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Ram Continues Building on Factory-custom Design With New Ram 1500 Sublime Sport and Rebel Blue Streak at 2017 New York International Auto Show

- Loaded with custom exterior and interior details, Ram 1500 Sublime Sport is a first-time offering for this bold color
- First-time 22-inch Black aluminum wheels
- Limited-edition Sublime priced at $45,740
- Ram 1500 Rebel Blue Streak introduces new color to the Rebel trim combined with all-Black interior
- Rebel Blue priced at $45,095

April 10, 2017, Auburn Hills, Mich. - Ram Truck today announced two new option packages that strengthen the brand's factory-custom trend and color palette.

"The Ram 1500 Sublime Sport and Rebel Blue Streak expand our offerings in factory-custom trucks and give dealers a more extensive color palette to excite customers who are looking for something unique," said Mike Manley,Head of Ram Brand, FCA – Global.

The new 2017 limited-edition Ram 1500 Sublime Sport package features a stunning green monochromatic exterior with body-color grille. The 2017 Ram 1500 Sublime models feature a Sport performance hood with Black wheels, Black Ram's head grille badge, Black tailgate badge and Black body-side badges. Big 22-inch Black aluminum wheels are available for the first time (two-wheel drive only, 20-inch wheels on four-wheel drive).

Interior treatments for the Sublime Sport include Lime Green accent stitching throughout the cabin, accent-color Ram's head embroidery on the headrests and sport mesh seat inserts. A Lime Green Sport badge is prominently placed on the glove box boor. Anodized Black-painted spears and trim rings complete the interior.

Just over 3,000 units of the bright-green 2017 Ram 1500 Sports will be produced.

The Ram 1500 Sublime Sport package is available on Crew Cab V-8 models with a starting MSRP of $45,740, plus $1,395 destination. The trucks are arriving in dealerships next month.

Ram also introduced the Rebel Blue Streak. To complement the Rebel's bold looks and capability, the truck is now available with Blue Streak exterior paint. In addition to the body color, the Ram 1500 Rebel Blue Streak can also be ordered with the Rebel Black appearance package, which includes a Black-decaled performance hood, Black wheels, Black grille, Black brush guard and Black badging. Optional two-tone with Black lower paint also is available.

The new Rebel Blue Streak interior features Black anodized bezels on the doors, center console, instrument panel and gauge cluster trim rings. Optional all-Black leather seats replace Radar Red and include Black embroidery. Slate Gray accent stitching traces the instrument panel, center console lid, doors and seats. Deep rubber floor mats are embossed with Ram's head logos.

The Ram 1500 Rebel Blue Streak is available in all Rebel configurations and options at no extra charge. The Ram Rebel starting MSRP is $45,095, plus $1,395 destination. Rebel Blue Streak will start arriving in dealerships in May 2017.

About Ram 1500 Sport

The 2017 Ram 1500 Sport blends efficient, durable Pentastar or HEMI® engines with street-friendly monochromatic

visual performance cues to make it an appealing alternative for truck enthusiasts.

Ram 1500 Sport is now powered by a standard 3.6-liter Pentastar V-6/TorqueFlite 8 combination, delivering 17 mpg city/25 mpg highway fuel efficiency. For those seeking more power, the 5.7-liter HEMI V-8 is available and delivers 14 mpg city/20 mpg highway.

The Ram 1500 Sport is available in Regular, Quad and Crew Cab models in both two- and four-wheel drive.

The Sport comes standard with heated high-back bucket seats with full center console; heated steering wheel; halogen projector headlamps; body-color grille, front fascia, mirrors and rear bumper; and 20-inch painted/polished aluminum wheels with outlined white letter tires. Sport 4x2 Regular Cab short box models come standard with 22-inch wheels.

Ram 1500s feature a truckload of pioneering, fuel-saving systems, including first-in-segment technologies, such as thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension.

About Ram 1500 Rebel
The Ram 1500 Rebel brings an aggressive, one-of-a-kind off-road design to the full-size truck segment, offering customers a custom truck with capability.

Equipped with factory lift, 33-inch all-terrain tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering. Ram 1500 Rebel also takes advantage of exclusive air suspension in order to offer increased ride height.

New front grille design and “RAM” branding offer a new styling signature for Ram Truck. Rebel is also distinguished by unique interior colors and materials, including Radar Red and Black seats with tire tread-matching patterns.

The Ram 1500 Rebel is available in three short wheelbase Crew Cab configurations with a standard 4x4/3.6-liter Pentastar V-6/TorqueFlite 8 combination, delivering 305 horsepower and 269 lb.-ft. of torque; a 4x2 5.7-liter HEMI V-8 with variable valve timing, fuel-saver technology and 395 horsepower/410 lb.-ft. of torque mated to a TorqueFlite eight-speed transmission 4x2; or HEMI-powered 4x4.

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 benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in 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 2023 Ram 1500 as the best full-size light-duty pickup.

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.

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