate retains all of the traditional tailgate's capability.

"The Ram multifunction tailgate is intuitive to operate and owners will find it immediately useful," said Reid Bigland, Head of Ram Brand – FCA. "Combined with Ram's class-exclusive RamBox feature and new tailgate step, we're taking Ram's cargo management and storage to the next level."

Packaged with a spray-in bedliner, the Ram multifunction tailgate has four configurations: open flat, open left door only, open right door only and open both doors. Each door swings open 88 degrees and access can be further enhanced via a retractable centre-mounted step option.

Among the 2019 Ram 1500's other innovative storage solutions is the RamBox cargo management system. The RamBox system includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into the bed rails. RamBox bins also feature a handy 115-volt, 400-watt outlet. Also available with RamBox is a pickup bed divider/two-foot bed extender and cargo rail system with four sliding, adjustable cleats.

Interior storage was also high on the priority list for the new Ram 1500.

A reimagined centre console with 12 different storage configurations offers never-before-seen customization for the most active interior real estate. The Ram 1500's second row includes seats that recline up to eight degrees, a true flat-load floor with integrated RamBins with tie-down rings and expandable under-seat storage.

In total, the Ram 1500 features more than 151 litres of interior storage capacity -- nearly 100 per cent more than the closest competitor.

The multifunction tailgate will be available across all seven 2019 Ram 1500 models and will reach dealerships in the second quarter of 2019.

About Ram 1500

The all-new 2019 Ram 1500 is a no compromise truck, leading in durability, efficiency and technology. The Ram 1500 is the strongest ever, yet also is the lightest, eliminating 225 pounds through the use of high-strength steels. 2019

Ram 1500 features new eTorque mild hybrid system on the Pentastar V-6 and HEMI V-8, greatly improving fuel efficiency. The new Ram is the most technologically advanced pickup in the market with state-of-the-art features including class-exclusive 12-inch touchscreen and SiriusXM 360L. 2019 Ram 1500 defines the future of pickup trucks with innovative design, highest quality materials and class-exclusive technology.

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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