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New 2020 Ram Heavy Duty Limited Black Announced

- New 2020 Ram Heavy Duty Limited Black Edition enhances the well-appointed Limited trim with black exterior accents, matte black badging and black aluminum wheels
- Limited Black Editions offer a custom blacked-out appearance for the ultimate statement of individuality and luxury
- Ram Heavy Duty Limited Black has a manufacturer's suggested retail price (MSRP) of \$62,745

July 21, 2020, Auburn Hills, Mich. - Ram Truck today announced a new Heavy Duty Limited Black Edition. The 2020 Ram Heavy Duty Limited Black model offers a sophisticated, monochromatic appearance package that appeals to a significant segment of luxury truck buyers.

[Ram Heavy Duty](#) is taking the premium Limited model to new heights with the introduction of the Ram Heavy Duty Limited Black Edition. The newest leader of Ram's opulent Heavy Duty offerings builds upon the luxurious Limited trim with a sophisticated, monochromatic appearance package that includes black exterior accents, matte black badging and black aluminum wheels. Ram offers a wide range of trucks to meet diverse buyer needs and the 2020 Ram Heavy Duty Limited Black is the latest example of that.

"Ram is committed to continuous improvement and that includes looking for ways to deliver unique models with features and durability that continue to win over more and more buyers. Offering a customized look directly from the factory allows customers even more personalization and greater usability," said Mike Koval Jr., Head of Ram Brand. "The new Ram Heavy Duty Limited Black Edition is another example of how we deliver the most luxurious pickups in the industry."

The 2020 Ram Heavy Duty Limited Black Edition stands out with subtlety, courtesy of the black accents, including grille with R-A-M letters, door handles, side-view trailer tow mirrors, tow hooks, headlight and taillight bezels. Single rear-wheel (SRW) models come standard with 20-inch black wheels while dual rear-wheel (DRW) models feature 17-inch black wheels with machined eyelets. The Ram Heavy Duty Limited Black Edition is available in both 4x2 and 4x4 configurations and with the 6.4-liter HEMI® V-8, 6.7-liter Cummins Turbo Diesel I-6 or 6.7-liter Cummins Turbo Diesel I-6 High Output engines.

For 2020, Ram Heavy Duty offers a towing capacity of 35,100 pounds and a payload capacity of 7,680 pounds. The Ram Heavy Duty also sets benchmarks in comfort, luxury materials, innovation and technology extending well past any competitive offerings. Ram Truck customers with the Uconnect 12-inch touchscreen also enjoy another industry-first feature in SiriusXM's new " [Personalized Stations Powered by Pandora](#)," which delivers a combination of rich music curation and industry-leading personalization not found in any other audio entertainment service.

The Ram 2500 link-coil suspension delivers the industry's best ride and handling and can be enhanced with the addition of an optional rear air suspension system with two driver-selectable ride heights and load-leveling feature. Ram 3500 also offers the industry's only supplemental rear air bag system with Hotchkiss leaf springs.

The Ram Heavy Duty Limited Black Edition has a manufacturer's suggested retail price (MSRP) of \$62,745.

Ram Heavy Duty Limited Black Edition trucks begin reaching dealerships in the third quarter of 2020.

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:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- Payload of 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

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.

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