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All-new 2019 Ram 1500 Laramie Longhorn Edition

- Ram introduces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no-compromise luxury truck with a southwestern theme
- New Ram 1500 design built on strength, durability, technology and efficiency
- Class-leading Laramie Longhorn interior with premium materials: wood, leather and steel trim
- Popular RV Match Walnut Brown two-tone exterior color returns for 2019

January 26, 2018, Auburn Hills, Mich. - Ram announces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no compromise luxury pickup leading in style, durability and efficiency.

The Ram Laramie Longhorn is the world's benchmark for upscale pickup trucks, earning the title Luxury Pickup Truck of Texas from the Texas Auto Writers Association (TAWA) two years in a row.

"The all-new 2019 Ram 1500 Laramie Longhorn is a no-compromise luxury truck that delivers what buyers want most: strength, durability, technology and efficiency," said Mike Manley, head of Ram brand. "Wherever you look, whatever you touch, the Laramie Longhorn is filled with more craftsman-like details, including wood surfaces and 100 percent full-grain leather seats, than any other truck in the segment."

Layered with premium materials, the Laramie Longhorn carries iconic features and design cues from traditionally handcrafted, time-tested wares such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's wood, metal and leather elements are all authentic.

Ram 1500 Laramie Longhorn models are distinguished externally by the standard two-tone RV Match Brown trim or monotone paint, premium LED headlamps and tail lamps, and unique wheels and grilles.

Inside, the 2019 Ram 1500's Laramie Longhorn trim exudes quality with a segment-exclusive hand-wrapped, 100 percent full-grain leather dashboard and southwestern-design-inspired door-panel and armrest coverings. Throughout the cabin, a new embossed alligator skin pattern leather covers surfaces including the center console, instrument panel, seats and door panel inserts. Other unique details include satin chrome accents, a brushed-nickel metal badge flush-mounted on the console lid and a new "Longhorn" branding mark burned on the wood-trimmed upper glove box door.

Real barn-wood accents are used throughout the cabin. Wood tandem doors on the center console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere. Longhorn interior colors include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full-leather seats with contrast piping. Heated, full-leather rear seats and class-exclusive rear seat ventilation are available on Longhorn.

A chrome billet "RAM" grille and chrome header surround the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps come standard as do wheel flares. Two-tone color options complement the RV Match Walnut Brown paint. New 20- or 22-inch wheels are offered with a variety of complementary finishes. The Laramie Longhorn Edition belt-buckle badge appears on the front doors and tailgate.

Ram's new 1500 is the benchmark for technology and connectivity in pickups offering 4G WiFi hot spot, exclusive SiriusXM 360L personalized listening experience, SiriusXM Guardian, five USB ports to link with the award-winning Uconnect system and a segment-leading 12-inch touchscreen featuring split-screen capability for dual-application

operation or full-screen single application operation.

The new 2019 Ram 1500 offers truck buyers leading-edge innovation with 225 pounds of weight reduction, up to 12, 750 pounds of towing capability, the eTorque mild hybrid system and active systems that improve fuel efficiency and assist drivers. The Ram 1500 stands out as the benchmark in a very competitive segment.

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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