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2021 Ram 1500 HFE EcoDiesel Earns Best-in-Class 7.1 L/100km highway; Joins Quickest, Fastest, Most Powerful and Most Fuel-efficient Ram 1500 Lineup Ever

- Ram 1500 Tradesman HFE EcoDiesel rated at a best-in-class 7.1 L/100km highway
- HFE EcoDiesel delivers 10.4 L/100km city / 7.1 L/100km highway / 8.9 L/100 km combined
- Ram 1500 lineup now includes best-in-class highway 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-litre EcoDiesel V-6, 3.6-litre Pentastar eTorque mild hybrid V-6, 5.7-litre eTorque mild hybrid V-8 and supercharged 6.2-litre V-8 engines

February 10, 2021, Windsor, Ontario - Ram Truck today announced that a new, more fuel-efficient model is joining its half-ton truck lineup that 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 a best-in-class highway rating of 7.1 litres per 100 kilometres (L/100 km). HFE EcoDiesel's city and combined fuel ratings are 10.4 and 8.9, respectively. Its "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 North 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 over 1,600 kilometres 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.

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 5,783 kilograms (12,750 pounds) of towing capability and 1,043 kilograms (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 North 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 5,697 kilograms (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. 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 continues to outperform the competition and sets the benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,828 kilograms (37,100 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,484 kilograms (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 awarded light-duty truck in North America
- Highest owner loyalty of any half-ton pickup
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

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.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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