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Ram Truck Unveils New 2020 Ram 1500 Laramie Southwest Edition

- New Ram 1500 Southwest Edition packs additional features into new premium package
- Laramie Southwest to be offered exclusively in Texas and neighboring states
- Ram 1500 Lone Star continues to be Ram's top seller in Texas

March 18, 2020, Auburn Hills, Mich. - Ram today unveiled the 2020 Ram 1500 Laramie Southwest Edition, a new luxury trim aimed at the largest truck-buying region in the world. The Ram 1500 Laramie Southwest Edition packages together popular appearance and luxury features.

The Ram 1500 Laramie Southwest Edition will be offered exclusively in Texas and neighboring states.

"For nearly 20 years, Ram has recognized that Texas and America's Southwest are the center of the truck universe," said Mike Koval, Ad Interim Head of Ram Brand, FCA - North America. "Ram was the first manufacturer to offer a Texas-exclusive model and the Lone Star edition remains our most popular truck in Texas. Our new Ram Laramie Southwest Edition adds the segment's best combination of performance, capability, luxury and technology."

Outside, the Laramie Southwest Edition's body-colored bumpers, mirrors and grille surround give it a sophisticated appearance. Subtle chrome highlights, including tow hooks, grille inserts, body side moldings and polished 20-inch wheels, provide exterior visual accents. Power side steps are also included and fold out of the way when the truck is parked or underway.

Inside, the Ram 1500 Laramie Southwest Edition is loaded with features, technology and a unique feature. Among those features are the Uconnect 4C infotainment system with a massive 12-inch touchscreen, dual-pane panoramic sunroof and electronic trailer brake control. Also included are automatic high beam headlights, Blind-spot Monitoring with Rear Cross Path detection, ParkSense® Front and Rear Park-Assist with Stop, remote tailgate-release and rain-sensing windshield wipers. Buyers have a choice of either a bench or buckets seats. All Ram 1500 Laramie Southwest Editions are delivered with a heavy-duty Mopar locking console when the bucket seat option is selected.

The 2020 Ram 1500 Laramie Southwest Edition is available in all powertrain options. Buyers can choose Quad and Crew Cab body configurations and 5 ft.-7 in. (Crew only) or 6 ft.-4-in. bed lengths.

Ram 1500 Laramie Southwest Edition's Manufacturer's Suggested Retail Price (MSRP) starts at \$45,380, plus \$1,695 destination.

New 2020 Ram 1500 Laramie Southwest Edition models will go on sale in the second quarter of 2020.

Ram Truck Brand

In 2009, the Ram Truck 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, ProMaster and ProMaster City, the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram is the number one brand in new vehicle quality and is the only truck-exclusive brand to ever finish first in J.D. Power's Initial Quality Study (2021), which tracks new vehicle performance over the first three months of ownership. In the same study, Ram Heavy Duty models also scored best, making Ram the number-one truck brand in new vehicle quality among large heavy-duty pickups.

In addition, the latest J.D. Power APEAL study - which rates the emotional bond between customers and their vehicles – named the 2021 Ram 1500 as the best vehicle in the large light-duty pickup category. This marks the second straight year Ram 1500 has received top honors.

The 2022 Ram 1500 lineup includes the Know & Go mobile app featuring an immersive experience for customers who want to learn more about their vehicles.

Ram continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 37,090 lbs. with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500, America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 33 mpg highway and delivers up to 1,000 miles of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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