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

- Third installment introduces models in Anvil and models in Billet Silver
- Interior features include Light Diesel Grey interior accents and standard content that encourages owner customization
- Available in Ram dealer showrooms starting in the fourth quarter of 2020
- Ram recognizes all owners who serve or who have served our communities

September 17, 2020, Windsor, Ontario - Ram Truck today announced that production of the third installment of "Built to Serve Edition" trucks will begin next month at its Sterling Heights (Michigan) Assembly Plant.

This third installment of the "Built to Serve Editions" offers a theme with both Anvil and Billet Silver exterior colours along with a black interior with Light Diesel Grey accent stitching.

"Ram continues to honour all of those who serve or have served with distinction through our latest 'Built to Serve' offering," said Mike Koval Jr., Head of Ram Brand, FCA – North America. "The 'Built to Serve' adage is something Ram Truck owners, whether civilian or military, are very familiar with as it's something we strive to build into every truck and van we produce."

A new "Built to Serve Edition" model, continues to 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 are 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.

"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, the "Built to Serve" Ram trucks is accented with unique, corresponding colour stitching: Light Frost, Light Ambassador Blue, Light Diesel Grey, Medium Greystone or Orange.

Buyers can apply their own patches – regimental, flags, name tapes or slogans – to personalize their "Built to Serve Edition." Front seat back panels are covered with Pouch Attachment Ladder System/Modular Lightweight Load-bearing Equipment (PALS/MOLLE) webbing to attach additional equipment or pouches.

Ram 1500 "Built to Serve Editions" also feature:

- "Built to Serve" instrument panel badge
- Lockable console storage (optional)
- 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 Crew Cab 5'7" 4x4 models with the 5.7L HEMI V8 engine.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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