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Ram Announces Pricing for 2017 Power Wagon

- 2017 Ram Power Wagon priced at \$51,695
- Most capable off-road truck in America goes on sale late 2016
- Leather & Luxury option adds leather seats, premium features for \$4,495

November 10, 2016, Auburn Hills, Mich. - Ram Truck today announced pricing for its eagerly awaited [2017 Ram Power Wagon](#).

The Ram Power Wagon, the most capable off-road truck in America, will have a starting manufacturer's suggested retail price (MSRP) of \$51,695, plus \$1,320 destination.

Built on a Ram 2500 platform, the 2017 Power Wagon gets a new look – inside and out – to match its one-of-a-kind capabilities; a heavy-duty interpretation of the Rebel's unique design.

Power Wagon's new grille and tailgate designs are complemented by black accents; nostalgic graphics are a throw-back to the Macho Power Wagon designs of 1979 and '80. Its interior gets new tire-tread-embossed seats with Power Wagon logo embroidery on the upper bolsters.

The 2017 Ram Power Wagon offers unique, segment-leading off-road equipment including:

- 12,000-pound Warn winch
- Bilstein mono-tube shocks
- Five-link rear coil spring suspension
- Smart Bar electronic disconnecting sway bar
- Electric locking front and rear differentials
- 33-inch Goodyear Wrangler DuraTrac tires
- Complete under-chassis armor
- 6.4-liter HEMI® V-8 with 410 horsepower and 429 lb.-ft. of torque
- Tow hooks

Ram Power Wagon's off-road capabilities include 14.3-inch ground clearance, 26 inches of wheel travel and 30 inches of water fording.

A \$4,495 Leather & Luxury option package is offered for Ram Power Wagon buyers who also want the luxury of a leather-appointed interior and other premium features, including:

- Uconnect Access 8.4 Sirius XM satellite radio with touchscreen display
- Nine Alpine speakers with subwoofer
- Dual-zone automatic temperature control
- Heated and ventilated high-back leather-trimmed 40/20/40 front bench seats with armrest and seat cushion storage
- Power 10-way adjustable driver seat with memory, 6-way front passenger seat
- Power lumbar adjustment
- Heated steering wheel
- Rear 60/40 split folding seat with flat load floor and under-seat storage
- ParkSense front and rear park assist system
- ParkView rear backup camera

- Power-folding mirrors
- Security alarm
- Integrated voice command with Bluetooth

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.

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