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Texas Motor Press Association Crowns 2019 Ram 1500 Rebel 'Texas Off-road Truck of the Year'

May 20, 2019, Huntsville, Texas - The 2019 Ram 1500 Rebel has been named the "Texas Off-road Truck of the Year" by the Texas Motor Press Association (TxMPA). The title judging was conducted at the inaugural Texas Off-road Invitational held in Huntsville, Texas.

The Invitational hosted a strong field of pickup trucks, SUVs and crossover vehicles. The TxMPA's media panel evaluated the competitors over a multi-day series of challenges that included a mud-filled obstacle course designed to showcase off-road capability and technology.

"The half-ton off-road segment is a competitive arena with a number of players and the 2019 Ram Rebel was up to the challenge," said Mike Herzing, President of TxMPA. "Although well-mannered for on-road, the Rebel also offers great capability, encourages spirited off-road driving and is a great-looking pickup that thrilled the Texas Motor Press Association jurors."

The 2019 Ram 1500 Rebel offers a long list of off-road equipment, including 33-inch Goodyear Wrangler DuraTrac tires, Bilstein shocks, factory suspension lift, locking rear axle and 3.92:1 gear sets. The Ram Rebel is also available with 12-inch Uconnect 4C touchscreen technology, which features split-screen capability and customizable content.

"The Ram 1500 Rebel is a tough off-road truck, yet it offers class-leading technology and a great, no-compromise ride," said Reid Bigland, Head of Ram Brand. "As America's most awarded pickup, buyers know they're getting the best truck on the market, and one that's ready to take roads less traveled."

About the Texas Motor Press Association

Texas Motor Press Association (TxMPA) was founded on the philosophy of, "for journalists, by journalists," recognizing and embracing the various facets of the automotive industry and creating meaningful, insightful and informed content that influences the public's buying decisions. With settings designed to evaluate various motorized vehicles, accoutrements, parts and accessories, TxMPA provides opportunities for increasing the members' knowledge in order to educate the public about motorized transportation by researching, studying, evaluating and testing for public safety.

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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