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FCA Canada: Ram Commemorates the Pinnacle of Luxury With 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition

- Ram introduces new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition – a testament of luxurious capability
- Limited Longhorn replaces Laramie Longhorn; 10th Anniversary Edition is available as special package
- Class-leading interior with premium materials: real wood, leather and metal trim
- 2021 Ram 1500 is the benchmark for performance, capability, technology and luxury

October 5, 2020, Windsor, Ontario - Ram today is commemorating the pinnacle of luxury by unveiling the new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition pickup truck.

The Ram 1500 Limited Longhorn 10th Anniversary Edition joins the lineup and raises the world's benchmark again for upscale pickup trucks.

"The new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition is a tip of the Stetson to 10 years as a standalone brand building the best trucks, featuring the ultimate combination of capability, luxury and refinement," said Mike Koval Jr., Head of Ram Brand. "Truck buyers in this rarified air expect to see and feel the highest quality materials, and the Limited Longhorn 10th Anniversary Edition is another example of how we deliver the most luxurious pickups in the industry."

Layered with premium materials, the Limited Longhorn 10th Anniversary Edition carries on iconic features and design cues, such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle, first seen in Laramie Longhorn models. Other authentic and premium materials include the wood, metal and leather elements that combine to deliver a level of luxury only seen in a Ram truck.

Ram 1500 Limited Longhorn models are distinguished externally by a chrome-slat grille and header surrounding the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps (power optional) come standard. A Limited Longhorn 10th Anniversary Edition tailgate badge, multi-function tailgate and new 20-inch wheels are offered with a variety of finishes.

Inside, the Ram 1500 Limited Longhorn 10th Anniversary Edition's interior is another summit in the light-duty lineup that already boasts the pinnacle of luxury and refinement. Segment-exclusive, leather-wrapped dashboard, new suede door bolsters and leather bolster seat inserts with a Laser Filigree detail highlight its country-western style. Other unique details, such as a Mountain Brown interior colour with hammered metal aluminum liquid graphite accents, 10th Anniversary Edition cluster graphic and badge, a Gloss Black shifter centre cap with silver on stripe, metal pedal kit and a brushed-zinc antique badge flush with the console lid give the Limited Longhorn 10th Anniversary Edition a well-crafted, high-quality feel and appearance.

The 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition is available with the 5.7-litre HEMI® V-8 and 3.0-litre EcoDiesel engines. A Crew Cab body configuration is standard with a 5-ft., 7-in. or 6-ft., 4-in. bed length available.

Ram 1500 Limited Longhorn 10th Anniversary Edition's Canadian Manufacturer's Suggested Retail Price (MSRP) starts at \$77,935, plus \$1,895 destination.

New 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition models are on sale now.

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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