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New 2015 Ram 1500 Rebel Makes a Statement

- 2015 Ram 1500 Rebel takes advantage of exclusive air suspension in order to offer increased ride height
- Standard 33-inch tires provide capability and rugged looks
- First time 3.92 axle ratio available on 3.6-liter Pentastar V-6 engine
- Equipped with factory lift, skid plates, tow hooks and other off-road-ready features
- New front grille design a significant styling departure for Ram Truck brand
- New interior colors and materials, including Radar Red and Black seats with tire tread-matching pattern

January 12, 2015, Auburn Hills, Mich. - The new 2015 Ram 1500 Rebel brings a one-of-a-kind off-road design to the full-size truck segment.

“Offering an off-road-style package on the Ram 1500 has been on our to-do list for some time but the right combination didn’t present itself until now,” said Bob Hegbloom, President and CEO — Ram Truck Brand, FCA US LLC. “The Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering.”

New exterior design highlights

Rebel features an all-new grille with prominent billet silver “RAM” letter badge. Departing from the brand’s iconic “cross-hair” designs, the blacked-out Rebel grille tops a completely new black off-road front bumper design with a durable powder-coated surface, which incorporates a powder coated, billet silver skid plate, new front tow hooks and new LED fog lamps. Black bezel bi-functional projector headlamps with LED marker lights lie beneath an aluminum, twin-snorkel sport hood.

Rebel’s blacked-out front-end continues on the flanks, where black Power Wagon wheel-arch moldings, flat-black badge, mirrors and lower body panels create a distinctive trail-ready presence. The new trim features a two-tone paint scheme with black as a constant on the lower body, front to rear.

The Ram 1500 Rebel features an all-new 17-inch aluminum wheel. Among the most elaborate designs found in mass production, the new one-piece wheel incorporates matte black painted accent pockets and multi-angled surfaces linked to the Rebel’s off-road bias.

Continuing around to the rearview is a bold new “RAM” stamped tailgate with blacked-out lettering. The “Rebel” and “4X4” badge emphasize the truck’s uniqueness. The rear bumper is also treated with durable black powder coating with flared cutouts around dual chrome-tipped exhausts. Tail lamps incorporate black bezels to match forward lighting.

Rebel includes an optional backup camera, providing a better field of vision when maneuvering. A new tri-fold tonneau cover is embossed with the Ram logo.

The Ram 1500 Rebel will be available in five colors, including: Granite Crystal Metallic, Bright Silver Metallic, Flame Red, Bright White and Brilliant Black. Both monotone and two-tone paint options are offered.

Unique interior detailing

Inside, Rebel is every bit as brawny and rugged as it is outside, featuring dramatic, industry-exclusive seating

elements.

High-durability technical grain vinyl seats are finished in Radar Red and Black with Sedoso fabric inserts embossed with the Toyo tire tread pattern, matching the Rebel's actual footprint. Standard heated front seats feature Light Diesel Gray accent stitching, Radar Red Ram's head embroidery on the headrests and Black with Light Diesel Gray Rebel nameplate embroidered on upper seat bolsters.

The all-black instrument panel, door armrests and logo-embossed center console armrest cover are topped with two-tone Radar Red and Light Gray accent stitching. The center stack and console are finished in Iron Gray Metallic paint giving a cast-iron appearance. An all-new center console bin incorporates a cellular phone/tablet holder with molded insert allowing for various-sized devices. Radar Red anodized vent rings, door accent rings, door trim spears and center console trim ring add color detail to the interior. The Rebel's heated steering wheel is wrapped with semi-perforated black leather, accented with Radar Red X-stitches.

The upper glove box door is finished with a Rebel nameplate badge.

Deep all-weather rubber floor mats with contrasting Radar Red Ram's head help contain dirt, snow and debris.

The interior is finished off with a new black headliner and matching upper pillars.

Performance Updates
The Rebel's trail-running capability gets a boost with 1.0-inch raised ride height for improved off-road approach, departure and breakover angles.

Bilstein supplies front and rear shocks with unique tuning and a new steering calibration is matched to the Rebel's increased ride height. A softer rear stabilizer bar provides improved dynamics.

Beefy 33-inch (LT285/70R17E) Toyo Open Country A/T all-terrain tires are mounted to the all-new 17-inch silver and black cast aluminum wheels.

