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Canada: Ram Brand Confirms Name of First Electric Pickup: Ram 1500 REV

February 9, 2023, Windsor, Ontario - The Ram Truck brand confirmed today that its first battery-electric pickup truck will be known as the Ram 1500 REV. The announcement of the all-new Ram 1500 REV as the name of the brand's first electric pickup truck marks the latest step in Ram's electrification journey to bring the industry's best electrified options to market.

"At Ram, we started a revolution last year as we invited consumers along on the beginning of our electrification journey, gathering their feedback on exactly what they are looking for in an electric pickup truck," said Mike Koval Jr., Ram brand CEO – Stellantis. "We look forward to delivering our first EV pickup – the all-new Ram 1500 REV – to those consumers next year. We are confident the Ram 1500 REV will push past the competition, offering what will be the leading combination of attributes customers care about the most: range, payload, towing and charge time."

Production of the all-new Ram 1500 REV will begin next year. More information will be available Sunday, Feb. 12, and the vehicle will be formally revealed to the public in the coming months.

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 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 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.

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