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FCA Canada: Ram Truck Introduces Snow Plow Prep Package

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

March 3, 2020, Windsor, Ontario - Perfect for Canadian winters, Ram Truck today introduced a new Snow Plow Prep package for the 2021 Ram 1500.

“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 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-litre HEMI® V-8, 5.7-litre HEMI eTorque V-8 or 3.0-litre 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 5,783 kilograms (12,750 pounds) of towing capability and 1,043 kilograms (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 North 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 5,697 kilograms (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.

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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