A new tire offering for Ram trucks, the Open Country A/Ts are versatile all-terrain tires designed for rugged good looks, all-season handling and a comfortable ride. Their aggressive tread pattern offers good traction in bad conditions, on pavement or off. They feature a special wavy sipe arrangement for a comfortable ride and improved snow traction; groove bottom siping for more biting edges for increased traction in the snow and an open shoulder that maximizes water evacuation for excellent all-terrain traction and stability.

The Rebel takes advantage of Ram's exclusive air suspension system with a 1.0-inch factory suspension lift, which not only helps to clear the 33-inch tires but also contributes to additional ground clearance. A modified alignment of the independent front suspension appropriately adjusts tire angle and aluminum lower A-arms absorb the load. The combination of larger tires and a suspension lift yield best-in-class ground clearance of 10.3 inches, and a new stability program calibration takes Rebel's modifications into consideration.

Rebel is available exclusively as a crew cab model with 5-ft. 7-inch bed length. Both 3.6-liter Pentastar V-6 and 5.7-liter HEMI powertrains are offered, as is a choice of either 4X2 (HEMI only) or 4X4 configurations. RamBox is optional.

Ram Rebel is the 10th member of the Ram truck lineup, which includes Tradesman, Express, SLT, Big Horn/Lone Star, Outdoorsman, Sport, Laramie, Longhorn and Limited.

Rebel goes on sale early in the second half of 2015.

Powertrain
The 3.6-liter Pentastar V-6 engine (Ward's 10 Best Engines Award winner three years in a row) with variable-valve timing (VVT) offers 305 horsepower, 269 lb.-ft. of torque and fuel economy of 25 miles per gallon (mpg).

The legendary 5.7-liter HEMI V-8 with fuel-saving cylinder shut-off and VVT provide 395 horsepower and 410 lb.-ft. of torque.

HEMI-powered Ram 1500 Rebel trucks are available in 4x2 or 4x4 powertrains with 3.92 or 3.21 gear ratios. When equipped with the 3.6-liter Pentastar V-6 engine, Rebel is available in 4x4 only with a 3.92 gear ratio, allowing the engine to leverage its power and torque.

Both the 3.6-liter V-6 and 5.7-liter HEMI V-8 engines are available with a rear anti-spin differential, which turns both rear wheels in tandem when increased torque is applied – helpful in off-road driving conditions. The design automatically unlocks the differential for normal on-road driving, allowing the wheels to spin independently for improved drivability.

The TorqueFlite eight-speed automatic transmission – standard equipment with the Rebel's 3.6-liter V-6 Pentastar and 5.7-liter HEMI V-8 engines, improves drivability and enhances fuel efficiency.

The 2015 Ram 1500 has established what is unmistakably the most advanced and efficient truck in the light-duty category, as evidenced by:

- Best-in-class fuel economy at 28 mpg with 3.0-liter EcoDiesel V-6
- Exclusive link coil rear suspension and optional 4-corner air suspension
- Only manufacturer in light-duty class to offer diesel, gasoline, and flex-fuel (E85 capable 3.6-liter V-6) engines

Unsurpassed powertrain warranty – five years/100,000 miles
The 2015 Ram 1500 is backed with a five-year /100,000-mile Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system. Coverage also includes free towing to the nearest Ram dealer, if necessary. The warranty also is transferable, allowing customers who sell their truck during the warranty period to pass the coverage onto the new owner.

The standard three-year / 36,000-mile Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Quality
The 2015 Ram 1500's quality is scrutinized at the company's Chrysler Technology Center's state-of-the-art scientific labs in Auburn Hills, Michigan, including the Noise/Vibration/Harshness Lab, Electromagnetic Compatibility Facility, Wind Tunnel and the Road Test Simulator (RTS).

For example, the RTS recreates the abuse a truck endures at the hands of a 95th percentile driver – meaning someone who drives the vehicle in more severe conditions than 95 percent of all customers. The RTS can put a lifetime of wear and tear on a truck in about one month's time. The Ram development team is committed to finding and fixing any issues before the customer does.

Manufacturing
The 2015 Ram 1500 is built at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Crew Cab and Regular Cab models of the 2015 Ram 1500 are built at the Saltillo Truck Assembly Plant in Saltillo, Mexico.

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 benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in 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 2023 Ram 1500 as the best full-size light-duty 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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