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Ram Launches New 2018 Harvest Edition Chassis Cab Trucks

- Ram brand supports American farmers with Class 3, 4 and 5 medium-duty Chassis Cab trucks designed specifically for the agriculture industry
- 2018 Ram Chassis Cab Harvest Edition available in Case IH Red, New Holland Blue, Bright White and Brilliant Black
- Ram Harvest Edition combines work capability, technology and premium appearance

September 11, 2018, Auburn Hills, Mich. - Ram is celebrating its agricultural bonds with a new edition designed specifically for America's farm families.

The 2018 Ram Chassis Cab Harvest Edition is an agricultural market-specific truck and is visually distinguished by two limited-availability colors: Case IH Red and New Holland Blue (Brilliant Black and Bright White also available).

"Addressing a direct request from farmers, Ram is the only manufacturer to offer Chassis Cab commercial trucks in colors that match two of the most popular lines of farm equipment in the nation," said Jim Morrison, Head of Ram Brand – FCA North America. "The Ram Harvest Edition Chassis Cab delivers high capability and gives farming families a way to show their agricultural brand loyalty."

In August 2017, Ram launched 1500, 2500 and 3500 pickup versions of the Harvest Edition.

Case IH and New Holland farm tractors and other agricultural equipment are manufactured by subsidiaries of CNH Industrial. CNH Industrial N.V. shares a common ancestry with Fiat Chrysler Automobiles N.V.

The Harvest Edition will be available across the Ram 3500 (SRW and DRW), 4500 and 5500 (DRW, 60-inch and 80-inch cab-to-axle lengths) Chassis Cab lineup, in all four-door Crew Cab and two-door Regular Cab configurations. Optional powertrains include 4x4 versions of the 6.4-liter HEMI® V-8 or 6.7-liter Cummins Turbo Diesel.

Harvest Edition Chassis Cab trucks are loaded with functional features that are designed to work, including large front tow hooks, a transfer-case skid plate, side steps, fog lamps and a rear back-up camera.

The Harvest Edition comes standard with technology farmers are looking for, including an optional 8.4-inch Uconnect 4C touchscreen radio with navigation, 4G Wi-Fi capability, Apple CarPlay and Android Auto, which gives buyers seamless connectivity, fingertip access to smartphone map mirroring, and Sirius Weather with up-to-the minute weather maps and forecasts customizable to any location in the nation. A large 7-inch reconfigurable cluster allows operators to monitor selected systems, such as filter life, engine hours and operating temperatures. The interior also includes an auto-dimming rearview mirror, leather-wrapped steering wheel, steering-wheel audio controls and power-sliding rear window (Crew Cab).

The Harvest Edition features a premium exterior appearance packed with chrome highlights, including the grille, side-steps, door handles and mirrors. Polished aluminum wheels enhance all four corners (18-inch on 3500 models, 19.5-inch on 4500 and 5500 models).

The Harvest package also includes body-color (or Bright Silver) wheel flares and upper fascia (3500). In addition to Case Red and New Holland Blue, Harvest Edition Ram trucks are also available in Bright White or Brilliant Black.

Ram Harvest Edition Chassis Cab pricing:

- Ram 3500 MSRP starts at $43,990
- Ram 4500 MSRP starts at $48,140
- Ram 5500 MSRP starts at $49,240

*MSRP does not include $1,695 destination charge.

Ram Harvest Edition trucks were unveiled today at Husker Harvest Days in Grand Island, Nebraska, and go on sale in the third quarter of 2018.

About Ram Truck and America's Farmers
Farming continues to be a part of the foundation on which Ram's success is built. Ram stands by its commitment to the farm community, supporting the future of farming and the development of the next generation of farmers and future leaders in agriculture.

From the Ram 1500 to the Ram 5500 Chassis Cab, Ram Commercial offers a range of products that appeal to both ag business and farming families.

Ram also provides various affiliate reward programs supporting American agricultural customers, including Case IH and New Holland equipment purchasers, National FFA Organization members, Farmers in America farm owners and Dairy Farmers of America members.

About Ram Certified Agriculture Dealership Program
Agriculture is meaningful to many truck customers and through the Ram Certified Agriculture Dealership (RCAD) program, Ram Truck aims to extend its commitment to the local agricultural community by equipping Ram Truck dealers to properly serve local farmers and ranchers.

RCAD is designed to educate dealership staff and requires that they complete a competency-based grassroots training curriculum, which is dedicated to helping Ram truck dealers gain a greater awareness and address the needs of the farming and ranching communities.

Certified Agricultural Dealerships help farmers and ranchers get the right Ram light-duty, heavy-duty and commercial trucks for their needs and help them take advantage of incentives and bonus offers.

With the purchase of every new Ram truck Certified Ag Dealers offer a farm-specific package worth more than $5,300 that includes a discount on Crop Copter Ag Drone products, a voucher toward AgroLiquid Crop Nutrition and a subscription to Agrible's Grower Bundle.

A first-of-its-kind in the industry, this certification lets farm and ranch families know staff at these dealerships have a far deeper understanding of agriculture business and its unique vehicle requirements. It also signals the dealership's commitment to activities like the timing of the cherry harvest, milking schedules and calving season by adjusting parts of its operations to accommodate the demands of every commodity and every season.

To become a Ram Certified Agricultural Dealer, participating dealers are required to select at least three team members to successfully complete a lengthy agriculture literacy curriculum. The programs one each from the parts department, service department and sales so knowledge will be spread across the major segments of the business.

The first Ram CAD dealers were certified in early 2016 and now number nearly 200.

About Ram Commercial
With growing sales, the Ram Truck brand continues to win new customers. The brand has emerged as a leader by investing in new products, infusing them with durable powertrains, robust chassis, new technology and features that further enhance their capabilities while delivering low total cost of ownership. Commercial truck and van customers have a demanding range of needs and require their vehicles to work. The Ram 1500, 2500 and 3500 pickups; 3500, 4500 and 5500 Chassis Cabs; and Ram ProMaster vans are designed to deliver a total package.

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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