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## **FCA Canada: New 2020 Ram Heavy Duty Limited Black Announced**

- New 2020 Ram Heavy Duty Limited Black Edition enhances the well-appointed Limited trim with black exterior accents, matte black badging and black aluminum wheels
- Limited Black Editions offer a custom blacked-out appearance for the ultimate statement of individuality and luxury
- Ram Heavy Duty Limited Black has a Canadian manufacturer's suggested retail price (MSRP) of \$80,945

July 21, 2020, Windsor, Ontario - Ram Truck today announced a new Heavy Duty Limited Black Edition. The 2020 Ram Heavy Duty Limited Black model offers a sophisticated, monochromatic appearance package that appeals to a significant segment of luxury truck buyers.

[Ram Heavy Duty](#) is taking the premium Limited model to new heights with the introduction of the Ram Heavy Duty Limited Black Edition. The newest leader of Ram's opulent heavy-duty offerings builds upon the luxurious Limited trim with a sophisticated, monochromatic appearance package that includes black exterior accents, matte black badging and black aluminum wheels. Ram offers a wide range of trucks to meet diverse buyer needs and the 2020 Ram Heavy Duty Limited Black is the latest example of that.

"Ram is committed to continuous improvement and that includes looking for ways to deliver unique models with features and durability that continue to win over more and more buyers. Offering a customized look directly from the factory allows customers even more personalization and greater usability," said Mike Koval Jr., Head of Ram Brand. "The new Ram Heavy Duty Limited Black Edition is another example of how we deliver the most luxurious pickups in the industry."

The 2020 Ram Heavy Duty Limited Black Edition stands out with subtlety, courtesy of the black accents, including grille with R-A-M letters, door handles, side-view trailer tow mirrors, tow hooks, headlight and taillight bezels. Single rear-wheel (SRW) models come standard with 20-inch black wheels while dual rear-wheel (DRW) models feature 17-inch black wheels with machined eyelets. The Ram Heavy Duty Limited Black Edition is available in both 4x2 and 4x4 configurations and with the 6.4-litre HEMI® V-8, 6.7-litre Cummins Turbo Diesel I-6 OR 6.7-litre Cummins Turbo Diesel I-6 High Output engines.

For 2020, Ram Heavy Duty offers a towing capacity of 15,921 kilograms (35,100 pounds) and a payload capacity of 3,484 kilograms (7,680 pounds). The Ram Heavy Duty also sets benchmarks in comfort, luxury materials, innovation and technology extending well past any competitive offerings. Ram Truck customers with the Uconnect 12-inch touchscreen also enjoy another industry-first feature in SiriusXM's new "Personalized Stations Powered by Pandora," which delivers a combination of rich music curation and industry-leading personalization not found in any other audio entertainment service.

The Ram 2500 link-coil suspension delivers the industry's best ride and handling and can be enhanced with the addition of an optional rear air suspension system with two driver-selectable ride heights and load-leveling feature. Ram 3500 also offers the industry's only supplemental rear air bag system with Hotchkiss leaf springs.

The Ram Heavy Duty Limited Black Edition has a Canadian manufacturer's suggested retail price (MSRP) of \$80,945.

Ram Heavy Duty Limited Black Edition trucks begin reaching dealerships in the third quarter of 2020.

**FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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