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FCA Canada: Ram Truck Wins AJAC Technical Innovation Award

- Offered on both Ram light-duty and heavy-duty pickups, new Blind-spot Monitoring with Rear Cross Path and Trailer Detection system awarded for its ability to make trailer towing safer and easier
- System automatically senses and accounts for the length of the trailer – something other trucks still require you to do manually
- Award voted on by seven expert automotive journalists, with Ram besting four other finalists
- Ram brand is celebrating 10 years as a standalone brand and has steadily emerged as an industry leader. It continues to invest substantially in its hardworking products, infusing them with great looks, refined interiors, durable engines and features that further enhance capabilities and safety

October 29, 2019, Windsor, Ontario - Today, Ram Truck proudly accepted an Innovation Award from the Automobile Journalists Association of Canada (AJAC).

The AJAC Innovation Award presented by the Canadian International AutoShow was presented to Ram Truck in the Technical category in recognition of the game-changing, new Blind-spot Monitoring with Rear Cross Path and Trailer Detection system.

The Blind-spot Monitoring with Rear Cross Path and Trailer Detection was co-developed with leading supplier Continental and is available on Ram 1500 and Ram Heavy Duty trucks. It works by scanning the blind spot zones behind the vehicle to help ensure safer maneuvering, while automatically sensing and accounting for the length of a trailer – something other trucks still require you to do manually.

“At Ram, we know our customers value safety innovation as much as they do capability, luxury and efficiency,” said Reid Bigland, Head of Ram Brand. “Blind-spot Monitoring with Rear Cross Path and Trailer Detection is a game-changing technology that is designed to operate quickly and seamlessly, making trailer towing safer and easier for Ram drivers of all abilities.”

AJAC is a long-running and respected national association of automotive journalists who test drive and report on new vehicles for various media outlets across the country.

For the first time this year, its coveted Innovation Awards were handed out as part of “TestFest,” an annual vehicle evaluation event in Southern Ontario, which is part of AJAC’s Car and Utility Vehicle of the Year Awards program.

The AJAC Innovation Awards presented by the Canadian International AutoShow are voted on by a panel of seven expert automotive journalists. For 2019, 10 new technologies made the finalists list; four in Ram’s Technical category. Judges weigh factors including what impact the technology has on the marketplace and how it benefits the end consumer to select winners.

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. With a full lineup of trucks, the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab, ProMaster and ProMaster City, the Ram brand builds trucks that get the hard work done and families where they need to go.

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: 15,921 kg (35,100 lbs.) with Ram 3500
- Heaviest payloads: 3,483 kg (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
- 2019 Ram 1500: Canada's most awarded light duty pickup of the year
- Over the last 30 years, 80 per cent of all Ram light-duty pickups are still on the road
- Canada's longest lasting heavy-duty diesel pickups

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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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