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FCA Canada: Ram Truck Casts a Spell, Unveiling 2019 Ram 1500 Classic Warlock

- Built off of the 2019 Ram 1500 Classic SLT trim, Warlock features the bold grille with R-A-M lettering, front and rear powder coated bumpers, 2.5 centimetres (1-inch) factory lift, Warlock decals and an available Sport hood
- Ram 1500 Classic, the award-winning previous generation of the Ram 1500, is part of Canada's hardest-working pickup truck family and boasts numerous segment-exclusive features in areas most important to truck buyers
- First introduced in 1976, the factory-customized Warlock pickup trucks to appeal to young buyers looking for a custom-look truck right from the factory floor
- 2019 Ram 1500 Classic Warlock goes on sale at the end of the first quarter of 2019 at an MSRP of \$51,715

February 14, 2019, Toronto, Ontario - Ram Truck unveiled today the 2019 Ram 1500 Classic Warlock. Uncloaked during media day at the Canadian International AutoShow, the Warlock is a witch's brew of desirable options and equipment, all wrapped in a package which pays homage to the original Warlock pickups of the 1970s.

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

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, 2.5 cm (1-in.) factory lift, black wheel flares, LED fog lamps, projector headlamps with dark bezels, LED rear taillamps, black badging, tow hooks, unique hood decals, Warlock decals on the bedsides, heavy duty rear shocks and an available Sport hood.

Also 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 as a 4x4 Quad Cab with the 6'4" cargo box or in a Crew Cab 4x4 with the 5'7" cargo box configuration. The 2019 Ram 1500 Classic Warlock starts at \$51,715 with the award-winning Pentastar 3.6-litre V6 (305 horsepower /269 lb-ft torque) and \$53,615 MSRP for the legendary HEMI® 5.7-litre V8 engine (395 hp/410 lb-ft torque), both mated to an eight-speed automatic transmission. All production colours are available.

The 2019 Ram 1500 Classic Warlock goes on sale at the end of the first quarter of 2019. As with all gasoline-powered Ram trucks, it come standard with an unsurpassed five-year, 100,000-kilometre powertrain warranty.

Warlock History

Back in 1976, the first production Dodge Warlock was introduced following the public's positive response to a pickup 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. Class-leading ride and handling is accomplished via a unique link-coil rear suspension system. 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

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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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