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## **Efficiency, Capability, Class and Detail — Ram Truck Announces New Laramie Limited**

- Ram continues building momentum with new top-of-class Laramie Limited model
- Prominent badge, Argento wood and premium leather are key ingredients of new Ram Laramie Limited design, treasured by high-end pickup buyers
- Laramie Limited trim is part of Ram's strategy to continue its aggressive pace in the truck market

February 12, 2015, Chicago - Ram Truck brand is taking the 2015 Ram Laramie Limited – the benchmark in truck opulence – to an even higher level of sophistication and attention to detail.

The upgraded interior and exterior trim aligns with a long list of best-in-class titles under the Ram moniker, including fuel economy, payload, torque and towing capacity.

“Among Ram Truck's greatest strengths is our ability to quickly react to customer demand,” said Bob Hegbloom, President and CEO, Ram Truck Brand — FCA US LLC. “The new Laramie Limited trim is a perfect example of how Ram directly responds to customer input with the highest level of luxury available in pickups. The Laramie Limited trim exceeds the high expectations of affluent truck buyers by combining capability with refinement.”

Featuring premium materials, such as an all-black, full-leather seating, real wood interior components and unique badges, Ram Laramie Limited is a “black-tie” luxury alternative to the popular southwestern-themed Laramie Longhorn edition pickup.

“Today's high-end Ram pickups have more features than select luxury sedans,” added Hegbloom. “We will continue to strive for the highest levels of sophistication, while keeping the core needs of a truck owner top of mind.”

The new Ram trim, available on the 1500, 2500 and 3500 models, will make its debut at the 2015 Chicago Auto Show, which opens to the media on Feb. 12, 2015.

### **Exterior**

The Laramie Limited's all-new grille is the most prominent change of the exterior. As the leading point of the new Limited, its new billet port grille breaks from the long tradition of a crosshair styling with bold “RAM” lettering.

Exterior features include a body-color front fascia with fog lamps and a matching, painted rear bumper. For added flash, an optional exterior package covers the front and rear bumpers in bright chrome. To address customer demand, select-colored Ram 2500 and 3500 trucks come standard with chrome.

On each side of the grille, a quad headlamp design includes a bi-functional halogen projector system placed in a dark background. Fifteen amber LEDs illuminate park/turn/position lamps and three amber LEDs serve for the side markers. A vertically ribbed inner lens softens the glow and retains the improved visual component of the segment exclusive LEDs. The Ram design team carefully crafted the interior bezel and housing to create a visually entertaining, yet functional piece of hardware. Also, a Ram shield logo is molded into the housing, and the Ram name molded into the inside of the outer lens.

The side profile of the Limited is dressed in chrome accents for body-side molding with etched “Limited” mirrors, door handles, window molding and standard wheel-to-wheel side steps.

Ram 1500 Laramie Limited features an all-new 20-inch forged multi-surface aluminum wheel – unique in the truck market and a detail not to be missed. Polished surfaces are accented with painted silver. Heavy Duty models also feature a new multi-surface 20-inch fully-polished aluminum, six-spoke wheels. Wheel centers are embossed with the

Ram brand name.

Matching the new front grille theme, a new tailgate design is fixed with a 20-inch-wide, bright chrome "RAM" badge so onlookers can clearly identify the truck. A new chrome accent strip lines the base of the gate. Premium tail lamps are equipped with 15 red LEDs and three red LEDs for the side marker. A frosted inner lens creates visual entertainment and softens the glow.

The Ram Laramie Limited is available in seven exterior color choices, including: Brilliant Black, Bright Silver Metallic, Pearl White, Red Pearl, Granite Crystal Metallic, Maximum Steel Metallic and True Blue Pearl.

### **Interior**

The 2015 Ram Laramie Limited is the apex of modern luxury. Subtle stitching accents, pin striping, unique materials and patterns are found throughout the interior. These are details created for the customer who appreciates them.

