

Contact: Ariel Gavilan
Michele Callender

Ram Truck Brand Makes International Debut at 66th IAA Commercial Vehicles Exhibition in Hannover

- Ram Truck's first-ever appearance at world premier commercial vehicle show
- Brand gears up for expansion into markets for commercial vehicles outside North America
- Display at Hannover features 'upfitted' Ram 1500 Quad Cab Sport
- Modified Ram includes popular liquid petroleum gas (LPG) system and Mopar accessories

September 21, 2016, Auburn Hills, Mich. - The Ram Truck brand will host its first-ever display at the [IAA Commercial Vehicles Exhibition](#), the world's leading trade fair for mobility, transportation and logistics for commercial vehicles. The event, scheduled for September 21-29 in Hannover, Germany, marks the brand's debut in the international arena as it gears up for an expanded presence in markets for commercial vehicles outside of North America.

"We are very excited to introduce the Ram Truck brand to a global commercial vehicle audience at Hannover," said Bob Hegbloom, Head of Ram Truck Brand International, FCA US LLC. "This is the premier show in the world for the commercial segment and is the perfect entry point for Ram Truck to expand its reach to new markets."

The inaugural display will feature a Ram 1500 Quad Cab Sport with a 5.7-liter HEMI® gasoline engine and an eight-speed automatic transmission. The Bright White Ram has been adapted for use with liquid petroleum gas (LPG), a popular option in Europe, which delivers increased fuel economy and extended-range driving capabilities. The system allows the driver to switch between LPG and gasoline.

The "work and play" duality and versatility of the Ram is further enhanced with commercial-appropriate European-homologated Mopar accessories, including black side steps and a black heavy-duty toolbox.

A mounted and European-homologated tow hook helps provide towing capacity needed to get the job done. Additional options include leather-trimmed bucket seats, folding flat load floor storage, 3.92 rear axle ratio and anti-spin differential rear axle. On the exterior, the truck displays a sport performance hood and a black under rail box bedliner.

"We are using this important show to gather customer and media feedback, and to let them know that the Ram Truck brand is expanding to markets for commercial vehicles outside of North America," said Hegbloom. "This is just the beginning and we'll continue to unfold the Ram Truck brand plan on a regional basis."

At the time being, Ram Truck vehicles will be distributed in EMEA Region by [AK Leasing GmbH and Auto Export Corporation], our official importers/partners.

For more information about the Ram Truck portfolio, please visit www.ramtrucks.com.

Ram Brand

In 2009, the Ram 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 vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower

- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level 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.

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