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2018 Ram 1500 Fact Sheet

August 31, 2017, Auburn Hills, Mich. - Ram Truck builds America's longest-lasting pickups. Contributing to that title, the Ram 1500 boasts numerous segment-exclusive features in areas most important to truck buyers. Supporting best-in-class fuel efficiency with exclusive EcoDiesel V-6 engine. Class leading ride and handling is accomplished via a unique link-coil rear suspension system with optional air suspension. Other features, such as Ram Box bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. Available in 11 different trim levels, the Ram 1500 has a full-size pickup for everyone.

New for 2018

- Ultra-luxurious Limited Tungsten edition
- Sport model appearance upgrade
- Factory-installed leather interior option on Rebel models
- Premium Limited Tungsten model
- 8.4-inch radios with 4G LTE, HD Radio, Android Auto, Apple Car Play, USB Flip, pinch to zoom and improved resolution
- Sirius Guardian with SOS Call, Roadside Assistance, Remote Services, Send and Go, and Vehicle Finder
- Remote exterior switch in truck bed to activate LED bed lights
- Backup camera now standard on all models
- Fleet Telematics Module for vehicle tracking efficiency

Highlights

- Ram 1500 is America's most fuel efficient full-size pickup with exclusive 3.0-liter EcoDiesel V-6 engine at 29 miles per gallon (mpg)
- Industry's leading infotainment system with Uconnect 8.4
- Exclusive link coil suspension with four-corner air suspension option for best ride and handling
- Best-in-class aerodynamics, Coefficient of drag (Cd) at 0.360
- The Ram 1500 uses several fuel-saving features to lead the segment in efficiency. Although a standard eight-speed transmission and exclusive EcoDiesel yield double-digit percentage improvements, other components are optimized, such as accessory drives to reduce parasitic loss and advances in thermal dynamics engineering, which contribute to America's most fuel efficient full-size truck

Engine options include:

- 3.0-liter EcoDiesel V-6 engine, delivering 27 mpg, 240 horsepower and 420 lb.-ft. of torque
- 3.6-liter Pentastar V-6 engine, delivering 25 mpg, 305 horsepower and 269 lb.-ft. of torque
- 5.7-liter HEMI® V-8 with variable-valve timing (VVT) provides up to 22 mpg, 395 horsepower and 410 lb.-ft. of torque

The Ram 1500 retains its ruggedly-handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style

Configurations in 2WD and 4WD:

- Regular Cab 8-ft. bed
- Regular Cab 6-ft. 4-in. bed

- Quad Cab 6-ft. 4-in. bed
- Crew Cab 5-ft. 7-in. bed
- Crew Cab 6-ft. 4-in. bed

Model Lineup

The Ram 1500 offers 11 models:

- Tradesman
- Express
- SLT
- HFE
- Big Horn/Lone Star
- Lone Star Silver
- Sport
- Night
- Rebel
- Laramie
- Laramie Longhorn
- Laramie Limited
- Limited Tungsten

Exterior Colors (some colors available in two-tone)

- Black Forest Green
- Blue Streak
- Bright Silver Metallic
- Brilliant Black
- Bright White
- Delmonico Red
- Flame Red
- Granite Crystal Metallic
- Maximum Steel Metallic
- Pearl White
- RV Match Walnut Brown Metallic
- True Blue

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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