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## **FCA Canada Reveals Unique-to-Canada 2019 Ram 1500 Sport**

- Built exclusively for Canada, 2019 Ram 1500 Sport features unique exterior design cues, interior treatments and custom options, plus 5.7-litre HEMI® V-8 power
- Monochromatic exterior with all-black badging, plus unique all-black interior, seats and accents
- Stronger and lighter, the all-new 2019 Ram 1500 is the benchmark for pickup truck durability, technology, efficiency and convenience with features never before offered in the segment
- 2019 Ram 1500 Sport goes on sale in the second quarter of 2018

February 15, 2018, Windsor, Ontario - Ram Truck today unveiled the all-new and exclusive-to-Canada 2019 Ram 1500 Sport. Debuting during media day of the Canadian International Autoshow, Ram 1500 Sport is designed specifically for Canadian truck buyers, who have made the 'Sport' trim the country's most popular Ram light-duty model. The all-new Ram Sport features unique exterior design cues, interior treatments and custom options.

"The all-new 2019 Ram 1500 is the strongest, most technological and most capable light-duty truck we have ever built. But we didn't stop there," said Reid Bigland, President and CEO, FCA Canada. "We sold over 100,000 Ram products in Canada last year and we pride ourselves on knowing our customers and listening to their needs. That's why the all-new 2019 Ram 1500 Sport is being built exclusively for the Canadian market and why we are confident our truck owners will embrace the unique style and capability it offers."

The 2019 Ram 1500 Sport is distinguished foremost by its monochromatic exterior, available in nine colours and set off by a black billet bar grille with R-A-M lettering. The all-new, standard bi-LED headlamps wear black internal bezels and are complemented by LED signature daytime running lamps and LED fog lamps. The hood badging and side window surrounds are also blacked-out. An optional Sport hood is available for customers who crave a more aggressive look.

The 2019 Ram 1500 Sport rides on standard black 20-inch aluminum wheels, with optional 22-inch 'Black Noise' alloys (available for the first time on 4x4 models). The all-new, dampened aluminum tailgate with integrated spoiler features black badging, plus the new, chiseled all-black Ram's head logo and a 'Sport' badge - reserved exclusively for the Canadian marketplace. An integrated dual exhaust completes the pickup truck's "Canada-only" look.

The 5.7-litre HEMI V-8 is standard on Ram 1500 Sport. It combines the muscle of 395 horsepower and 410 lb-ft of torque with performance-enhancing and fuel-saving technologies that include variable valve timing and cylinder deactivation.

A new generation of TorqueFlite eight-speed automatic transmission is standard and includes more than 40 individual shift maps to optimize fuel economy, performance and drivability. The 2019 Ram 1500 Sport is offered as a 4x2 or 4x4 with an on-demand transfer case with four operating ranges: Auto, 2HI, 4HI and 4LO. The Auto range optimizes the distribution of torque based on vehicle driving conditions, without driver intervention.

Offered as either a Quad or Crew Cab, the Sport model wears a unique all-new Ram 1500 interior. The all-black cabin with black headliner features an exclusive combination of trim touches, including satin light black chrome highlights, real metal trim and a diamond plate-look on the centre stack borrowed from Ram Rebel. The instrument panel and cluster brow are soft-wrapped and features Diesel grey French accent stitching. The closed upper glove box wears a unique 'Sport' badge.

Unique to Canada are power heated sport cloth/premium vinyl seats with a special 'hex' insert mesh fabric. Optional leather heated and ventilated seats also feature a unique technical embossed texture reserved only for Canada. The 2019 Ram 1500 Sport comes standard with power adjustable pedals, CD player, heated steering wheel and much more. Every Sport comes standard with Ram 1500's new reconfigurable console with space for a 15-inch laptop or hanging files, sliding front cupholders, fixed rear cupholders and large storage bins. A dual-pane sunroof is available on Crew Cab models, which also offer a reclining rear seat and a flat rear floor, plus 12.7 cm (5 inch) larger in-floor Ram bins that can accommodate a 4-inch drop hitch.

The newest generation of the award-winning 8.4-inch Uconnect touchscreen is standard on the 2019 Ram 1500 Sport, with features including Apple CarPlay and Android Auto. The standard 7-inch reconfigurable in-cluster display not only features a unique start-up screen with the "Sport" logo, but also deep-diving information, including fuel economy, trailer braking and status on the available air suspension.

The 2019 Ram 1500 Sport offers over 100 standard and available safety and security features, including standard ParkView back-up camera, push-button start, tire fill alert and a comprehensive electronic stability control system that includes brake assist, hill start assist, rainy day braking, ready alert braking, trailer sway control and much more.

2019 Ram 1500 Sport offers advanced, optional safety features, including Blind-spot Monitoring with trailer detection, as well as the Advanced Safety Group that includes adaptive cruise control, Forward Collision Warning with Stop, Lane Departure Warning, Surround View Camera, automatic high beams and ParkSense Parallel/Perpendicular Park Assist. Front and rear park assist is available and sensors are now hidden in the lower portion of the bumper, along with fog lights to improve the aesthetics.

The 2019 Ram 1500 Sport goes on sale in the second quarter of 2018. Pricing and fuel economy will be announced at a later date.

#### **About 2019 Ram 1500**

Ram 1500 Sport is a uniquely Canadian part of the all-new Ram 1500 light-duty pickup truck family. Unveiled at the North American International AutoShow in January, the all-new 2019 Ram 1500 becomes the benchmark for durability, technology, efficiency and convenience with features never before offered in a pickup.

Overall weight for the Ram 1500 has been reduced by 225 pounds. As the truck's backbone, the frame uses advanced materials and engineering to eliminate weight while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload.

More details on the 2019 Ram 1500 can be found [here](#).

#### **About Ram Truck Brand**

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Over the last 30 years, Ram has the highest percentage of pickups still on the road
- Highest owner loyalty of any half-ton pickup
- Highest Ram torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel

- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – 8.0 L/100 km with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

### **Manufacturing**

The 2019 Ram 1500 is built at the [Sterling Heights Assembly Plant](#) (SHAP) in Sterling Heights, Michigan.

### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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