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FCA Canada: Ram Launches Second Phase of the Limited-edition 'Built to Serve' Trucks

- Limited-edition, second installment introduces models in Ceramic Grey and Patriot Blue
- Interior features Light Ambassador Blue interior accents

June 11, 2020, Windsor, Ontario - Ram Truck today announced that production of the second installment of the "Built to Serve Edition" trucks has begun at its Sterling Heights (Michigan) Assembly Plant.

This limited-edition, second installment of the "Built to Serve Editions" will be offered in Ceramic Grey and Patriot Blue exterior colours along with a black interior with Light Ambassador Blue accent stitching.

"Ram truck owners, whether civilian or military, are familiar with the 'Built to Serve' adage as it's something we strive to build into every truck and van we produce," said Mike Koval, Head of Ram Brand, FCA - North America. "Ram honours those who serve or have served with distinction."

The second installment of the "Built to Serve Edition" trucks begin rolling out this month. A new "Built to Serve Edition" model will launch approximately every three months.

Each model of the "Built to Serve Edition" will launch with two specially selected exterior paint colours offered in a new low-volume paint option exclusive to this program.

The "Built to Serve Edition" Ram trucks will be offered in the following colours:

- Gator and Diamond Black
- Ceramic Grey and Patriot Blue
- Anvil and Billet Silver
- Tank and Flame Red
- Spitfire and Bright White

Ram "Built to Serve Edition" trucks feature other unique interior and exterior features that set them apart.

The "Built to Serve Edition" trucks get additional stylish exterior cues, including 20-inch aluminum wheels with a unique-to-the-edition Technical Grey finish. Body-colour wheel flares also accent the exterior.

Each of the new Ram front ends gets a unique treatment consisting of an all-black grille and surround, black bumpers and black-bezel premium lighting. Complementing the look are black badges, black wheel-to-wheel side steps and dual four-inch black exhaust tips.

Inside, each of the "Built to Serve" Ram trucks is accented with unique, corresponding colour stitching: Light Frost, Light Ambassador Blue, Light Diesel Grey, Core Green or Orange.

Ram 1500 "Built to Serve Editions" also feature:

- "Built to Serve" instrument panel badge
- Lockable console storage
- Deeply bolstered cloth and vinyl Sport seats
- Black Onyx Chrome interior trim
- All-weather rubber slush mats

Underneath the skin, each Ram "Built to Serve Edition" is ready for action, loaded with 4x4 Off-Road Group content, including:

- All-terrain tires
- Electronic-locking rear axle
- Hill-descent control
- Front suspension skid plate
- Steering gear skid plate
- Fuel tank skid plate
- Transfer case skid plate
- Tow hooks
- Heavy-duty off-road-calibrated front and rear shock absorbers

Ram "Built to Serve Edition" packages are available on all body styles and all powertrains.

FCA Canada

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