

Contact: David Elshoff

Nick Cappa

## Ram Launches New 2017 Ram Laramie Longhorn Hues at Dallas Auto Show

- New color palette updates 2017 Ram Laramie Longhorn models
- RV Match Walnut Brown designed to match or complement RV trailer graphics
- Luxurious two-tone premium model displays distinctive design cues
- RV Match Walnut Brown reaches Ram dealers in 2Q 2017
- Ram Laramie Longhorn is Texas Auto Writers Association Luxury Truck of Texas

March 22, 2017, Dallas - Ram Truck today unveiled a new exterior color shade for its luxurious and capable Laramie Longhorn line of pickup trucks.

RV Match Walnut Brown will serve as the model's new two-tone contrast color, replacing White Gold.

"The Ram Laramie Longhorn has deservedly become the world's benchmark for upscale, capable pickup trucks," said [Mike Manley](#), Head of Ram Brand, FCA – Global. "The Laramie Longhorn has earned the title Luxury Truck of Texas from the Texas Auto Writers Association and there's no better place to show off these updates than at the Dallas Auto Show."

The luxurious Laramie Longhorn-edition model is available across the Ram pickup truck lineup, including 1500, 2500 and 3500 Heavy Duty models.

With more than 30,000 pounds of trailering capability, Ram Heavy Duty Laramie Longhorn editions have become a popular choice among buyers who rely on their truck to tow a camper or recreational vehicle. In fact, the new RV Match Brown was chosen to closely match or complement a shade of brown that is frequently used in the exterior design of RV travel trailers, including premium fifth-wheel models.

Ram Laramie Longhorn edition models are known for distinctive exterior badges. A chrome metal Laramie Longhorn edition badge with painted accents is mounted to the tailgate while eye-catching, model-specific (1500, 2500 or 3500) Laramie Longhorn edition badges adorn the doors.

Ram's RV Match Walnut Brown lower-body two-tone, wheel flares, painted front and rear bumpers and running boards complement a bright chrome grille and painted tow hooks.

Two-tone Ram 1500 Laramie Longhorn editions are equipped with 20-inch polished aluminum wheels with brown-colored pockets, while monochromatic versions roll on polished silver aluminum wheels. Ram 2500 and 3500 (single rear wheel) models get 18-inch polished aluminum wheels with brown-colored pockets, while monochromatic versions roll on polished silver aluminum wheels. Twenty-inch wheels are optional. Ram 3500 duallies get polished silver aluminum wheels with Laramie Longhorn edition-badged center caps.

RV Match Walnut Brown is available as a two-tone combination with nine exterior colors, including Black Forest Green, Bright Silver, Bright White, Brilliant Black Crystal, Delmonico Red, Granite Crystal, Maximum Steel, Pearl White and True Blue.

Ram Laramie models will continue to be offered in an optional Bright Silver two-tone contrast, but for 2017 will also be available in two-tone RV Match Brown color. Non-two-tone paint is standard on Ram Laramie models.

Ram RV Match Walnut Brown models will go on sale in Q2 2017.

### **About the Ram Laramie Longhorn**

Using the most premium materials, the Laramie Longhorn is layered with southwestern design iconography and loaded inside and out with remarkable features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's metal work and leather work are second to none.

Ram Longhorn models are distinguished externally by standard two-tone RV Match Brown trim, premium headlamps and tail lamps, unique wheels and grilles. Inside, Longhorn is trimmed in real Walnut Burl inserts stained in Canyon Brown or Cattle Tan. Longhorn's premium seating features Cattle Tan leather with Black welting/stitching or Canyon Brown with or without premium leather filigrees. Front seats are heated and cooled, while rears are heated. Longhorn models also feature model-specific Uconnect Access and Multiview cluster screens which complement the overall design theme.

For 2017, Ram 1500, 2500 and 3500 Longhorn models will be updated with a new front-end look that includes bright chrome billet port grille with RAM lettering and chrome belt moldings. Ram 1500 Longhorn models also add standard Keyless Go, SmartBeam headlights and rain-sensing wipers for 2017.

Also new for Ram 2500 and 3500 Heavy Duty Laramie, Longhorn and Limited models is the 6.4-liter HEMI® V-8 as standard equipment, delivering best-in-class gas towing capacity of 16,320 pounds.

Ram Heavy Duty Longhorn and Limited 4x4 models also come with Bilstein monotube shocks, enhancing their already best-in-class ride and handling, and are available with the 6.7-liter Cummins Turbo Diesel, capable of towing more than 30,000 pounds.

### **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](http://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](http://www.ramtrucks.com)

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

Instagram: [www.instagram.com/ramtrucks](https://www.instagram.com/ramtrucks)

Twitter: @RamTrucks, @StellantisNA

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

-###-

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