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New 2019 Ram Chassis Cab Offers the Ultimate Combination of Long-lasting Capability and Upfitter-focused Design With New-to-segment Premium Offerings and Class-Exclusive Technology

- 2019 Ram Chassis Cab design reflects no-nonsense attitude with differentiation across four distinct price classes
- Ram takes all-new approach to the chassis cab segment by offering great capability and comfort to match with first-time offering of Limited trim level
- Completely redesigned, spacious interior with can-do attitude now offers durable and premium materials, colors and textures not previously offered in any chassis cab truck
- Uconnect 4C NAV with a 12-inch fully reconfigurable screen, tailor-made for Ram trucks, including customized split-screen capability
- Reimagined center console with 12 different storage configurations includes all-new switch bank with dedicated/ assignable auxiliary switches, optional wireless charging dock and up to five USBs, including type-C ports paired with standard USBs
- Best lighting in the segment with three new head lamp designs including a full LED Adaptive Front-lighting System (AFS) with up to 15 degrees of direction control with steering input
- 30-percent increased grille size maximizes airflow to a massive 39-inch-wide radiator and the largest turbo intercooler Ram has ever offered
- Sensors, cameras and monitoring devices surrounding the new Ram Chassis Cab flawlessly integrate technology

February 7, 2019, Auburn Hills, Mich. - The new 2019 Ram Chassis Cab is the most powerful, most capable and most upfitter-friendly the industry has ever offered. Keeping true to the working theme, Ram Chassis Cab designers worked closely with engineering to give the capability pinnacle of Ram's truck line an optional level of comfort and premium amenities for those customers who have an enthusiast's passion and want a fitting truck to handle the weight — Limited, the most luxury ever offered in the chassis cab segment.

The new Ram Chassis Cab incorporates the largest radiator and turbo intercooler ever designed for a Ram truck. This required designers to create grille and bumper designs that not only accentuate the different trim levels but allow the engine to breathe and cool while achieving the extreme duty cycles expected of a Ram Chassis Cab truck.

Sharing exterior design elements with the 2019 Ram Heavy Duty, the new 2019 Ram Chassis Cab drives the full force of modern capability with unexpected technology. The theme continues with interiors that push for design leadership with unmatched durability, innovation and features extending well past what the segment has ever offered.

INTERIOR

For 2019, all-new features, technology and premium materials help the redesigned Ram Chassis Cab continue its interior leadership with quality, durability and now, class-leading comfort. Each trim level fulfills a purpose with its own personality.

The new instrument panel combines a strong, structurally interlocking appearance covered in a variety of forms, pushing the central controls up and toward the driver within the cabin, improving overall reachability of system controls. As a centerpiece, the 2019 Chassis Cab offers the Uconnect 4C NAV on a 12-inch fully reconfigurable touchscreen with tailor-made graphics for various Ram models. The touchscreen can display one application, such as

the navigation map, across the whole 12-inch screen, or can be divided in half, operating two different applications at once. Redundant HVAC controls are located on both sides of the display. A new enhanced-ergonomic switch bank now offers push buttons with up to five auxiliary switches including a PTO on/off switch.

"The new Ram Chassis Cab interior matches its durable exterior and for 2019 we've made a huge leap forward with interior options, surrounding customers with something the cab-chassis truck segment has never seen," said Ryan Nagode, Chief Interior Designer for Ram Trucks. "The addition of our Limited trim — combined with deeper color contrasts, exceptional materials and textures — gives customers an upscale, high-quality experience while integrating specific content important to commercial-weight hauling."

Additional center stack designs include the standard 3-inch display or 8.4-inch display with standard handsfree Bluetooth. All-new rotary knob HVAC controls complement the multifunction screen with improved usability and design. Above either system is a larger upper-dash storage tray designed to hold safety glasses or a smartphone and includes a 12-volt-powered outlet. A second eyewear storage location exists in the new overhead console.

New features gave designers the opportunity to reinvent the Human Machine Interface. Across all trim levels, the 2019 Ram Chassis Cab features push-button start and a redesigned rotary e-shifter dial (6.4-liter HEMI V-8 with 8-speed). The new shifter area also intelligently groups transfer case controls, when equipped. Six-speed-equipped Ram Chassis Cab trucks feature a column shifter with available leather wrap. Gear-limit shift controls have been relocated to the new steering wheel for easy access with right thumb.

