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2018 Ram Heavy Duty Longhorn Ram Rodeo Edition

- Ram introduces the 2018 Ram 2500/3500 Heavy Duty Longhorn Ram Rodeo Edition — luxurious capability and a Southwestern theme
- The Longhorn Ram Rodeo is ready for hauling with class-exclusive, trailer-focused features
- Class-leading interior with premium materials: wood, leather and steel trim

September 27, 2018, Dallas, Texas - Ram today revealed the new 2018 2500/3500 Heavy Duty Longhorn Ram Rodeo Edition. Based on the Longhorn trim, the Longhorn Ram Rodeo adds content to this luxury pickup leading in style, durability and capability.

The Ram 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 2018 Heavy Duty Longhorn Ram Rodeo Edition is the ultimate combination of capability, refinement and towing content," said Jim Morrison, Head of Ram Truck Brand, FCA – North America. "Truck buyers at this level expect to see and feel the highest quality materials. The Ram Rodeo brings together the advanced technology and towing content in America's longest-lasting truck."

Loaded with premium materials, the Longhorn interior presents unique features and design cues. The Longhorn Ram Rodeo Edition builds on that theme by adding a suede headliner against beautifully contrasted interior colors such as Black and Cattle Tan.

Ram Rodeo's exterior design upgrades include body-colored bumpers and side-steps. Distinctive "LONGHORN" badging stretches across the width of the tailgate against available RV Match Walnut Brown, Brilliant Black Crystal, Bright White, Pearl White, Delmonico Red or Granite Crystal Metallic (monotone only). 20-inch aluminum wheels with optional painted pockets are standard on Ram 2500/3500 single-rear-wheel trucks. Ram 3500 dual-rear-wheel trucks receive 17-inch polished aluminum wheels.

The Ram Rodeo includes a 5th wheel/gooseneck trailer prep package and bed-view camera to provide owners with a factory solution for heavy trailers and deliver a clear view to align with the hitch point. The Longhorn Ram Rodeo also features Ram's exclusive rear air suspension for comfort and expert load-leveling when hauling payload or trailer.

Rounding out exterior features, the addition of a Mopar bed step and Ram's skid plate protection group will remind owners that although luxurious, the Ram Heavy Duty Longhorn Ram Rodeo is very much a pickup ready for work.

The Heavy Duty Longhorn Ram Rodeo Edition is available in Crew Cab and Mega Cab, 4x2 and 4x4 configurations. Standard 6.4-liter HEMI® V-8 or optional 6.7-liter Cummins Turbo-diesel I-6.

Pricing

2018 Ram 2500 Heavy Duty Longhorn Ram Rodeo: Manufacturer's Suggested Retail Price (MSRP) \$60,790, not including \$1,695 destination

2018 Ram 3500 Heavy Duty Longhorn Ram Rodeo: Manufacturer's Suggested Retail Price (MSRP) \$71,260, not including \$1,695 destination

The new Ram Heavy Duty 2500/3500 Longhorn Ram Rodeo will be available in the third quarter of 2018.

About 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.

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