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## Ram Announces Pricing of All-new 2019 Ram 1500 Pickup

- All-new 2019 Ram 1500, a no-compromise approach to the full-size truck segment with strength, durability, technology and efficiency, starts at \$31,695

March 5, 2018, Auburn Hills, Mich. - Ram Truck today announced the all-new [2019 Ram 1500](#) pickup truck – an industry leader in strength, durability, technology and safety – will have a starting Manufacturer's Suggested Retail Price (MSRP) of \$31,695 plus \$1,645 destination fee.

"In launching the all-new 2019 Ram 1500, we knew it was important to offer class-leading features and technology. But it's also important to offer our great product at a competitive price," said Mike Manley, Head of Ram Truck Brand – FCA. "We feel that we've delivered the right no-compromise mix that Ram Truck customers will appreciate."

The all-new 2019 Ram 1500 is available in a wide range of offerings, from the well-equipped Tradesman Quad Cab 4x2's \$31,695 MSRP to the technology-leading Limited Crew Cab 4x4 V-8 with standard 12-inch Uconnect touchscreen at \$57,390 plus destination.

Tradesman, Big Horn and Rebel pricing reflects the standard 3.6-liter Pentastar V-6 eTorque mild hybrid powertrain (late availability). The optional 5.7-liter HEMI® V-8 with 8-speed automatic transmission is \$1,195, while the eTorque-equipped HEMI is \$1,995 (late availability).

Laramie, Laramie Longhorn and Limited pricing reflects the standard 5.7-liter HEMI V-8, while eTorque-equipped HEMI is an additional \$800 (late availability).

The 2019 Ram 1500 made its worldwide debut at the North American International Auto Show in Detroit in January where it generated consumer buzz over its class-leading interior space, innovative storage solutions, the segment's most safety and security features and an overall weight reduction of 225 lbs.

The all-new Ram 1500 also will deliver significant gains in fuel efficiency with the all-new eTorque system on second-generation 3.6-liter Pentastar V-6 and legendary 5.7-liter HEMI® V-8 engines – the widest use of mild hybrid technology in the industry.

The 2019 Ram 1500 is built at FCA's [Sterling Heights \(Michigan\) Assembly Plant](#).

### 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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