The new HVAC system features 30-percent more airflow at lower noise levels, including larger front defroster vents for better performance. All-new in-duct electric heating elements on diesel models help speed cabin warmup on cold days. Larger hand controls and panel ducts work better with gloved hands. New rear center-console ducts, and more directed foot-well airflow are designed to improve comfort and airflow throughout the cabin.

A reimagined center console is a functional workspace with more than 12 different storage combinations. Up from 23 to 39 liters, the console includes a wider docking area with optional wireless charging, which can hold a small tablet or smartphone. A three-position sliding cup holder tray can be stowed under the center armrest to reveal a deep storage tub designed to hold a 15-inch laptop. Lifting the lid of the center armrest also reveals an additional lined storage compartment sized to fit a tablet and/or hang full-size files. At the rear of the console, there are two additional cup holders, which include a tablet holder for rear passengers.

To keep devices charged, five USB ports assist in the center console — three up front and two in back. Three of the USB ports, including one in the rear seating area, are fully-functioning and communicate with the Uconnect interface, four of which are paired with type-C ports for faster communication and charging. Up to two 115-volt household plugs are available (three-prong). One in the first row and one in the second row, handling up to 400 watts to charge electronic devices or power tools.

Available three-across, front bench-seat configurations feature a new, toolbox-slide action lower center-stack drawer with storage capabilities. Five-passenger seating is offered with front bucket seats on three of the four trim levels.

To the right of the center stack is a new upper glove box and locking lower glove box. In Tradesman and SLT trims, the redesigned upper glove box acts as an open shelf for smaller items. On Laramie and Limited trims, the upper glove box is covered and slides upwards, hidden in the dash. SLT also offers a package with amenities that include a closed upper glovebox. Steel speaker grilles are offered on Laramie and stainless steel speaker grilles on Limited. Folding up the rear bench seat reveals additional contained storage space with under-seat compartments.

The 2019 Ram Chassis Cab key fobs also receive upgrades with branding for higher trim levels and a battery life improvement of up to six years.

EXTERIOR

Bold sections combined with an "interlocking" design improve aerodynamics and surround segment-leading capability, durability and technology. Every Ram Chassis Cab benefits from new content specifically designed to match the most demanding drive cycles.

"Our Ram Chassis Cab trucks are always upfitted leaving a portion of the exterior design to someone else, so we

have created a look that not only supports a variety of body systems but also demanding cooling needs with an enormous grille," said Joe Dehner, Head of Ram Truck Exterior Design. "The design teams integrated a working truck theme that gives a great impression no matter what upfit and combines it with new technology and features geared toward a truck that will spend all of its life working."

The "interlocking" design results in a more functional appearance that aligns with the mechanical capabilities of the truck. For example, the grille, hood and fenders create a unified monolithic graphic from a distance while communicating precision fit between all of the components. This theme is repeated with the instrument panel, cluster and center-console integration as well.

For 2019 the Ram Chassis Cab shares exterior sheet metal with Ram Heavy Duty, including a massive new R-A-M grille, which not only provides a bold statement but also flows a high volume of air to cool the 6.4-liter HEMI V-8 and the Cummins 6.7-liter Turbo Diesel engines. Interlocked with the new, lighter aluminum hood, the larger and more aggressive front clip leads with confidence and strength.

The 2019 Ram Chassis Cab is available in four different grille styles with a complete departure from the historic crosshairs. The new front bumper is cut with larger openings, providing greater airflow to the largest turbo intercooler Ram has ever adapted to its halo work trucks. New proximity sensors surrounding the Ram Chassis Cab are seamlessly integrated within areas to make them less visible. Fog lamps are pushed to the corners and larger tow-hook openings allow easy access when the truck needs to work. Below the bumper, an air dam is one-inch lower than the predecessor to reduce wind resistance on the underbody, pushing air around the truck and helping to mold the most aerodynamic chassis cab Ram has offered.

Three head lamp variations are available delivering the best lighting in the segment: Halogen, full LED/reflector and full LED/ projector with Adaptive Front-lighting System (AFS). All three configurations offer up to twice the lumen output when compared to previous lighting. On the premium set, AFS pushes beams up to 15 degrees in the expected direction of vehicle travel. The system includes twin LED bi-functional projectors complemented with a unique LED accent brow and LED fog lamps. All four projectors are lit in high- and low-beam situations, delivering an evident quad-lamp pattern, day and night. Both mid and premium LED head lamps have two linear lit signature elements along the top and bottom of the head lamps. The recognizable signature remains on during normal operation while the twin projectors (low and high beams) only come on at dusk/evening. Besides providing exceptional lighting, Ram stands behind its LED systems with a lifetime warranty for lower total cost of ownership.

