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Ram Truck Unveils New 2020 Ram 1500 Laramie Southwest Edition

- New Ram 1500 Southwest Edition packs additional features into new premium package
- Laramie Southwest to be offered exclusively in Texas and neighboring states
- Ram 1500 Lone Star continues to be Ram's top seller in Texas

March 18, 2020, Auburn Hills, Mich. - Ram today unveiled the 2020 Ram 1500 Laramie Southwest Edition, a new luxury trim aimed at the largest truck-buying region in the world. The Ram 1500 Laramie Southwest Edition packages together popular appearance and luxury features.

The Ram 1500 Laramie Southwest Edition will be offered exclusively in Texas and neighboring states.

"For nearly 20 years, Ram has recognized that Texas and America's Southwest are the center of the truck universe, " said Mike Koval, Ad Interim Head of Ram Brand, FCA - North America. "Ram was the first manufacturer to offer a Texas-exclusive model and the Lone Star edition remains our most popular truck in Texas. Our new Ram Laramie Southwest Edition adds the segment's best combination of performance, capability, luxury and technology."

Outside, the Laramie Southwest Edition's body-colored bumpers, mirrors and grille surround give it a sophisticated appearance. Subtle chrome highlights, including tow hooks, grille inserts, body side moldings and polished 20-inch wheels, provide exterior visual accents. Power side steps are also included and fold out of the way when the truck is parked or underway.

Inside, the Ram 1500 Laramie Southwest Edition is loaded with features, technology and a unique feature. Among those features are the Uconnect 4C infotainment system with a massive 12-inch touchscreen, dual-pane panoramic sunroof and electronic trailer brake control. Also included are automatic high beam headlights, Blind-spot Monitoring with Rear Cross Path detection, ParkSense® Front and Rear Park-Assist with Stop, remote tailgate-release and rain-sensing windshield wipers. Buyers have a choice of either a bench or buckets seats. All Ram 1500 Laramie Southwest Editions are delivered with a heavy-duty Mopar locking console when the bucket seat option is selected.

The 2020 Ram 1500 Laramie Southwest Edition is available in all powertrain options. Buyers can choose Quad and Crew Cab body configurations and 5 ft.-7 in. (Crew only) or 6 ft.-4-in. bed lengths.

Ram 1500 Laramie Southwest Edition's Manufacturer's Suggested Retail Price (MSRP) starts at $45,380, plus $1, 695 destination.

New 2020 Ram 1500 Laramie Southwest Edition models will go on sale in the second quarter of 2020.

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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