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FCA Canada: New Limited-edition 2018 Ram Power Wagon Mojave Sand Launches

- Ram Power Wagon Mojave Sand introduces new colour and all-black wheels
- Power Wagon Mojave Sand package priced at \$895 MSRP
- Limited-edition only offered in the fourth quarter of 2018

September 18, 2018, Windsor, Ontario - Ram Truck today announced a new colour for its off-road king, the 2018 limited-edition Ram Power Wagon Mojave Sand package.

"The Ram Power Wagon is the most off-road capable production pickup in the market today and offering the new Mojave Sand limited edition will appeal to enthusiasts looking for a truck that stands above the crowd," said Jim Morrison, Head of Ram Brand – FCA North America. "Power Wagon is extraordinarily competent off-road and provides both the towing and payload required in a heavy-duty truck."

This is the first time Mojave Sand exterior paint has been available on a Ram Heavy Duty truck and is exclusive to the Power Wagon. To accompany the new colour, new all-black wheels create a complete exterior design element.

The limited-edition truck features an all-black interior with Ram's Uconnect 8.4-inch touchscreen. Also part of the package, the Power Wagon Mojave Sand adds the Heavy Duty Luxury Group, which includes LED bed lighting, overhead console, power heated/fold-away mirrors and a universal garage door opener.

The Ram Power Wagon Mojave Sand limited edition is available in Crew Cab 4x4 at a starting Canadian MSRP of \$61,865, plus \$1,895 destination, and will arrive in dealerships in the fourth quarter of 2018.

About the Ram Power Wagon

Based on the Ram 2500 Heavy Duty 4x4 Crew Cab, the Power Wagon is packed with purpose-built off-road features, including a unique suspension with more than 51 mm (two inches) of lift, 363 mm (14.3 inches) of ground clearance, front and rear locking differentials, an electric disconnecting front sway bar, 33-inch Goodyear Wrangler DuraTrac tires and a 5,443 kg (12,000-lb.) winch. Powered by a 410 horsepower, 6.4-litre HEMI® V-8 engine, the Ram Power Wagon is the most off-road capable production pickup available.

Dating back to 1945, the Ram Power Wagon's heritage holds a distinctive position in the Ram Truck lineup as an example of engineering innovation and off-road capability with best-in-class, can-do toughness. The Power Wagon nameplate was initially produced through 1980. Early trucks were based on the Weapons Carrier (WC) series of Dodge ¾-ton military-use trucks built during World War II. The Power Wagon went on to become a well-known civilian vehicle. The iconic truck was reintroduced in 2005 and now exists as an independent model in the Ram Truck lineup.

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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