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Ram Commemorates the Pinnacle of Southwest-inspired Luxury With 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition

- Ram introduces new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition – luxurious capability inspired by the Southwest
- Limited Longhorn replaces Laramie Longhorn and the 10th Anniversary Edition is an available special package
- Class-leading interior with premium materials: real wood, leather and metal trim
- 2021 Ram 1500 is the benchmark for performance, capability, technology and luxury

October 5, 2020, Auburn Hills, Mich. - Ram today is commemorating the pinnacle of southwestern luxury by unveiling the new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition pickup truck.

The Ram 1500 Limited Longhorn 10th Anniversary Edition joins the lineup and raises the world's benchmark again for upscale pickup trucks.

"The new 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition is a tip of the Stetson to 10 years as a stand-alone brand building the best trucks, featuring the ultimate combination of capability, luxury and refinement," said Mike Koval Jr., Head of Ram Brand. "Truck buyers in this rarified air expect to see and feel the highest quality materials, and the Limited Longhorn 10th Anniversary Edition is another example of how we deliver the most luxurious pickups in the industry."

Layered with premium materials, the Limited Longhorn 10th Anniversary Edition carries on iconic features and design cues, such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle, first seen in Laramie Longhorn models. Other authentic and premium materials include the wood, metal and leather elements that combine to deliver a level of luxury only seen in a Ram truck.

Ram 1500 Limited Longhorn models are distinguished externally by a chrome-slat grille and header surrounding the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps (power optional) come standard. A Limited Longhorn 10th Anniversary Edition tailgate badge, multi-function tailgate and new 20-inch wheels are offered with a variety of finishes.

Inside, the Ram 1500 Limited Longhorn 10th Anniversary Edition's interior is another summit in the light-duty lineup that already boasts the pinnacle of luxury and refinement. Segment-exclusive, leather-wrapped dashboard, new suede door bolsters and leather bolster seat inserts with a Laser Filigree detail highlight a southwestern style. Other unique details, such as a Mountain Brown interior color with hammered metal aluminum liquid graphite accents, 10th Anniversary Edition cluster graphic and badge, a Gloss Black shifter center cap with silver on stripe, metal pedal kit and a brushed-zinc antique badge flush with the console lid, give the Limited Longhorn 10th Anniversary Edition a well-crafted, high-quality feel and appearance.

The 2021 Ram 1500 Limited Longhorn 10th Anniversary Edition is available with the 5.7-liter HEMI® V-8 or 3.0-liter EcoDiesel engine. A Crew Cab body configuration is standard with a 5-ft.-7-in. or 6-ft.-4-in. bed length available.

Ram 1500 Limited Longhorn 10th Anniversary Edition's Manufacturer's Suggested Retail Price (MSRP) starts at \$56,870, plus \$1,695 destination.

New [2021 Ram 1500](#) Limited Longhorn 10th Anniversary Edition models are on sale now.

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
- 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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