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FCA Canada: All-new 2019 Ram 1500 Laramie Longhorn Edition

- Ram introduces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no-compromise luxury truck with a southwestern theme
- New Ram 1500 design built on strength, durability, technology and efficiency
- Class-leading Laramie Longhorn interior with premium materials: wood, leather and steel trim

January 26, 2018, Windsor, Ontario - Ram announces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no-compromise luxury pickup leading in style, durability and efficiency.

The Ram Laramie Longhorn is the world's benchmark for upscale pickup trucks, earning the title Luxury Pickup Truck of Texas from the Texas Auto Writers Association (TAWA) two years in a row.

"The all-new 2019 Ram 1500 Laramie Longhorn is a no-compromise luxury truck that delivers what buyers want most: strength, durability, technology and efficiency," said Mike Manley, head of Ram brand. "Wherever you look, whatever you touch, the Laramie Longhorn is filled with more craftsman-like details, including wood surfaces and 100 percent full-grain leather seats, than any other truck in the segment."

Layered with premium materials, the Laramie Longhorn carries iconic features and design cues from traditionally handcrafted, time-tested wares such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's wood, metal and leather elements are all authentic.

Ram 1500 Laramie Longhorn models are distinguished externally by standard monotone or two-tone with lower Walnut Brown trim, premium LED headlamps and tail lamps, and unique wheels and grilles.

Inside, the 2019 Ram 1500's Laramie Longhorn trim exudes quality with a segment-exclusive hand-wrapped, 100 percent full-grain leather dashboard and southwestern-design-inspired door-panel and armrest coverings. Throughout the cabin, a new embossed alligator skin pattern leather covers surfaces including the centre console, instrument panel, seats and door panel inserts. Other unique details include satin chrome accents, a brushed-nickel metal badge flush-mounted on the console lid and a new "Longhorn" branding mark burned on the wood-trimmed upper glove box door.

Real barn-wood accents are used throughout the cabin. Wood tandem doors on the centre console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere. Longhorn interior colours include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full-leather seats with contrast piping. Heated, full-leather rear seats and class-exclusive rear seat ventilation are available on Longhorn.

A chrome billet "RAM" grille and chrome header surround the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps come standard as do wheel flares. Two-tone colour options complement the Walnut Brown paint. New 20- or 22-inch wheels are offered with a variety of complementary finishes. The Laramie Longhorn Edition belt-buckle badge appears on the front doors and tailgate.

Ram's new 1500 is the benchmark for technology and connectivity in pickups offering exclusive SiriusXM 360L personalized listening experience, SiriusXM Guardian, five USB ports to link with the award-winning Uconnect system and a segment leading 12-inch touchscreen featuring split-screen capability for dual-application operation or full-screen single application operation.

The new 2019 Ram 1500 offers truck buyers leading-edge innovation with 102 kilograms (225 pounds) of weight reduction, up to 5,761 kilograms (12,750 pounds) of towing capability, the eTorque mild hybrid system and active systems that improve fuel efficiency and assist drivers. The Ram 1500 stands out as the benchmark in a very competitive segment.

About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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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