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2021 Ram 1500 HFE EcoDiesel Earns Unsurpassed 33 MPG; Joins Quickest, Fastest, Most Powerful and Most Fuel-efficient Ram 1500 Lineup Ever

- Ram 1500 Tradesman HFE EcoDiesel rated at an unsurpassed 33 mpg highway
- HFE EcoDiesel delivers 23 mpg city/33 mpg highway/26 mpg combined
- Ram 1500 lineup now includes unsurpassed fuel economy, best-in-class gasoline 4x4s and the quickest, fastest and most powerful pickup truck
- Ram is committed to innovation and powertrain leadership with 3.0-liter EcoDiesel V-6, 3.6-liter Pentastar eTorque mild hybrid V-6, 5.7-liter eTorque mild hybrid V-8 and supercharged 6.2-liter V-8 engines

February 10, 2021, Auburn Hills, Mich. - Ram Truck today announced that a new, more fuel-efficient model is joining its half-ton truck lineup, which already consists of the most fuel-efficient 4x4s and the quickest, fastest and most powerful pickup truck straight from the factory.

The 2021 Ram 1500 Tradesman HFE EcoDiesel delivers an unsurpassed highway rating of 33 mpg. HFE EcoDiesel's city and combined mpg ratings are 23 and 26, respectively. The HFE designation, or High Fuel Efficiency, is Ram's way of highlighting this model's excellent fuel efficiency.

"Ram is committed to innovation and powertrain leadership, and as the no-compromise benchmark for efficiency and performance, we continue to listen to customer input by offering unsurpassed fuel economy," said Mike Koval Jr., Ram Brand Chief Executive Officer – Stellantis. "The Ram 1500 is America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque and the most capable light-duty diesel with towing capability up to 12,560 pounds, and delivers up to 1,000 miles of range on a single tank of fuel."

The Ram 1500 Tradesman HFE EcoDiesel is available on crew cab four-door models with a 5-ft. 7-in. bed and 20-inch aluminum wheels. Other features include a black bumper and grille, tonneau cover, wheel-to-wheel side steps and cloth bucket seats.

The 2021 Ram 1500 Tradesman HFE EcoDiesel is available in Bright White Clear Coat or Diamond Black Crystal. HFE EcoDiesel models start at \$42,240 MSRP (excluding \$1,695 destination) and go on sale in the second quarter of 2021.

Ram 1500

The [2021 Ram 1500](#) is the no-compromise benchmark for durability, technology, efficiency, performance and convenience with features never before offered in a pickup. The Ram 1500 features up to 12,750 pounds of towing capability and 2,300 pounds of payload. The eTorque mild hybrid system delivers improved fuel efficiency in both V-6 (standard) and V-8 configurations. The Ram 1500 is America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque and most capable light-duty diesel with towing capability up to 12,560 pounds.

As a segment disrupter, the Uconnect 4C with a massive 12-inch touchscreen leads the segment in technology, featuring split-screen capability, 360-degree camera views, and exclusive content from SiriusXM with 360L and Personalized Stations Powered by Pandora. The 2021 Ram 1500 TRX is the first vehicle in the light-duty lineup to include the new Know & Go mobile app featuring an immersive experience for customers who want to learn more about their vehicles. Active safety and security systems include adaptive cruise control, Forward Collision Warning, Blind-spot Monitoring and Ready Alert Braking. Class-leading ride and handling are accomplished via a segment-exclusive link-coil rear suspension system with optional Active-level four-corner air suspension.

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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