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Ram Truck Introduces Snow Plow Prep Package at The Work Truck Show® in Indianapolis

- Snow Plow Prep package, available on 2021 Ram 1500, includes 220-amp alternator, wiring for snow plow and rear power-sliding window with defroster
- Optional Snow Plow Prep package for Ram 1500 priced at $195
- Available on Ram 1500 Tradesman, Big Horn and Laramie 4x4 models equipped with 5.7-liter HEMI® V-8, 5.7-liter HEMI eTorque V-8 or 3.0-liter EcoDiesel V-6 engine

March 3, 2020, Indianapolis - Ram Truck today introduced a new Snow Plow Prep package for the 2021 Ram 1500 at National Truck Equipment Association's (NTEA) "The Work Truck Show®" in Indianapolis, Indiana.

"As part of Ram's commitment to continuous improvement within the segment, we now offer a Snow Plow Prep package for Ram 1500 customers," said Reid Bigland, Head of Ram Brand. "Ram has taken a larger presence in the commercial vehicle market and this offering is the latest expansion of our hardworking trucks."

The new Ram 1500 Snow Plow Prep option is available for $195 and includes a 220-amp alternator, truck-side plow wiring harness and a rear power-sliding window with defroster. The active air dam is removed when this option is selected to make way for plow mounts. This new package is available on 2021 Ram 1500 Tradesman, Big Horn and Laramie 4x4 models that are equipped with the 5.7-liter HEMI® V-8, 5.7-liter HEMI eTorque V-8 or 3.0-liter EcoDiesel V-6 engine.

The plow, mounts and controller are all sold separately and are available through several manufacturers. The Ram 1500 Snow Plow Prep package will be available later this year.

The Ram 1500 is the no-compromise benchmark for durability, technology, efficiency and convenience with features never-before offered in a pickup. The Ram 1500 features up to 12,750 pounds of towing capability and 2,300 pounds of payload. The eTorque mild hybrid system delivers improved fuel efficiency in both V-6 (standard) and V-8 configurations. The Ram 1500 is America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque and most capable light-duty diesel, with towing capability up to 12,560 pounds.

Ram Commercial lineup

With growing sales, the Ram Truck brand continues to win new customers. The brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs; and Ram ProMaster and ProMaster City vans are designed to deliver a total package.

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 and ProMaster - 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 benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel

- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- 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

The latest J.D. Power APEAL study,which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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