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Rocky Mountain Automotive Press Association Names All-new 2019 Ram 1500 ‘Truck of the Year’

March 26, 2019, Auburn Hills, Mich. - The Rocky Mountain Automotive Press (RMAP) kicked off the Denver Auto Show by announcing the [2019 Ram 1500](#) as Truck of the Year.

“This year, competition for Truck of the Year with the Rocky Mountain Automotive Press was very intense and exciting with three very worthy trucks making the final vote,” said Craig Conover, President of RMAP. “After a vote from all the members of RMAP, it was a clear choice for the new Ram 1500 to be awarded Truck of the Year in the Denver region.”

For RMAP’s Truck of the Year award, the vehicle nominating committee considered a number of attributes, including performance, fuel economy, value and vehicle features, to narrow down the field to three finalists. After voting by the entire RMAP membership was tallied, the 2019 Ram 1500 was voted the winner.

“The 2019 Ram 1500 with eTorque mild hybrid system is the benchmark for efficiency and durability with a high level of technology and luxury unexpected in a pickup truck,” said Reid Bigland, Head of Ram Brand. “Recognition from the Rocky Mountain Automotive Press Association further solidifies our efforts in the design, engineering and manufacturing of the Ram 1500.”

About RMAP

2019 marks the 13th annual Rocky Mountain Vehicle of the Year awards. The goal is to recognize trucks that are all-new or significantly revised for the 2019 model year. In order to be eligible for the award, vehicles must be in the Rocky Mountain regional press fleet and available for RMAP members to test. RMAP represents automotive journalists from Colorado, Utah, Wyoming, New Mexico and Arizona. RMAP’s main goal is to promote an information exchange between automakers and journalists and to help consumers make informed decisions about their transportation needs.

2019 Ram 1500

The all-new 2019 Ram 1500 is a no-compromise truck, leading in luxury, efficiency, capability and innovation. Ram leads the full-size truck segment with significant gains in fuel efficiency through an all-new eTorque mild hybrid system in both V-6 and V-8 configurations. Overall weight for the Ram 1500 has been reduced by 225 pounds. The frame uses advanced materials and engineering to eliminate 100 pounds while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload. The new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world with technology, featuring split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L. Active safety and security systems join the technology onslaught with adaptive cruise control, automatic emergency braking and blind-spot monitoring.

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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