

Contact: Nick Cappa
David Elshoff

New Limited-edition 2018 Ram Power Wagon Mojave Sand Launches

- Ram Power Wagon introduces new color Mojave Sand and all-black wheels
- Power Wagon Mojave Sand package priced at \$795
- Limited edition only offered in the fourth quarter of 2018

September 17, 2018, Auburn Hills, Mich. - Ram Truck today announced a new color for its off-road king, the new 2018 limited-edition Ram Power Wagon Mojave Sand package.

“The Ram Power Wagon is the most off-road capable production pickup in the market today and offering the new Mojave Sand limited edition will appeal to enthusiasts looking for a truck that stands above the crowd,” said Jim Morrison, Head of Ram Brand – FCA North America. “Power Wagon is extraordinarily competent off road and provides both the towing and payload required in a heavy-duty truck.”

Previously the fastest-moving color on the Ram Rebel, this is the first time Mojave Sand exterior paint has been available on a Ram Heavy Duty truck and is exclusive to the Power Wagon. To accompany the new color, new all-black wheels create a complete exterior design element.

The limited-edition truck features an all-black interior with Ram’s Uconnect 8.4-inch touchscreen. Also part of the package, the Power Wagon Mojave Sand adds the Heavy Duty Luxury Group, which includes LED bed lighting, overhead console power heated/fold-away mirrors and a universal garage door opener.

The Ram Power Wagon Mojave Sand limited edition is available in Crew Cab 4x4 at a starting MSRP of \$54,830, plus \$1,695 destination, and will arrive in dealerships in the fourth quarter of 2018. Production is limited to 1,500 trucks.

About the Ram Power Wagon

Based on the Ram 2500 Heavy Duty 4x4 Crew Cab, the Power Wagon is packed with purpose-built off-road features, including a unique suspension with more than two inches of lift, 14.3 inches of ground clearance, front and rear locking differentials, an electric disconnecting front sway bar, 33-inch Goodyear Wrangler DuraTrac tires and a 12,000-lb. winch. Powered by a 410 horsepower, 6.4-liter HEMI® V-8 engine, the Ram Power Wagon is the most off-road capable production pickup available.

Dating back to 1945, the Ram Power Wagon’s heritage holds a distinctive position in the Ram Truck lineup as an example of engineering innovation and off-road capability with best-in-class, can-do toughness. The Power Wagon nameplate was initially produced through 1980. Early trucks were based on the Weapons Carrier (WC) series of Dodge $\frac{3}{4}$ -ton military-use trucks built during World War II. The Power Wagon went on to become a well-known civilian vehicle. The iconic truck was reintroduced in 2005 and now exists as an independent model in the Ram Truck lineup.

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.

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