Contact: Nick Cappa

David Elshoff

2016 Ram Heavy Duty Widens its Leadership Gap With a Triple-decker Presence: Best-in-class Power, Towing Capacity and Payload Capacity

- 2016 Cummins 6.7-liter calibration hits a best-in-class 900 lb.-ft. of torque. The most torque ever offered in a mass-production vehicle
- 2016 Ram 3500 crushes the competition with up to 31,210 pounds of SAE J2807-spec. towing capacity, beating the closest competitor by more than two tons
- 2016 Ram 2500 holds best-in-class ¾-ton towing title with 17,980 pounds of capacity
- Ram 3500 maintains best-in-class payload of 7,390 pounds with 6.4-liter HEMI® V-8
- Ram 3500 raises its best-in-class Gross Combined Weight Rating (GCWR) to 39,100 pounds
- Ram maintains credibility and customer confidence as the only automaker to align with SAE J2807 towing standard across its entire pickup truck line
- Fuel economy is top of mind for Ram 1500 customers and the exclusive 3.0-liter EcoDiesel V-6 engine continues to crush the competition with an amazing 29 miles per gallon (mpg)
- The first 2016 Ram Heavy Duty trucks begin rolling off the factory line third quarter of 2015
- Unsurpassed powertrain warranty – five years/60,000 miles on gas engines and five years/100,000 miles on diesel engines

June 22, 2015, Auburn Hills, Mich. - Ram continues as “King of the Hill” in the heavy-duty battleground with the introduction of the 2016 model year Ram 2500 and 3500 Heavy Duty pickups. The capability leaders further build on a list of best-in-class claims.

Additionally, for two years running, the Ram 1500 leads pickup truck fuel economy with the exclusive 3.0-liter EcoDiesel V-6 engine, delivering 240 horsepower, 420 lb.-ft. of torque and 29 miles per gallon (mpg).

"Ram maintains leadership in all three pickup segments offering best-in-class fuel efficiency, best-in-class towing, best-in-class power and best-in-class payload," said Bob Hegbloom, President and CEO — Ram Truck Brand, FCA US. "Ram continues to break records in the most important consumer-driven titles of the pickup truck market and we’re not slowing down.”

Ram Engineering and Cummins developed a new, hard-hitting fuel delivery and turbo boost calibration for the 6.7-liter I-6 diesel that produces an additional 35 lb.-ft. of torque. This improvement raises the bar from Ram’s current title at 865 lb.-ft. of torque to 900 lb.-ft. of torque — a number never achieved in a mass-produced vehicle.

The previous heavy-duty towing title also belongs to the Ram 3500 at 30,000 pounds. The 2016 Ram 3500 brings that stat to 31,210 pounds, further distancing the closest rival by more than two tons. To handle the increased towing capacity, Ram engineers beefed up the rear axle ring gear hardware from 12 to 16 bolts on all trucks equipped with the 11.8-inch axle. The additional hardened bolts and stronger material are used in the differential case to assure long-term durability.

The most payload available in a pickup is 7,390 pounds for a 6.4-liter-equipped Ram 3500 model, more than 3.5 tons.

The 2016 Ram 2500 also continues its ¾-ton towing leadership with a dominating 17,980 pounds of capacity.

Ram is the only automaker to back its entire pickup truck line and towing claims with SAE J2807 testing criteria.

“Ram has bookended its innovation leadership in the pickup segments and thoughtfully engineered better trucks, including our Ram 1500 with real-world fuel economy approaching 30 mpg and the Ram 3500 with a mind-boggling 31,210 pounds of towing capacity, even on the hottest day,” said Mike Cairns, Director— Ram Truck Engineering, FCA US. “Our 2016 Ram Trucks own pertinent, functional titles while delivering award-winning interiors and exclusive features that entice customers.”

Pricing
2016 Ram 2500 - $31,485
2016 Ram 3500 - $31,990
NOTE: Pricing does not include $1,195 destination

Manufacturing
2016 Ram 1500, 2500 and 3500 pickups will arrive in dealerships in the fourth quarter of 2015.

The 2016 Ram 1500 Crew Cab and Quad Cab models are built at the Warren Truck Assembly Plant (Warren, Michigan), which has built more than 12.5 million trucks since it started operations in 1938. Regular Cab and additional Crew Cab models of the 2016 Ram 1500 are built at the Saltillo Truck Assembly Plant in Coahuila, Mexico.

Ram 2500 and 3500 Heavy Duty pickup trucks are also assembled at FCA’s Saltillo Truck Assembly Plant in Coahuila, 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.

Follow Ram and company news and video on:
Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Ram Truck brand: www.ramtrucks.com
Facebook: www.facebook.com/RamTrucks
Instagram: www.instagram.com/ramtrucks
Twitter: @RamTrucks, @StellantisNA
YouTube: www.youtube.com/RamTrucks,https://www.youtube.com/StellantisNA

-###-

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