

## Ram 1500 Crew Cab Earns 2020 IIHS Top Safety Pick Rating

- Equipped with Pedestrian Automatic Emergency Braking and adaptive LED projector headlamps, Ram is first and only pickup to earn Top Safety Pick rating under new, more stringent Insurance Institute for Highway Safety (IIHS) testing
- Achieved highest possible ratings in each of six IIHS crashworthiness tests
- Automatic Emergency Braking (AEB) technology, graded “superior,” among more than 100 available safety and security features on the 2021 Ram 1500

December 11, 2020, Auburn Hills, Mich. - The 2021 Ram 1500 Crew Cab has earned a 2020 Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS).

The rating applies to Ram 1500 Crew Cab models equipped with available Pedestrian Automatic Emergency Braking technology and adaptive LED projector headlamps with high-beam assist. It marks the first such achievement by a pickup truck under a new, more stringent IIHS testing regimen.

“The Ram 1500’s Top Safety Pick win affirms FCA’s longstanding commitment to robust engineering innovation as a means to serve our customers,” says Mike Koval Jr., Head of Ram Brand. “Such rigor helps us deliver on Ram’s unique combination of ruggedness, utility and refinement.”

Pedestrian Automatic Emergency Braking is the latest IIHS requirement needed to earn Top Safety Pick status. Ram’s technology, which achieved an “advanced” rating, builds on the truck’s sensor-fusion Automatic Emergency Braking system.

Sensor-fusion combines camera technology with radar sensors to help determine if a frontal impact with another vehicle appears imminent. If, after multiple alerts, the driver does not respond to the risk, the system deploys the vehicle’s brakes to help avoid impact or reduce its severity.

To accommodate Pedestrian Automatic Emergency Braking, the range of the system’s radar technology is expanded to help identify pedestrians. If a collision appears imminent, the system responds in a manner similar to Automatic Emergency Braking to reduce or eliminate risk of impact, depending on conditions such as speed and proximity.

Pedestrian Automatic Emergency Braking is part of the Ram 1500’s available Advanced Safety Group package, which includes Lane Departure Warning-Plus, Rear Cross Path detection, Blind-spot Monitoring with trailer coverage and Adaptive Cruise Control with Stop, Go and Hold.

Automatic Emergency Braking earned the highest possible rating – “superior” – in IIHS testing of the vehicle-to-vehicle scenario. It is standard equipment on Laramie, Rebel, Longhorn, Limited Longhorn and Limited trims.

The feature is also available on Tradesman and Bighorn trims with the Level 1 Equipment Group package.

Central to the truck’s evaluation was its performance in six IIHS crashworthiness tests that included three types of frontal crashes. The remaining tests inflict damage consistent with a side impact, rear impact and a rollover.

The [Ram 1500](#) Crew Cab earned the highest possible score in each.

### 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.

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