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Ram Launches Fifth and Final Phase of Limited-edition 'Built to Serve' Trucks

- Fifth installment introduces models in Spitfire and Bright White
- Available in Ram dealer showrooms starting in the second quarter of 2021

March 2, 2021, Windsor, Ontario - Ram Truck today announced the fifth and final installment of its Built to Serve edition trucks will open for orders this month with production slated for the second quarter of 2021 at its Sterling Heights Assembly Plant in Michigan.

This fifth installment offers both Spitfire and Bright White exterior colours along with a black interior with orange accent stitching.

"These Built to Serve models are just one way we honour those who have selflessly served," said Mike Koval Jr., Ram Brand Chief Executive Officer – Stellantis. "Whether civilian or military, Ram truck owners are very familiar with this adage as it's something we strive to build into every truck and van we produce."

Each Built to Serve model is offered in a new low-volume paint option exclusive to this program.

The Built to Serve edition Ram trucks are offered in the following colours and are in limited numbers:

- Gator and Diamond Black Crystal
- Ceramic Grey and Patriot Blue
- Anvil and Billet Silver Metallic
- Tank and Flame Red
- Spitfire and Bright White

Ram Built to Serve edition trucks feature other unique interior and exterior features that set them apart.

Built to Serve edition trucks get additional stylish exterior cues, including 20-inch aluminum wheels with a unique-to-the-edition Technical Grey finish. Body-colour wheel flares also accent the exterior.

Each of the new Ram front ends gets a unique treatment consisting of an all-black grille and surround, black bumpers and black-bezel premium lighting. Complementing the look are black badges, black wheel-to-wheel side steps and dual four-inch black exhaust tips.

Inside, the Built to Serve Ram trucks are accented with unique, corresponding colour stitching: Light Frost, Light Ambassador Blue, Light Diesel Grey, Medium Greystone or Orange.

These new Ram models are also ready to display their owner's pride with Built to Serve embroidered on Velcro panels on each front seat and additional Velcro panels on each front seat inboard shoulder panel. Buyers can apply their own patches – regimental, flags, name tapes or slogans – to personalize their Built to Serve edition. Front seat back panels are covered with Pouch Attachment Ladder System/Modular Lightweight Load-bearing Equipment (PALS/MOLLE) webbing to attach additional equipment or pouches.

Ram 1500 Built to Serve editions also feature:

- Built to Serve instrument panel badge
- Lockable console storage (optional)
- Deeply bolstered cloth and vinyl Sport seats

- Black Onyx Chrome interior trim
- All-weather rubber slush mats

Underneath the skin, each Ram Built to Serve edition is ready for action, loaded with 4x4 Off-Road Group content, including:

- All-terrain tires
- Electronic-locking rear axle
- Hill-descent control
- Front suspension skid plate
- Steering gear skid plate
- Fuel tank skid plate
- Transfer case skid plate
- Tow hooks
- Heavy-duty off-road-calibrated front and rear shock absorbers

Ram 1500

The [2021 Ram 1500](#) is the no-compromise benchmark for durability, technology, efficiency, performance 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 is rated at an unsurpassed 7.1 litres per 100 kilometres highway, delivering over 1,600 kilometres of range on a single tank of fuel.

The [2021 Ram 1500 TRX](#) has been rigorously tested to handle the most punishing conditions with extreme capability and durability on its way to being the quickest, fastest and most powerful mass-produced half-ton pickup truck in the world.

As a segment disrupter, the Uconnect 4C with a massive 12-inch touchscreen leads the segment in technology, featuring split-screen capability, 360-degree camera views, and exclusive content from SiriusXM with 360L and Personalized Stations Powered by Pandora. Active safety and security systems include adaptive cruise control, Forward Collision Warning, Blind-spot Monitoring and Ready Alert Braking. Class-leading ride and handling are accomplished via a segment-exclusive link-coil rear suspension system with optional Active-level four-corner air suspension.

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:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,828 kg (37,100 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,447 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
- Ram 1500, North America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 7.1L/100km highway and delivers over 1,600 kilometres of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in North 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 leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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