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New Special-edition 2019 Ram 1500 Rebel 12 — Where Off-road, Technology and Luxury Meet

- 2019 Ram 1500 Rebel 12 adds class-leading technology and high-end materials to create premium version of the popular off-road model
- Rebel 12 includes Uconnect 4C with 12-inch touchscreen and 900-watt Harman Kardon sound system
- Upgraded interior with first-time offering of leather seating on all-new 2019 Rebel model, high-end audio and new premium appointments
- Standard 33-inch tires, factory lift, locking rear differential and other off-road features provide versatility and capability

September 21, 2018, Auburn Hills, Mich. - The new 2019 Ram 1500 Rebel 12 brings new technology and premium appointments to one-of-a-kind off-road design in the full-size truck segment.

“Expanding the availability of the segment-leading Uconnect 4C 12-inch touchscreen is a direct response to market demand,” said Jim Morrison, Head of Ram Brand, FCA – North America. “Customers have been asking for additional high-end features on Rebel and now we’re delivering with benchmark technology and materials wrapped in off-road capability.”

The 2019 Ram 1500 Rebel 12 special edition offers unique technology never before available on Rebel, including Ram’s Uconnect 4C with 12-inch screen and navigation. The fourth-generation Uconnect system includes enhanced processing power, multi-touch gestures, vivid imagery, sharper graphics and the ability to support smartphone integrations. The class-exclusive, 12-inch reconfigurable touchscreen display offers split-screen capability and tailor-made graphics. Next-generation in-car audio entertainment debuts with industry-exclusive SiriusXM with 360L, on-demand content and a personalized listening experience.

Rebel 12 special edition also features leather-trimmed interior with heated front seats and unique metal speaker grilles trimmed in the Rebel’s signature Radar Red anodized finish. Owners will appreciate the finest audio system ever available in a pickup — Harman Kardon with 19 premium speakers, 900-watt surround-sound amplifier, 10-inch subwoofer and active noise cancellation.

The Ram Rebel brings factory-engineered, off-road capability to the full-size truck segment with unique design cues and can-do attitude backed by Ram Truck engineering. Equipped with a factory lift, locking rear differential, 33-inch tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the truck owner looking for a less-beaten path.

Rebel 12 is an available package on all Rebel cab, color and powertrain configurations.

Packed with premium materials and technology at a great value, the 2019 Ram 1500 Rebel 12 starts at \$46,990, not including \$1,695 destination. Rebel 12 will be available in the fourth quarter of 2018.

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

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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