

Contact: Jordan Wasylyk  
LouAnn Gosselin

## Canada: New Ram 1500 'Built to Serve' Emergency Medical Service (EMS) model honours first responders

- New Ram 1500 Emergency Medical Service Limited-edition model enhances 'Built to Serve' Lineup
- EMS-inspired interior features performance cloth and premium vinyl sport seats that encourage owner customization
- Ram 1500 'Built to Serve' EMS edition available in the fourth quarter of 2022
- Ram recognizes all owners who serve or who have served our communities

September 27, 2022, Windsor, Ontario - Ram Truck today announced the second installment of its 'Built to Serve' limited-edition models geared towards first-responder services. Ram is honouring these heroes with a new Ram 1500 'Built to Serve' Emergency Medical Service (EMS) model.

This latest 'Built to Serve' model honours the frontline heroes who provide emergency medical services and save lives every day. Production of the Ram 1500 'Built to Serve' EMS model will begin at the [Sterling Heights \(Michigan\) Assembly Plant](#) in the fourth quarter of 2022.

"The Ram 1500 'Built to Serve' EMS edition is our way of honouring and expressing deep gratitude to the frontline heroes who serve or have served," said Mike Koval Jr., Ram brand CEO – Stellantis. "At Ram, we are pleased to recognize the important work emergency medical service workers provide to their communities every day." The Ram 1500 'Built to Serve' EMS edition is offered in two specially selected exterior paint colours that evoke the spirit, mission and history of that service. This EMS-inspired Ram 1500 'Built to Serve' edition is offered in Hydro Blue and Bright White exterior colours, with a black interior with blue accent stitching.

Ram 1500 'Built to Serve' trucks feature other unique interior and exterior features that set them apart.

Ram's 'Built to Serve' trucks get additional stylish exterior cues, including a unique treatment consisting of an all-black grille and surround, black bumpers, black-bezel premium lighting and 20-inch aluminum wheels with a unique-to-the-edition Technical Grey finish. Body-colour wheel flares also accent the exterior. Complementing the look are black badges, black wheel-to-wheel side steps and dual 102 millimetre (four-inch) black exhaust tips (5.7-litre powertrain equipped models only).

Inside, these 'Built to Serve' trucks represent each of the three main emergency services, accented with unique, corresponding colour stitching. The second installment of the second phase of 'Built to Serve' trucks offer a blue accent stitching.

These new Ram models are also ready to display their owners' first responder pride with Built to Serve-embroidered Velcro panels on each front seat and additional Velcro panels on each front seat inboard shoulder panel. Customers can apply their own patches – flags, name tapes or slogans – to personalize their 'Built to Serve' truck. 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
- Deeply bolstered performance cloth and premium vinyl Sport seats

- Black Onyx Chrome interior trim
- All-weather rubber slush mats
- Lockable console storage (optional)

Ram 1500 Built to Serve models are 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

Packages for Ram 'Built to Serve' editions are available on Big Horn Crew Cab models and in 3.6-litre Pentastar V-6 and 5.7-litre eTorque and non-eTorque V-8 powertrains.

Ram 1500 'Built to Serve' models have a Canadian manufacturer's suggested retail price (MSRP) of \$65,335, plus \$2,095 destination.

New 2023 Ram 1500 Built to Serve EMS models will go on sale in the fourth quarter.

### **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, and ProMaster, 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 (37,090 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,447 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
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- 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

The latest J.D. Power APEAL study, which rates the emotional bond between customers and their vehicles, named the 2022 Ram 1500 as the best vehicle in the large light-duty pickup category in the U.S. This marks the third straight year Ram 1500 has received top honours.

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](http://www.stellantis.com).

### **Follow Ram and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://stellantismedia.ca>

Ram Truck brand: <http://www.ramtruck.ca/>

Facebook: [www.facebook.com/ramtrucksCanada](http://www.facebook.com/ramtrucksCanada)

Instagram: [www.instagram.com/ramtrucksca/](http://www.instagram.com/ramtrucksca/)

Twitter: [www.twitter.com/RamTrucksCanada](http://www.twitter.com/RamTrucksCanada) and @StellantisNA

YouTube: [www.youtube.com/user/RamTrucksCanada/](http://www.youtube.com/user/RamTrucksCanada/), <https://www.youtube.com/StellantisNA>

-##-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>