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Canada: New BackCountry Edition Expands 2022 Ram Lineup

- New BackCountry Edition builds on the popular Ram 1500 Big Horn model providing customers with an active lifestyle off-road features straight from the factory
- Standard features include off-road calibrated shocks, all-terrain tires, skid plates, electronic rear differential and hill-descent control
- Ram 1500 BackCountry Edition available starting in the third quarter of 2021

July 12, 2021, Windsor, Ontario - Ram today introduced a new BackCountry Edition that builds on the popular Ram 1500 Big Horn model.

The Ram 1500 BackCountry joins the light-duty lineup and is the latest example of how Ram Truck is North America's off-road truck leader. BackCountry combines convenience, comfort and off-road capability in one package with a name that resonates among truck buyers.

"We're constantly expanding and exploring new ideas to meet the needs and fuel the imagination of our passionate customers while offering the segment's best combination of performance, capability and technology," said Mike Koval Jr., Ram Brand Chief Executive Officer – Stellantis. "Ram 1500 BackCountry will resonate positively with customers who live an active lifestyle and this is the latest example of how Ram trucks deliver features and durability that will continue to win over more and more buyers."

The 2022 Ram 1500 BackCountry Edition features robust off-road features straight from the factory while staying true to the hard-working nature of the Ram 1500.

Ram 1500 BackCountry

The 2022 Ram 1500 BackCountry Edition features 18-inch black wheels, black tu-tone exterior paint, black badging, exhaust tips, headlamp bezels, mirrors and running boards. A body-colour grille surround and tonneau cover also are included and help set BackCountry apart from the rest of the light-duty lineup. Standard functional features include the 4x4 Off-Road Group (tow hooks, skid plates for the front suspension, transfer case, power steering and fuel tank, rear electronic locking axle, off-road calibrated shocks, hill-descent control and all-terrain tires) and Bed Utility Group (upper adjustable tie downs, bed divider (available with RamBox only) deployable bed step, bed lighting and spray-in bed liner).

Inside, the 2022 Ram 1500 BackCountry utilizes a black interior with bucket seats. A 7-inch touchscreen, BackCountry badge on the instrument panel and all-weather slush mats from Mopar round out the distinctive interior content.

The 2022 Ram 1500 BackCountry is available in 4x4 Quad and 4x4 Crew Cab configurations with the 5.7-litre V-8 engine.

Ram 1500 BackCountry Canadian Manufacturer's Suggested Retail Price (MSRP) starts at \$63,330, plus \$1,995 destination.

The new 2022 Ram 1500 BackCountry Edition goes on sale in the third quarter of 2021.

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 kg (37,100 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft. of torque with Cummins Turbo Diesel
- Payload of 3,484 kg (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
- Ram 1500, North America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 7.1 L/100 km highway and delivers over 1,600 kilometres 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 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.

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