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## FCA Canada: Ram Announces Start of Production for New 2021 Ram 1500 TRX

- Production of the 2021 Ram 1500 TRX begins with VIN No. 001 – a Launch Edition model – rolling off the assembly line
- First 2021 Ram 1500 TRX to be auctioned for charity, with more details coming soon
- 2021 Ram 1500 TRX is assembled at Sterling Heights Assembly Plant (SHAP) in Sterling Heights, Michigan

December 17, 2020, Windsor, Ontario - Ram announced today that production of the all-new 2021 Ram 1500 TRX has begun at the Sterling Heights Assembly Plant (SHAP) in Sterling Heights, Michigan. The first vehicle – VIN No. 001 – is a Ram 1500 TRX Launch Edition adorned in exclusive Anvil exterior paint that will be auctioned for charity. More details on the auction will be available early next year.

“We’re ecstatic to announce the start of production of the award-winning, all-new 2021 Ram 1500 TRX,” said Mike Koval Jr., Head of Ram Brand. “The Ram 1500 TRX bolsters the brand’s strong history of high-performance trucks while expanding Ram’s light-duty lineup with the segment’s best combination of performance, capability, luxury and technology.

“We are also well aware that Ram 1500 TRX Launch Edition VIN #001 will be an instant collectible truck that is sure to excite enthusiasts, so we plan to make it available via auction with all proceeds going to charity,” Koval added.

“We look forward to providing further details about the auction and how potential buyers can bid on this very special Ram truck early next year.”

FCA invested nearly \$1.5 billion USD to retool SHAP to build the next-generation Ram 1500 and to support the future growth of the Ram brand. The all-new truck officially launched in March 2018.

More than 7,200 employees currently build the award-winning truck.

Designed bolt by bolt to significantly outperform every other truck, the 2021 Ram 1500 TRX has been tested to handle the most punishing conditions with extreme durability. A proven and reliable high-performance engine, the 2021 Ram 1500 TRX is powered by a 6.2-litre supercharged HEMI® V-8 engine that delivers top output for extended driving sessions without degradation in performance. The quickest, fastest and most powerful mass-produced half-ton pickup truck in the world is rated at 702 horsepower, 650 lb.-ft. of torque and delivers a new level of performance: 0-96 kilometres per hour (km/h) in 4.5 seconds, the quarter mile in 12.9 seconds at 174 km/h and a top speed of 190 km/h.

The new 2021 Ram 1500 TRX was recently named the winner of the prestigious [MotorTrend Truck of the Year®](#) competition, marking the third consecutive year the Ram brand captured the coveted award. Ram 1500 won in 2019, and Ram Heavy Duty took top honours for 2020.

The Ram 1500 TRX Launch Edition is visually distinguished by its exclusive Anvil Grey paint, and inside, each truck features a special red and brushed-aluminum centre console badge identifying it as a limited-edition Ram 1500 TRX Launch Edition model.

The Ram 1500 TRX Launch Edition package is coupled with the TRX Level 2 Equipment Group, adding carbon fibre interior trim, colour accent package, head-up display, beadlock-capable wheels, 19-speaker Harman Kardon premium sound system, dual-pane panoramic sunroof, Advanced Safety Group, and hood and bodyside graphics. Additionally, Ram 1500 TRX VIN No. 001 includes other optional equipment, such as RamBar by Mopar, rock rails by Mopar, bed-

mounted tire carrier by Mopar, Trailer Tow Group and Trailer Reverse Steering Control.

### **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, ProMaster and ProMaster City, 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 benchmarks for:

- 1,075 lb.-ft. of torque with Cummins Turbo Diesel
- Towing capacity of 16,828 kg (37,100 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,484 kg (7,680 lbs.) with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- Most awarded light-duty truck in North America
- Highest owner loyalty of any half-ton pickup
- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Ram is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

### **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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