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## **Canada: 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, Windsor, Ontario - 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-litre V-8 with eTorque mild-hybrid assist.

Ram 1500 Limited Elite Edition's Canadian Manufacturer's Suggested Retail Price (MSRP) starts at \$92,820, plus \$2,095 destination.

New 2023 Ram 1500 Limited Elite Edition models go on sale in the fourth quarter of 2022.

### **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:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,828 kg (37,090 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,447 kg (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
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500, North America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 8.0L/100km highway and delivers over 1,500 kilometres of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in North 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 2022 Ram 1500 as the best vehicle in the large light-duty pickup category in the U.S. This marks the third straight year Ram 1500 has received top honours.

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).

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