

Contact: Trevor Dorchies  
Todd Goyer

## **New Ram 1500 Limited Elite Edition Joins Lineup for 2023**

- 2023 Ram 1500 Limited Elite Edition elevates the pinnacle of pickup truck refinement and luxury
- Ram 1500 Limited Elite Edition features a jeweled rotary shifter, premium leather bucket seats, suede headliner, a unique instrument cluster theme, bright pedal kit and a multifunction tailgate
- Ram 1500 Limited debuted in 2012 as the no-compromise benchmark for interior comfort and refinement with premium materials: real wood, leather and metal trim
- 2023 Ram 1500 is the benchmark for performance, capability, technology and luxury

September 6, 2022, Auburn Hills, Mich. - Ram today announced the latest model to join its [award-winning lineup](#) with the addition of the 2023 Ram 1500 Limited Elite Edition.

The Ram 1500 Limited Elite Edition raises the world's benchmark once again for upscale pickup trucks. The equipment group, available on 2023 Ram 1500 Limited, offers luxury features only seen in a Ram truck.

"The new 2023 Ram 1500 Limited Elite Edition takes the highest quality materials in the industry and elevates the benchmark for interior comfort into rarified air," said Mike Koval Jr., Ram brand CEO – Stellantis. "Ram 1500 Limited buyers have enjoyed the ultimate combination of capability, luxury and refinement for a decade now and the Limited Elite Edition is the latest example of how Ram delivers the most luxurious pickups in the industry."

A unique blend of technology, materials and storage solutions give customers a premium experience while staying true to the hardworking nature of the Ram 1500. The Ram 1500 Limited Elite Edition is layered in authentic and premium materials, including real wood, metal and leather. All these elements combine to deliver a level of luxury only seen in a Ram truck.

Ram 1500 Limited Elite models are distinguished externally by a multifunction tailgate, deployable bed step, bed cargo divider and adjustable cargo tie down hooks.

A jeweled rotary shifter, premium leather bucket seats, suede headliner, a unique instrument cluster theme and a bright pedal kit highlight an interior that already boasts the pinnacle of luxury and refinement. Other interior features include front and rear ventilated and heated seats, heated steering wheel, 12-way driver and front passenger seats and a 60/40 reclining rear seat. A 19-speaker premium sound system rounds out the well-crafted, high-quality feel and appearance.

The 2023 Ram 1500 Limited Elite Edition is available in Crew Cab configurations with the 5.7-liter V-8 with eTorque mild-hybrid assist.

Ram 1500 Limited Elite Edition's manufacturer's suggested retail price (MSRP) starts at \$65,305, plus \$1,795 destination.

New 2023 Ram 1500 Limited Elite Edition models go on sale next month.

### **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](http://www.stellantis.com).

**Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](https://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](https://www.instagram.com/ramtrucks)

Twitter: [@RamTrucks](https://twitter.com/RamTrucks), [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: [www.youtube.com/RamTrucks](https://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>