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## **New Ram 1500 Rebel “Black” Shown for the First Time at 2017 North American International Auto Show**

- Ram 1500 Rebel Black special edition builds on brands off-road pickup leadership
- Available in all Rebel colors, the Black package is the first time the popular off-road truck has offered Black wheels, brush guard and all-black Katzkin interior
- Pricing for Ram 1500 Rebel with Black package starts at \$45,590

January 4, 2017, Auburn Hills, Mich. - At the 2017 North American International Auto Show, Ram Truck will introduce a special edition of the popular Ram 1500 Rebel — the Rebel Black.

The Ram Rebel Black special edition traces its origin to one of the truck brand's fastest-selling off-road powerhouses, adapting dark features as a design component. The package is offered with all available Rebel colors, adding black wheels, brush guard and theme-matched all-black interior.

“Adding the Rebel Black package to an already aggressive off-road truck will continue feeding the momentum Rebel is creating for the Ram Truck brand,” said [Mike Manley](#), Head of Jeep Brand and Ram Brand, FCA - Global. “The Ram Rebel is unique in the full-size truck segment with 33-inch off-road tires, air suspension and custom interior details.”

The Rebel Black interior features black anodized bezels on the doors, center console, instrument panel and gauge cluster trim rings. All-black heated seats with black “Rebel” embroidery stay to the theme, highlighted by Light Slate Gray accent stitching, which traces the instrument panel, center console lid, doors and seats. Deep rubber floor mats capture snow and mud. Additional luxury can be had with optional Black leather Katzkin seats.

The Ram 1500 Rebel Black special edition is available in crew cab with either the legendary 5.7-liter HEMI® V-8 or 3.6-liter Pentastar V-6 at a starting MSRP of \$45,590 plus \$1,320 destination. Rebel Black will start arriving in dealerships in March 2017.

### **About Ram 1500 Rebel**

The Ram 1500 Rebel brings an aggressive, one-of-a-kind, off-road design to the full-size truck segment, offering customers a custom truck with capability.

Equipped with factory lift, 33-inch all-terrain tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering. Ram 1500 Rebel also takes advantage of exclusive air suspension in order to offer increased ride height.

New front grille design and “RAM” branding offer a new styling signature for Ram Truck. Rebel is also distinguished by unique interior colors and materials, including Radar Red and Black seats with tire tread-matching patterns.

The Ram 1500 Rebel is available in three short wheelbase Crew Cab configurations with a standard 4x4/3.6-liter Pentastar V-6/TorqueFlite 8 combination, delivering 305 horsepower and 269 lb.-ft. of torque; a 4x2 5.7-liter HEMI V-8 with variable valve timing, fuel-saver technology and 395 horsepower/410 lb.-ft. of torque mated to a TorqueFlite eight-speed transmission 4x2; or HEMI-powered 4x4.

## 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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