

Contact: Nick Cappa  
David Elshoff

## Ram Truck Launches New 2019 Ram 1500 Classic Warlock

- Based on the 2019 Ram 1500 Classic, Warlock features the bold grille with R-A-M lettering, front and rear powder-coated bumpers, 1-in. factory ride height lift, Warlock decals and an available Sport hood
- First introduced in 1976, the factory-customized Warlock pickup trucks appealed to young buyers looking for a custom-look truck right from the factory floor
- 2019 Ram 1500 Classic Warlock goes on sale late first quarter of 2019
- Warlock pricing starts at \$35,345 (not including \$1,695 destination)

February 14, 2019, Auburn Hills, Mich. - Ram Truck unveiled today the 2019 Ram 1500 Classic Warlock. The Warlock pays homage to the original Warlock pickups of the 1970s and offers buyers a well-equipped, factory-customized truck with unique style, capability and value.

"The Ram 1500 Classic Warlock is proof positive that value never goes out of style," said Reid Bigland, Head of Ram Brand, FCA. "With its sinister monochromatic exterior, award-winning interior and great price, this mean machine is certain to resonate positively with consumers."

The 2019 Ram 1500 Classic Warlock features a black grille with bold R-A-M lettering, 20-inch semi-gloss black aluminum wheels, front and rear powder coated bumpers, 1-in. factory lift, black wheel flares, LED fog lamps, projector headlamps with dark bezels, LED rear tail lamps, black badging, tow hooks, unique hood decals, heavy duty rear shocks and an optional Sport hood. Warlock decals on the bedsides round out the package.

Standard on the Warlock package is Diesel Grey cloth seating, ParkSense rear park assist and Ram 1500 Classic's Luxury Group that includes a leather-wrapped steering wheel, auto-dimming rearview mirror, overhead console, 7-inch cluster display, LED bed lighting and power foldaway mirrors. Customers can also add heated bench or bucket seats, an 8.4-inch Uconnect touchscreen with navigation, black side steps and a spray-in bedliner.

The Warlock is available with either with the award-winning 3.6-liter Pentastar V-6 (305 horsepower /269 lb.-ft. of torque) or the legendary 5.7-liter HEMI® V-8 engine (395 horsepower/410 lb.-ft. of torque) -- both mated to the TorqueFlite eight-speed automatic transmission -- 4x2 or 4x4, Quad Cab or Crew Cab (5-ft. 7-in. bed only) configurations.

The Ram 1500 Classic Warlock is available in Blue Streak, Bright Silver Metallic, Bright White, Diamond Black, Delmonico Red, Flame Red, Granite Crystal Metallic, Maximum Steel, Pearl White and True Blue.

The 2019 Ram 1500 Classic Warlock goes on sale late first quarter of 2019. Warlock pricing starts at \$35,345, not including \$1,695 destination.

### Warlock History

In 1976, the first production Dodge Warlock was introduced following the public's positive response to a pickup originally designed as an auto show concept vehicle. The Warlock was a factory-personalized pickup that could "play as hard as it works," according to the period literature, complete with bucket seats, "fancy wheels, fat tires," chrome-plated running boards, real oak sideboards and special gold accent stripes inside and out. Production ran until 1979.

### Ram 1500 Classic

The 2019 Ram 1500 Classic boasts numerous segment-exclusive features in areas most important to truck buyers.

Outstanding ride and handling is accomplished via a unique link-coil rear suspension. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. New "Classic" badging is located on the front fenders.

The 2019 Ram 1500 Classic Warlock will be produced at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938.

#### **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>