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## **New Limited-edition 2018 Ram Power Wagon Mojave Sand Launches**

- Ram Power Wagon introduces new color Mojave Sand and all-black wheels
- Power Wagon Mojave Sand package priced at \$795
- Limited edition only offered in the fourth quarter of 2018

September 18, 2018, Auburn Hills, Mich. - Ram Truck today announced a new color for its off-road king, the new 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.”

Previously the fastest-moving color on the Ram Rebel, 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 color, 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 MSRP of \$54,830, plus \$1,695 destination, and will arrive in dealerships in the fourth quarter of 2018. Production is limited to 1,500 trucks.

### **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 two inches of lift, 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 12,000-lb. winch. Powered by a 410 horsepower, 6.4-liter 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.

### **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, ProMaster and ProMaster City, 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:

- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Towing capacity of 35,100 lbs. with Ram 3500
- Payload of 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
- 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
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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