Above the lamps resides a new raised aluminum hood. The result — a more upright, lifted chest and shoulders appearance that builds on the Ram's big-rig stance. The elevated hood also better directs air away from the wiper area — improving overall aerodynamics and reducing wind noise. Designers were cognizant of the front door as prime real estate for commercial logos and livery. Hence, a new badge finds itself interlocked within the stamping of the side hood pocket where it is visually more readable. This three-dimensional badge calls out the specific series of the truck — providing a higher level of consistency in the badge design.

The side of the truck flows with trademark Ram style. A drawn body-side character line ties together the front fender and cab doors. A creased line at the rocker is styled to accent new front wheel flares and body-side molding on Limited.

All navigation, Wi-Fi, radio and SiriusXM with 360L tasks are handled by a new shark fin antenna — making the new 2019 Ram Chassis Cab the first-in-segment without a mast antenna. The new antenna reduces wind noise, improves signal reception and simplifies select upfits.

All-new wheels bring the interlocking theme together. Five new eight-lug designs are available from 17-inches to 18-inches in diameter on Ram 3500 Chassis Cab and one new style on Ram 4500/5500 Chassis Cab measuring 19.5-inches.

The 2019 Ram Chassis Cab is available in 12 colors, including three new colors: Billet Silver, Patriot Blue and Diamond Black Crystal. Each model makes its own unique "Hero" statement with paint colors, badging, wheels, grilles and other features.

TRADESMAN

Exterior: Rugged Black accents for jobsite durability cover the entry-level Ram Chassis Cab. Optional chrome accents give customers a variety of customization options. The Black Tradesman mesh grille and header are combined with halogen lamps. 18-inch steel wheels come standard on 3500 Tradesman.

Interior: Tradesman trims receive Black/Diesel Grey heavy-duty vinyl or cloth seats ready to stand up to whatever is thrown in. The vocational-use Ram Chassis Cab Tradesman receives unique Construction Yellow gauge needles, a new 3.5-inch greyscale screen in the gauge cluster, optional plated-finished door handles and durable textured paint.

SLT

Exterior: The SLT trim level includes chrome bumpers, grille surround and header and halogen lamps with optional LED lighting. 18-inch chrome-clad wheels are standard on 3500.

Interior: SLT is available with Black/Diesel Grey, Black/Light Brown, Light Frost/Black or all-Black premium cloth seats accented with new interior finishes. Seating is available in five-passenger bucket or a six-passenger bench-seating option. SLT also includes a first-ever for Ram, leather seat option in Regular Cab.

LARAMIE

Exterior: Laramie features a full chrome billet grille and chrome header, lower applique, mirrors and door-handle accents. Standard LED lighting and fog lamps nestled in the front and body-colored wheel flares accentuate the sculpted body, a first for Ram Chassis Cabs.

Interior: Laramie trim caters to the buyer who wants a more premium feel. Leather front seats are heated and vented (optional). Rear leather seats are heated with new vented option. Depending on interior color, Medium Greystone or Light Frost Beige accent stitching graces the upper dashboard, center armrest and door panels. Interior colors include Mountain Brown/Light Frost Beige or all-Black leather seats with suede inserts. Ambient lighting is piped through the cabin allowing owners to continue their appreciation for the interior through the night. Laramie trim also offers the fourth-generation Uconnect system with a 12-inch fully reconfigurable touchscreen. At night, the cabin is accentuated with ambient lighting to create a comfortable atmosphere for passengers. Rear passengers are also treated with high-quality materials.

LIMITED

Exterior: A corrugated mesh grille leads with a chrome "R-A-M" badge and dark chrome accents surround the added inlets. The newly available trim level includes chrome bumpers, tow hooks, body-side molding, mirrors and door-handle accents. LED projector head lamps and LED fog lamps are standard. A body-color bumper option is available, body-colored fender flares are standard, including the oversized two-piece flares on 4500 and 5500.

Interior: Limited trim also benefits from a segment-exclusive 100-percent full-grain hand-wrapped leather dashboard, door-panel coverings and armrests. Elevating the premium feel further, real aluminum and wood accents adorn the cabin, along with a wood upper glove box door with a metal inlaid "Limited" badge. Uconnect 4C with 12-inch touchscreen is standard. At night, the cabin is accentuated with ambient lighting to create the most premium and comfortable atmosphere for passengers. Limited interior colors include Indigo/Light Frost Beige or all-Black leather seating. Front seats are heated and vented. Rear leather seats are heated with new vented feature.

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