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## **Canadian-exclusive Sub Zero Package Added to 2019 Ram 1500 Classic 4x4 Models**

June 12, 2019, Windsor, Ontario - The mercury may be rising currently, but Canadians know winter will always make a chilly return. To combat that coming cold climate, an all-new, exclusive-to-Canada Sub Zero Package is now available on the [Ram 1500 Classic](#).

The Sub Zero Package is offered on entry-level models of Ram's award-winning, full-size truck: ST, Tradesman and Express. The package includes:

- Heated front seats (with a premium 40/20/40 diesel grey bench seat)
- Leather-wrapped heated steering wheel
- Remote start
- Security alarm
- Power 10-way driver's seat, including two-way power lumbar adjust
- Uconnect 3 with five-inch touchscreen radio
- SiriusXM satellite radio with one-year subscription
- Hands-free communication
- Overhead console
- 115V power outlet

"The new Sub Zero Package was designed by Canadians for Canadians," said Reid Bigland, President and CEO, FCA Canada. "We created an exclusive package with affordable, all-weather comfort and conveniences to complement the award-winning capability and features of our Ram 1500 Classic, helping our Ram customers better conquer tough Canadian winters from coast to coast."

The Sub Zero Package has a \$1,495 Canadian Manufacturer's Suggested Retail Price (MSRP) and is offered on Quad or Crew Cab 4x4 Ram 1500 Classic models with all engine configurations.

The Sub Zero Package is available now on the 2019 Ram 1500 Classic.

### **Ram 1500 Classic**

The 2019 Ram 1500 Classic boasts numerous segment-exclusive features in areas most important to truck buyers. Outstanding ride and handling is accomplished via a unique link-coil rear suspension. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. New "Classic" badging is located on the front fenders.

### **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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