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2016 Ram 1500 Rebel Wins Off-road Title With *Four Wheeler* Magazine's Pickup Truck of the Year

January 20, 2016, Auburn Hills, Mich. - *Four Wheeler* Magazine, a popular off-road enthusiast publication, has named the new 2016 Ram 1500 Rebel its Pickup Truck of the Year. For the past 28 years, the *Four Wheeler* staff has chosen a truck to hold the coveted annual title.

"If there's one word to describe the Ram 1500 Rebel, it's balanced," said *Four Wheeler* Editor Christian Hazel. "No matter what we threw at the Ram 1500 Rebel, it just flat-out worked with no drama, no excuses and no compromises. The Ram 1500 Rebel was the vehicle the *Four Wheeler* judges overwhelmingly chose not only as the 2016 *Four Wheeler* Pickup Truck of the Year, but the vehicle they'd most like to take home."

The competition takes place over five days and 1,000 miles, providing the panel of seven judges an opportunity to experience every plausible condition from city gridlock to technical trails. Judges tested each vehicle's performance, comfort and design.

"The Ram Rebel offers an aggressive off-road-style package on our successful Ram 1500 platform and this award from *Four Wheeler* magazine endorses its combination of engineering and design," said Bob Hegbloom, Head of Ram Brand, FCA - North America. "We're pleased this opinion-leading off-road enthusiast publication recognizes the Rebel as its Pickup Truck of the Year."

The Ram Rebel brings one-of-a-kind, off-road design to the full-size truck segment with unique design cues and can-do attitude backed by Ram Truck engineering. Equipped with a factory lift, 33-inch tires, standard air suspension, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the truck owner looking for a less beaten path.

The Ram 1500 offers buyers best-in-class 29 mpg fuel efficiency, advanced technology and unique features without sacrificing capability. Ram 1500 – the most recognizable pickup on the road – marks a milestone for Ram as this truck delivers a truckload of pioneering and fuel-saving systems. Equipped with a choice of engines, including the award-winning 3.0-liter EcoDiesel, the legendary 5.7-liter HEMI® V-8 engine or the Pentastar V-6, the Ram 1500 offers the best powertrains in the industry.

The 2016 Ram 1500 Rebel starts at \$42,790 not including \$1,195 destination charge.

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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