Contact: Nick Cappa

David Elshoff

Ram Unveils Special-edition Kentucky Derby® 2019 Heavy Duty Pickup

- 2019 Ram Heavy Duty 2500 and 3500 Limited Kentucky Derby Edition is packed with capability, technology and luxury
- Ram serves as Official Truck of Churchill Downs® and the May 4 Kentucky Derby®

April 16, 2019, Auburn Hills, Mich. - Today at the New York International Auto Show, the Ram Truck brand unveiled a limited edition of its new 2019 Ram Heavy Duty to commemorate the 145th running of the Kentucky Derby®.

The 2019 Ram Heavy Duty Kentucky Derby Edition is fittingly based on the brand's top Limited trim and features segment-leading capability and technology.

The May 4 running of the race marks the 10-year anniversary for Ram as the Official Truck of Churchill Downs® and the Kentucky Derby.

"The Kentucky Derby remains one of America's most recognized sporting events," said Reid Bigland, Head of Ram Brand. "This hardworking truck is packed with exclusive technology, luxury and good looks that make it fit to wear the Kentucky Derby name."

The Ram Heavy Duty Kentucky Derby Edition trucks include exclusive trailer-towing content that makes them ideal tow vehicles. Features, including 360-degree surround-view camera with trailer-reverse guidance, fifth-wheel/gooseneck prep, active hitch grid lines, air suspension with bed lowering, Forward Collision Warning-Plus with trailer braking, bed step and DOT safety kit, allow customers to tow their precious cargo with confidence.

The Ram Kentucky Derby Edition also includes Ram's segment-leading Uconnect 12-inch touchscreen radio with Sirius XM 360L and navigation, power-retracting running boards and Blind-spot Monitoring.

The Kentucky Derby Edition also includes premium full-leather front and rear seats (rear reclining on Mega Cab) combined with genuine wood and metal trim throughout. Uniquely-colored seating features a Black and Saddle Brown hybrid of Limited and Longhorn trims, accented with medium Greystone stitching and piping.

The exterior includes an exclusive, premium billet-appearance grille and body-color bumpers. Buyers can choose from seven exterior colors: Bright White, Pearl White, Delmonico Red, Diamond Black Crystal, Granite Crystal, Max Steel or Patriot Blue.

The 2019 Ram Heavy Duty breaks through the 1,000 lb.-ft. barrier with the powerful 6.7-liter Cummins Turbo Diesel and offers the highest towing capability in the segment at 35,100 pounds. With that in mind, not all the Kentucky Derby special-edition features are aesthetic.

The 2019 Ram Heavy Duty Kentucky Derby Edition is available on 2500 or 3500 Limited, Cummins 6.7-liter Turbo Diesel I-6 or 6.4-liter HEMI® V-8, 4x2 or 4x4, Mega Cab or Crew Cab, single rear wheel or dual rear wheel with 6-ft.-4-in. or 8-ft. bed lengths. Dual rear wheel models include rear park assist with fender coverage.

Base price is $66,890 plus $1,695 destination charge for Ram 2500 and $68,240 plus $1,695 destination charge for Ram 3500.

The Ram Heavy Duty Kentucky Derby Edition is on sale now. Production is limited to 1,000 units.

About Ram Truck and the Kentucky Derby
Churchill Downs and the Kentucky Derby are steeped in tradition and Ram will again be part of the festivities at this year's 145th running of the Kentucky Derby, Saturday, May 4.

In recognition of 10 years as the "Official Truck" of Churchill Downs and the Kentucky Derby and exclusive automotive partner, Ram will launch the first heavy-duty truck to commemorate the event, the 2019 Ram Heavy Duty Kentucky Derby Edition.

Ram's partnership with the Kentucky Derby and Churchill Downs includes immersing fans attending the races, and those watching the festivities on TV, in a total Ram Truck experience. Fans will see on-site truck displays, video board integrations, backcountry and trackside signage throughout Churchill Downs, and more. In addition, Ram television spots will run during the NBC network telecast and there will be Derby posts on Ram social channels. Fans can follow the content and join the conversation at hashtag #RamDerby.

About the 2019 Ram Heavy Duty Limited
Exterior: A mesh grille leads with a chrome "R-A-M" badge and dark-chrome accents surround the added inlets. Chrome bumpers, tow hooks, body-side molding, mirrors and door handle accents combine with standard 20-inch wheels with chrome inserts. A body-color bumper option is available. Automatic power side steps and body-colored fender flares are standard.

Interior: Limited trim also benefits from a segment-exclusive 100-percent full-grain hand-wrapped leather dashboard, door-panel coverings and armrests. Elevating the premium feel further, real aluminum and wood accents adorn the cabin, along with a wood upper glove box door with a metal inlay "Limited" badge. Uconnect 4C with 12-inch touchscreen is standard. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere for passengers. Limited interior colors include Indigo/Light Frost Beige or all-Black leather seating. Front seats are heated and vented. Rear leather seats are heated.

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.

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