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## **FCA Canada: Ram Introduces All-new 2019 Ram 1500 Tradesman Model**

March 7, 2018, Windsor, Ontario - Ram today revealed the all-new 2019 Ram 1500 Tradesman model at the National Truck Equipment Association (NTEA) "The Work Truck Show" in Indianapolis, Indiana.

Aimed at one of the largest traditional pickup customer categories — vocational use — the new Ram 1500 Tradesman is a hard-working truck designed for small businesses, construction jobsites and commercial fleets.

"Ram launched the original Tradesman model in 2011 and our work truck customers have enjoyed Ram's benchmark durability ever since," said Mike Manley, Head of Ram Brand. "Ram has the highest owner loyalty of any half-ton truck and the Ram 1500 Tradesman model will continue to deliver confidence for hard-working people who rely on it every day."

The 2019 Ram 1500 Tradesman is available in two cab styles and two bed lengths: Quad Cab with 6 ft., 4 in. bed, Crew Cab short bed (5 ft., 7 in.) or Crew Cab with optional 6 ft., 4 in. bed.

Powertrain offerings include standard 3.6-litre Pentastar V-6 with eTorque mild hybrid system or the optional 5.7-litre HEMI® V-8. The model is available in 4x2 or 4x4.

Through the use of high-strength steel and clever engineering, the all-new Ram 1500 has reduced its overall weight by 102 kilograms (225 pounds). Properly equipped Tradesman models provide work truck capability towing up to 5,783 kilograms (12,750 pounds) and offering up to 1,043 kilograms (2,300 pounds) of payload in a four-door quad cab configuration. All 2019 Ram 1500 models are equipped with the largest front brakes in the segment at 14.9 inches.

Ram Tradesman offers greater performance for the price when compared to other work trucks, adding useful features such as a standard Class III trailer hitch and lighted, above-bumper four- and seven-pin trailer wire connectors.

The Ram 1500 features a segment-exclusive multi-link rear coil suspension that provides best-in-class ride-and-handling qualities. A coil-spring setup centralizes and absorbs bumps and impacts, while reducing the amount of friction in the spring system. This setup also weighs 18 kilograms (40 pounds) less than a leaf-spring configuration. Also available is Ram's exclusive four corner air suspension system to balance any load.

Standard interior features include Uconnect 5.0 with five-inch screen and hands-free calling, one-year of SiriusXM satellite radio, a 12-volt auxiliary power outlet, three USB ports, one auxiliary port and automatic headlamps. Buyers can choose vinyl or cloth 40/20/40 split bench seats with six passenger capability, featuring shoulder and lap belts on all six seats. Interior colours include Black/Diesel Grey with either standard vinyl or carpeted flooring.

Standard equipment includes 160-amp alternator, 3.21 rear axle ratio, 730-amp maintenance-free battery, black grille and black steel bumpers, cargo bed lamp, front and rear Frequency Response Damping (FRD) shock absorbers, rear-view camera, tilt and telescoping steering column, halogen headlamps, locking tailgate, power door locks, power windows, remote keyless entry and a theft-deterrent system.

A long list of options is available for the Tradesman, including 3.21 or 3.92 rear axle ratios, anti-spin rear differential, rear electric-locking differential, Off-road package with factory suspension lift, 180-amp alternator, folding trailer-tow mirrors, rubber floor mats, Mopar chrome side steps and bumper step, spray-in bedliner and trailer brake controller.

Ram trucks come with an unsurpassed 5-year, 100,000-kilometre powertrain warranty. Truck customers from half-ton to commercial have a demanding range of needs and require their vehicles to provide high levels of capability.

Ram 1500 Tradesman pricing starts at \$42,095, not including \$1,895 destination charge.

### **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.

Ram continues to beat the competition in the most sought-after titles:

- 80% of All Ram Light Duty Pickups sold over the last 30 years are still on the road
- Highest Ram torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel
- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – as efficient as 8.0L/100km (35 mpg) highway with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon

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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