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## **Canada: That's No Moon: 2023 Ram 1500 Rebel and TRX Lunar Editions Join Light-duty Lineup**

- New Ram 1500 Rebel and TRX Lunar editions offer customers even more personalization straight from the factory
- 2023 Ram 1500 Rebel and TRX Lunar editions expand the colour palette with new, exclusive Ceramic Grey exterior colour for North America's leading off-road truck offerings
- Ram 1500 Rebel and TRX Lunar editions, available in extremely limited quantities, later this spring

May 10, 2023, Windsor, Ontario - The Ram Truck brand today announced the exclusive new 2023 Ram 1500 Rebel and TRX Lunar editions join the light-duty lineup. The Ram 1500 Rebel and TRX Lunar editions – with a unique Ceramic Grey exterior colour - offers customers another option for exterior and interior appointments and content.

"Our passionate customers tell us their Ram trucks are an extension of their personality that allows them to stand out from the crowd. The Ram 1500 Rebel and TRX Lunar editions are great-looking trucks with easy-to-use features that do just that," said Mike Koval Jr., Ram brand CEO – Stellantis. "We continue to listen to and deliver for them by offering the best combination of unique exterior and interior appointments and content for even greater personalization."

The new 2023 Ram 1500 TRX Lunar Edition is the latest in a line of exclusive, limited-run colour offerings for the segment's benchmark for power and performance with the 6.2-litre supercharged HEMI® V-8 engine. The Ram 1500 Rebel Lunar Edition offers an additional, affordable way to get into a Ram truck with an exclusive, limited-run colour offering.

Both the Ram 1500 Rebel Lunar and Ram 1500 TRX Lunar editions are available in extremely limited quantities later this spring.

### **Ram 1500 Rebel Lunar Edition**

The Ram 1500 Rebel Lunar Edition offers off-road performance truck enthusiasts a unique exterior design for even greater personalization. Available with the Rebel Level 2 equipment group and the 5.7-litre HEMI eTorque V-8 engine, the Ram 1500 Rebel Lunar Edition features a 12-inch Uconnect 5 touchscreen with Off-road Pages, black sideview mirrors, heated front seats and steering wheel and an 8-way power adjustable driver's seat. Other features include an exclusive Ceramic Grey exterior paint colour, a Rebel graphic on the hood and bed, black badging, bumper and grille and 18-inch gloss black wheels.

The Ram 1500 Rebel Lunar Edition is available at a starting price of \$79,180, plus \$2,095 destination.

### **Ram 1500 TRX Lunar Edition**

The Ram 1500 TRX Lunar Edition offers performance truck buyers an even wider selection of unique content for even greater personalization and features a unique combination of technology, graphics, performance and exterior appearance straight from the factory.

The Ram 1500 TRX Lunar Edition enhances the well-appointed TRX Level 2 Equipment Group and includes an exclusive Ceramic Grey exterior colour, TRX hood and bed graphics and 18-inch black bead-lock capable wheels, dual pane panoramic sunroof, spray-in bedliner, cargo tie-downs, bed step and an LED cab-mounted brake light. Inside, the TRX Lunar Edition includes Surf Blue accent stitching, an embroidered "TRX" seat back logo, carbon

fibre accents, a leather and carbon fibre flat-bottom steering wheel, unique centre console badge and a Head-up Display. Safety features include adaptive cruise control, Lane Keep Assist and pedestrian emergency braking.

The 2023 Ram 1500 TRX Lunar Edition offers the proven and reliable high-performance 6.2-litre supercharged HEMI® V-8 engine, delivering top output for extended driving sessions without degradation in performance. Rated at 702 horsepower and 650 lb.-ft. of torque, the 6.2-litre supercharged HEMI V-8 engine powers the Ram TRX to a top speed of 190 km/h (118 mph). Combined with a high-torque-capacity TorqueFlite eight-speed automatic transmission, the Ram TRX delivers a new level of performance: 0-60 miles per hour (mph) in 4.5 seconds and the quarter mile in 12.9 seconds at 174 km/h (108 mph).

The Ram 1500 TRX Lunar Edition is available at a starting price of \$132,375, plus \$2,795 destination.

### **Ram Truck Brand**

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks, the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster, the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,828 kg (37,090 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,447 kg (7,680 lbs.) with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in North America
- Highest owner loyalty of any half-ton pickup

The latest J.D. Power APEAL study, which rates the emotional bond between customers and their vehicles, named the 2022 Ram 1500 as the best vehicle in the large light-duty pickup category in the U.S. This marks the third straight year Ram 1500 has received top honours.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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