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Ram 1500 Offers Two New Buzz Models in Sport Trim

- Ram 1500 Ignition Orange Sport features unique interior colors, body-colored accents and limited edition bright orange paint, appreciated up close and at 10,000 feet
- Ram 1500 Black Sport takes design cues from popular Black Express package, offering customers a customized appearance including black 20" wheels and a sport hood
- New Ram 1500 Sport buzz models are limited production of 1,000 trucks each

March 12, 2015, Auburn Hills, Mich. - The Ram Truck brand announced today that it will add two new Ram 1500 buzz models in Sport trim — the Ram 1500 Ignition Orange Sport and the Ram 1500 Black Sport.

“With a standard HEMI® V-8, the Sport model offers unique features for the customer who likes aggressive styling and great performance but still needs a truck,” said Bob Hegbloom – President and CEO, Ram Truck Brand. “Adding limited edition Ignition Orange and Black Sport models will give our buyers a custom appearance on an already eye-catching truck with all the capability our customers expect.”

The limited-edition trucks are available in Crew Cab 4x2 and 4x4. Among the standard features in the Sport trim, both trucks include a 395 horsepower HEMI V-8, 8-speed TorqueFlite transmission, 3.92 gear set, dual exhaust, vented sport hood and 20-inch wheels.

Interior treatments for the Ignition Orange Sport include body color accent stitching through the cabin, Sport embroidery on the seat backs, accent color Ram's head on the headrests and colored accent sport mesh on the seat inserts. Black Sport interior is as you expect, nearly all black with leather and Light Black chrome accents. Both trucks include the 8.4AN Uconnect system with navigation and standard rear view camera system.

Orders open this week for the two new buzz models and production starts in April. Pricing for the Ram 1500 Ignition Orange package and the Ram 1500 Black Sport package is \$1,595. Starting price of a Ram 1500 Sport Crew Cab 4x2 is \$41,020 not including \$1,195 destination.

About Ram 1500

The most recognizable pickup on the road -- delivers best-in-class fuel economy with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: TorqueFlite 8-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The Ram 1500 delivers an outstanding combination of best-in-class fuel efficiency, unsurpassed torque and a surplus of towing capability.

The EcoDiesel-powered Ram 1500 earned a 29 mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup. It also exceeds the EPA highway rating for the top-ranked small pickup.

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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