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FCA Canada: Ram Truck Brands its Legacy Half-ton with ‘Classic’ Badge for 2019 MY to Sell Alongside the All-new 2019 Ram 1500

June 26, 2018, Windsor, Ontario - What do you call a 2019 Ram 1500? A Classic!

Ram Truck brand executives, with two concurrently selling body styles of its 2019 model year pickup, have given the legacy edition its own name: Classic.

Ram will offer both the 2019 Ram 1500 Classic, known internally as the “DS” model, and the all-new [2019 Ram 1500](#) (“DT”) at its North American dealers through the 2018 calendar year.

“As we launch the all-new 2019 Ram 1500, we didn’t want to walk away from a key part of the light-duty truck market,” said Mike Manley, Head of Ram Brand — FCA. “Ram will continue to produce the 1500 Classic targeted at entry and commercial buyers.”

The Ram 1500 Classic boasts numerous segment-exclusive features in areas most important to truck buyers. Class-leading ride and handling is accomplished via a unique link-coil rear suspension system. 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 fenders.

Offered in five trim levels, ST, Tradesman, Express, SLT and SSV (Special Services Vehicle), the Ram 1500 Classic benefits from content specifically designed to match its capability and style. The Ram 1500 Classic also benefits from two new packages:

- **SXT Plus** is offered on the ST trim that includes chrome bumpers, body-colour front fascia, fog lamps, dual exhaust on V-8 models (new to ST), and 20-inch chrome wheels (new to ST)
- **Express Blackout Package** is offered on all Express trim exterior colours, which includes Black wheels, Black headlight bezels and Black badging

The 2019 Ram 1500 Classic is available in three cabs and three bed lengths: Regular Cab with 8-ft. bed or 6-ft., 4-in. bed, 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.

Available in 4x2 or 4x4, other powertrain offerings include award-winning 3.6-litre Pentastar V-6 or optional 5.7-litre HEMI® V-8. The optional 3.0-litre V-6 EcoDiesel will be available at a later date.

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.

Ram trucks come with an unsurpassed five-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.

The 2019 Ram 1500 Classic is built at the [Warren Truck Assembly Plant](#) (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab and some Crew Cab models of the 2019 Ram 1500 Classic are built at the [Saltillo Truck Assembly Plant](#) in Saltillo, Mexico.

Ram 1500 Classic will be available in the fourth quarter of 2018.

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 per cent 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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