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## FCA Canada: Ram Announces Pricing of All-new 2019 Ram 1500 Pickup

- All-new 2019 Ram 1500, a no-compromise approach to the full-size truck segment with strength, durability, technology and efficiency, starts at \$42,095

March 8, 2018, Windsor, Ontario - Ram Truck today announced the all-new [2019 Ram 1500](#) pickup truck – an industry leader in strength, durability, technology and safety – will have a starting Manufacturer's Suggested Retail Price (MSRP) of \$42,095 plus \$1,895 destination fee.

"In launching the all-new 2019 Ram 1500, we knew it was important to offer class-leading features and technology. But it's also important to offer our great product at a competitive price," said Mike Manley, Head of Ram Truck Brand – FCA. "We feel that we've delivered the right no-compromise mix that Ram Truck customers will appreciate."

The all-new 2019 Ram 1500 is available in a wide range of offerings, from the well-equipped Tradesman Quad Cab 4x2's \$42,095 MSRP to the technology-leading Limited Crew Cab 4x4 V-8 with standard 12-inch Uconnect touchscreen at \$74,195 plus destination.

Tradesman and Big Horn pricing reflects the standard 3.6-litre Pentastar V-6 eTorque mild hybrid powertrain (late availability). The optional 5.7-litre HEMI® V-8 with 8-speed automatic transmission is \$1,900.

Sport, Rebel, Laramie, Laramie Longhorn and Limited pricing reflects the standard 5.7-litre HEMI V-8, while eTorque-equipped HEMI is an additional \$500 (late availability).

Pricing for the unique-to-Canada [2019 Ram 1500 Sport](#) was also announced today. With an MSRP of \$52,595 for a Quad Cab 4x2, Sport features a monochromatic exterior with all-black badging, a unique all-black interior, with unique seats and accents, plus standard 5.7-litre HEMI V-8 power. 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 2019 Ram 1500 Sport was unveiled at the Canadian International AutoShow last month.

The 2019 Ram 1500 made its worldwide debut at the North American International Auto Show in Detroit in January where it generated consumer buzz over its class-leading interior space, innovative storage solutions, the segment's most safety and security features and an overall weight reduction of 102 kg (225 lbs.)

The all-new Ram 1500 also will deliver significant gains in fuel efficiency with the all-new eTorque system on second-generation 3.6-litre Pentastar V-6 and legendary 5.7-litre HEMI V-8 engines – the widest use of mild hybrid technology in the industry.

The 2019 Ram 1500 is built at FCA's [Sterling Heights \(Michigan\) Assembly Plant](#).

### ALL NEW 2019 RAM 1500 PRICING

#### \*3.6L V-6 eTorque (Unless Otherwise Noted)

Vehicle Line	Model	\$MSRP	
Crew Tradesman 4x2	DT1L98	\$43,795	
Crew Tradesman 4x2 LWB	DT1L98	\$44,195	
Crew Bighorn 4x2	DT1H98	\$47,295	
Crew Bighorn 4x2 LWB	DT1H91	\$47,695	
Crew Sport 4x2	DT1X98	\$54,295	5.7L HEMI V-8

Crew Sport 4x2 LWB	DT1X91	\$54,695	5.7L HEMI V-8
Crew Laramie 4x2	DT1P98	\$60,295	5.7L HEMI V-8
Crew Laramie 4x2 LWB	DT1P91	\$60,695	5.7L HEMI V-8
Crew Longhorn 4x2	DT1R98	\$65,795	5.7L HEMI V-8
Crew Longhorn 4x2 LWB	DT1R91	\$66,195	5.7L HEMI V-8
Crew Limited 4x2	DT1M98	\$70,195	5.7L HEMI V-8
Crew Limited 4x2	DT1M91	\$70,595	5.7L HEMI V-8
Crew Tradesman 4x4	DT6L98	\$47,795	
Crew Tradesman 4x4 LWB	DT6L98	\$48,195	
Crew Bighorn 4x4	DT6H98	\$51,295	
Crew Bighorn 4x4 LWB	DT6H91	\$51,695	
Crew Sport 4x4	DT6X98	\$58,295	5.7L HEMI V-8
Crew Sport 4x4 LWB	DT6X91	\$58,695	5.7L HEMI V-8
Crew Rebel 4x4	DT6X98	\$60,295	5.7L HEMI V-8
Crew Laramie 4x4	DT6P98	\$64,295	5.7L HEMI V-8
Crew Laramie 4x4 LWB	DT6P91	\$64,695	5.7L HEMI V-8
Crew Longhorn 4x4	DT6R98	\$69,795	5.7L HEMI V-8
Crew Longhorn 4x4 LWB	DT6R91	\$70,195	5.7L HEMI V-8
Crew Limited 4x4	DT6M98	\$74,195	5.7L HEMI V-8
Crew Limited 4x4	DT6M91	\$74,595	5.7L HEMI V-8
Quad Tradesman 4x2	DT1L41	\$42,095	
Quad Bighorn 4x2	DT1H41	\$45,595	
Quad Sport 4x2	DT1X41	\$52,595	5.7L HEMI V-8
Quad Laramie 4x2	DT1P41	\$58,595	5.7L HEMI V-8
Quad Tradesman 4x4	DT6L41	\$46,095	
Quad Bighorn 4x4	DT6H41	\$49,595	
Quad Sport 4x4	DT6X41	\$56,595	5.7L HEMI V-8
Quad Rebel 4x4	DT6X41	\$58,595	5.7L HEMI V-8
Quad Laramie 4x4	DT6P41	\$62,595	5.7L HEMI V-8

### 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:

- 80% of All Ram Light Duty Pickups sold over the last 30 years are still on the road
- 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 – as efficient as 8.0L/100km (35 mpg) highway 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.

### **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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