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2019 Ram Heavy Duty Laramie Longhorn Makes Its Debut

- Ram introduces new 2019 Ram 2500 and 3500 Heavy Duty Laramie Longhorn Edition, the most powerful truck ever, with a Southwestern theme
- Class-leading Laramie Longhorn interior with premium materials: real wood, leather and steel trim
- New 2019 Ram Heavy Duty is the benchmark for performance, capability, technology and luxury
- Ram outpowers, out-tows and outhauls every other pickup available — 1,000 lb.-ft. of torque, 35,100 lbs. towing and 7,680 lbs. payload
- Ram redesigns Heavy Duty line to be the best riding, handling and towing ever, with an emphasis on comfort and confidence

January 24, 2019, Houston - Ram unveils the new 2019 Ram 2500 and 3500 Heavy Duty Laramie Longhorn Edition luxury pickup truck.

The Ram Laramie Longhorn is the world's benchmark for upscale pickup trucks, earning the title Luxury Pickup Truck of Texas from the Texas Auto Writers Association (TAWA) three years in a row.

"The new Ram Heavy Duty sets benchmarks in HD capability, ride and handling, luxury, materials, innovation and technology, extending well past any competitive offerings," said Reid Bigland, head of Ram brand. "The Laramie Longhorn is filled with more craftsman-like details, including wood surfaces and 100 percent full-grain leather seats, than any other truck in the segment. Yet as hardworking heavy-duty trucks, the Ram 2500 and 3500 give maximum effort all day, every day with confidence."

Layered with premium materials, the Laramie Longhorn carries iconic features and design cues from traditionally handcrafted, time-tested wares, such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's wood, metal and leather elements are all authentic.

Ram Heavy Duty Laramie Longhorn models are distinguished externally by a chrome-slat grille and header surrounding the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps (power optional) come standard as do wheel flares. Two-tone color options include correlating RV Match Walnut Brown bumpers, flares and lower panels. New 20-inch wheels are offered with a variety of finishes. The large belt-buckle badging continues to adorn the side of the Laramie Longhorn trim.

Ram Laramie Longhorn's interior trim is the pinnacle of quality with a segment-exclusive hand-wrapped, 100 percent full-grain leather-wrapped dashboard, door-panel coverings and armrests in Southwestern style. Throughout the cabin, a new alligator skin-embossed surface covers the center console, instrument panel, seats and door-panel inserts. Other unique details, such as satin warm-chrome accents with a brushed-nickel metal badge flush with the console lid and new burned-in "Longhorn" branding mark on upper glove box, give the Laramie Longhorn a well-crafted, high-quality feel and appearance. Real barn-wood accents are found throughout the cabin. Wood tandem doors on the center console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Laramie Longhorn interior colors include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full-leather seats with contrast piping. Heated full-leather rear seats are standard on Laramie Longhorn.

The Ram Heavy Duty pickup is the first to break the 1,000 ft.-lb. barrier and tow more than 35,000 lbs. But comfort

does not take a back seat to capability in new Ram Heavy Duty pickups. Ram has improved the towing and hauling experience by focusing on confidence-inspiring features and class-exclusive vehicle safety, while adding many features from the award-winning 2019 Ram 1500.

The new 2019 Ram 2500 and 3500 Heavy Duty trucks were designed from the outset to deliver the segment's highest levels of capability without compromising comfort. With 35 all-new and 21 class-exclusive features, Ram combines benchmark performance with strength, luxury and technology. Ram Heavy Duty trucks offer better ride quality than competitors' trucks, made possible by a five-link coil suspension or optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

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.

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