The Limited starts with an all-black leather cockpit – the seats are covered in Black Natura Plus premium leather. Unique pinstripe stitching designs lend the Ram Laramie Limited an unmatched level of sophistication and style. Graystone leather piping rides the stitching peaks, creating a visible silhouette profile of the seats contrasting an all-black backdrop. Using an idea borrowed from the Longhorn trim, rear flap-closure seatback map pockets with modern, chrome Ram-lettered buckles also are unique to Laramie Limited.

Passenger touch points are given a soft, comfortable feel. The Ram Laramie Limited's newly designed, deep and double-stacked center console is topped with a forgiving, French-stitched full-leather lid and pronounced Limited badge, covering USB, Auxiliary and 12-volt service points. Just forward of the console lid, a new bin houses a cellular phone and tablet holder, which can be concealed with a new tambour wood sliding door. The real wood door is made from Black Argento, the chosen timber for the Limited interior. The collective Silver pinstripe theme runs through the wood and a satin chrome handle rolls the door with ease.

Laramie Limited includes a leather-wrapped steering wheel from the 2 o'clock to 10 o'clock positions. The remaining portion of the steering wheel receives high-gloss Black Argento treatment with silver accent lines. A-pillar and B-pillar handles feature a leather wrap with rollover Graystone stitching. The column-mounted shifter on Ram 2500 and 3500 Heavy Duty models also receives leather treatments with accent stitching and satin chrome accents. Ram 1500 models feature a machine-spun aluminum shifter mounted on the instrument panel with knurled edges to assure finger and glove traction.

Placed into a black mask background, Ram Laramie Limited's Liquid Graphite-faced gauges are surrounded with diamond knurled, Liquid Chrome rings, a design cue inspired by modish watches. Gauge needles are finished in white with Liquid Graphite painted hubs. Limited's cluster also has a unique modern font, with clean white accent lighting to further differentiate the trim. The instrument panel is topped with Graystone accent stitching and fitted with a Liquid Graphite glove box spear, pinstripe design and understated "Limited" badge.

The 2015 Laramie Limited features the next generation 8.4-inch Uconnect system with standard navigation. Digital background screens are tailor-made to the high-class trim, another detail valued by premium truck customers. The center stack is finished off with K-black Dark Metallic paint, Argento inlays and surrounded by large Liquid Graphite bezels.

Front and rear door trim are layered in premium leather. Armrest uppers are accented with matched French stitching and pinstripe stitching designs. The top of the door panel is covered in ultra-soft Natura Plus leather, uncommon in trucks. High-gloss Argento wood spears with silver accent lines lay above the armrest upper and satin chrome trim rings and badges provide subtle flair.

Ram Laramie Limited editions receive remote LED lighting at the inside door handles, and a full-length light that illuminates the truck's multifunction lower map pockets, front and rear. Beneath the dash is soft footwell lighting, providing both functional and aesthetic properties.

New for Ram Truck, and debuting on the 2015 Laramie Limited model, is an all-black headliner and pillars combination. This change allowed designers to control where contrasts exist best for visual appeal.

Finally, passengers will enjoy solid Black premium Berber carpet floor mats, which are removable by using Liquid

Graphite snaps, leaving a rubber, slush and mud-capturing mat with Limited badge. The carpet continues the silver-lined theme, which matches the steering wheel, center stack, console tambour door and door spears. For entry and exit, brushed-silver Ram-branded door-sill plates resist scuffs and add visual appeal and close out the most luxurious interior available in a pickup — the 2015 Ram Laramie Limited.

#### **Other Features**

Ram Laramie Limited also is equipped with air suspension (1500 only), wheel-to-wheel side steps, navigational radio, remote start, backup camera, power adjustable pedals with memory, heated steering wheel, front ventilated and heated seats, heated rear seats and RamBox (Heavy Duty, 6-foot, 4-inch bed only).

The Laramie Limited trim will be available in Ram 1500, Ram 2500 and Ram 3500 single- and dual-rear-wheel; Crew Cab and Mega Cab (Heavy Duty); four-wheel drive and two-wheel drive; and short- and long-wheelbase models.

The Ram 1500 Laramie Limited luxury trim will be available in the second quarter of 2015 as a 2015 model. The Ram Laramie Limited 2500 and 3500 will be available in the third quarter as a 2016 model.

#### **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.

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