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## **Ram Introduces All-new 2019 Ram 1500 Tradesman Model**

March 7, 2018, Indianapolis - Ram today revealed the all-new 2019 Ram 1500 Tradesman model at National Truck Equipment Association's (NTEA) "The Work Truck Show" in Indianapolis, Indiana.

Aimed at one of the largest traditional pickup customer categories — vocational use — the new Ram 1500 Tradesman is a hard-working truck designed for small businesses, construction jobsites and commercial fleets.

"Ram launched the original Tradesman model in 2011, and our work truck customers have enjoyed Ram's benchmark durability ever since," said Mike Manley, Head of Ram Brand — FCA. "Ram has the highest owner loyalty of any half-ton truck and the Ram 1500 Tradesman model will continue to deliver confidence for hard-working people who rely on it every day."

The 2019 Ram 1500 Tradesman is available in two cab styles and two bed lengths: Quad Cab with 6 ft., 4 in. bed, Crew Cab short bed (5 ft., 7 in.) or Crew Cab with optional 6 ft., 4 in. bed.

Powertrain offerings include standard 3.6-liter Pentastar V-6 with eTorque mild hybrid system, optional 5.7-liter HEMI® V-8 or optional 5.7-liter HEMI V-8 eTorque. The model is available in 4x2 or 4x4.

Through the use of high-strength steel and clever engineering, the all-new Ram 1500 has reduced its overall weight by 225 pounds. Properly equipped Tradesman models provide work truck capability towing up to 12,750 pounds and offer up to 2,300 pounds of payload in a four-door quad cab configuration. All 2019 Ram 1500 models are equipped with the largest front brakes in the segment at 14.9 inches.

Ram Tradesman offers greater performance for the price when compared to other work trucks, adding useful features such as a standard Class III trailer hitch and lighted, above-bumper four- and seven-pin trailer wire connectors.

The Ram 1500 features a segment-exclusive multi-link rear coil suspension that provides best-in-class ride and handling qualities. A coil-spring setup centralizes and absorbs bumps and impacts, while reducing the amount of friction in the spring system. This setup also weighs 40 pounds less than a leaf-spring configuration. Also available is Ram's exclusive four corner air suspension system to balance any load.

Standard interior features include Uconnect 5.0 with five-inch screen and hands-free calling, one-year of SiriusXM Radio, a 12-volt auxiliary power outlet, three USB ports, one auxiliary port and automatic headlamps. Buyers can choose vinyl or cloth 40/20/40 split bench seats with six-passenger capability, featuring shoulder and lap belts on all six seats. Interior colors include Black/Diesel Gray with either standard vinyl or carpeted flooring.

Standard equipment includes 160-amp alternator, 3.21 rear axle ratio, 730-amp maintenance-free battery, black grille and black steel bumpers, cargo bed lamp, front and rear Frequency Response Damping (FRD) shock absorbers, rear view camera, tilt and telescoping steering column, halogen headlamps, locking tailgate, power door locks, power windows, remote keyless entry and a theft-deterrent system.

A long list of options is available for the Tradesman, including 3.21 or 3.92 rear axle ratios, anti-spin rear differential, rear electric-locking differential, off-road package with factory suspension lift, 180-amp alternator, folding trailer-tow mirrors, rubber floor mats, Mopar chrome side steps and bumper step, spray-in bedliner and trailer brake controller.

Ram trucks come with an unsurpassed five-year, 60,000-mile powertrain warranty. Truck customers from half-ton to commercial have a demanding range of needs and require their vehicles to provide high levels of capability.

Ram 1500 Tradesman pricing starts at \$31,695, not including \$1,645 destination charge.

### **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).

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