

Contact: Nick Cappa
David Elshoff

Ram Announces Pricing for 2017 Power Wagon

- 2017 Ram Power Wagon priced at \$51,695
- Most capable off-road truck in America goes on sale late 2016
- Leather & Luxury option adds leather seats, premium features for \$4,495

November 10, 2016, Auburn Hills, Mich. - Ram Truck today announced pricing for its eagerly awaited [2017 Ram Power Wagon](#).

The Ram Power Wagon, the most capable off-road truck in America, will have a starting manufacturer's suggested retail price (MSRP) of \$51,695, plus \$1,320 destination.

Built on a Ram 2500 platform, the 2017 Power Wagon gets a new look – inside and out – to match its one-of-a-kind capabilities; a heavy-duty interpretation of the Rebel's unique design.

Power Wagon's new grille and tailgate designs are complemented by black accents; nostalgic graphics are a throw-back to the Macho Power Wagon designs of 1979 and '80. Its interior gets new tire-tread-embossed seats with Power Wagon logo embroidery on the upper bolsters.

The 2017 Ram Power Wagon offers unique, segment-leading off-road equipment including:

- 12,000-pound Warn winch
- Bilstein mono-tube shocks
- Five-link rear coil spring suspension
- Smart Bar electronic disconnecting sway bar
- Electric locking front and rear differentials
- 33-inch Goodyear Wrangler DuraTrac tires
- Complete under-chassis armor
- 6.4-liter HEMI® V-8 with 410 horsepower and 429 lb.-ft. of torque
- Tow hooks

Ram Power Wagon's off-road capabilities include 14.3-inch ground clearance, 26 inches of wheel travel and 30 inches of water fording.

A \$4,495 Leather & Luxury option package is offered for Ram Power Wagon buyers who also want the luxury of a leather-appointed interior and other premium features, including:

- Uconnect Access 8.4 Sirius XM satellite radio with touchscreen display
- Nine Alpine speakers with subwoofer
- Dual-zone automatic temperature control
- Heated and ventilated high-back leather-trimmed 40/20/40 front bench seats with armrest and seat cushion storage
- Power 10-way adjustable driver seat with memory, 6-way front passenger seat
- Power lumbar adjustment
- Heated steering wheel
- Rear 60/40 split folding seat with flat load floor and under-seat storage
- ParkSense front and rear park assist system
- ParkView rear backup camera

- Power-folding mirrors
- Security alarm
- Integrated voice command with Bluetooth

Ram Brand

In 2009, the Ram 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 vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level 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>