Contact: Trevor Dorchies

Todd Goyer

Ram Launches Second Phase of 'Built to Serve' Trucks With First Responder-inspired, Limited-edition Models

- New Built to Serve edition Ram 1500 pickup trucks to honor the three main first-responder services
- First installment a tribute to firefighter community
- Firefighter-inspired interior features performance cloth and premium vinyl seats, standard content encourages owner customization
- Available in Ram dealer showrooms later this year
- Ram recognizes all owners who serve or who have served our communities

February 10, 2022, Auburn Hills, Mich. - Ram Truck today announced the second phase of its Built to Serve trucks, which will honor the firefighters, police officers and emergency medical service providers who serve or have served our communities.

The first installment honors the firefighter community. Production begins this month at the Sterling Heights (Michigan) Assembly Plant.

"After honoring each branch of the U.S. Armed Forces with our initial Built to Serve models, we felt it would be equally important to also extend our gratitude to all first responders who serve or have served our communities," said Mike Koval Jr., Ram brand CEO – Stellantis. "Whether a first responder or civilian, Ram truck owners are very familiar with this adage as it's something we strive to build into every truck and van we produce."

Each of the three main first responder services will be honored by Ram with two specially selected, unique low-volume exterior paint colors that evoke the spirit, mission and history of that service. This firefighter-inspired Ram 1500 Built to Serve edition is offered in Redline and Diamond Black exterior colors, with a black interior with orange accent stitching.

Ram 1500 Built to Serve trucks feature other unique interior and exterior features that set them apart, including a United States flag and a Built to Serve decal on each of the rear quarter panels.

Built to Serve trucks get additional stylish exterior cues, including a unique treatment consisting of an all-black grille and surround, black bumpers, black-bezel premium lighting and 20-inch aluminum wheels with a unique-to-the-edition Technical Gray finish. Body-color wheel flares also accent the exterior. Complementing the look are black badges, black wheel-to-wheel side steps and dual four-inch black exhaust tips.

Inside, the Built to Serve Ram trucks represent each of the three main emergency services, accented with unique, corresponding color stitching. The first installment of the second phase of Built to Serve trucks offers an orange accent stitching.

These new Ram models are also ready to display their owners' first responder pride with Built to Serve-embroidered Velcro panels on each front seat and additional Velcro panels on each front seat inboard shoulder panel. Customers can apply their own patches – flags, name tapes or slogans – to personalize their Built to Serve truck. Front seat-back panels are covered with Pouch Attachment Ladder System/Modular Lightweight Load-bearing Equipment (PALS/MOLLE) webbing to attach additional equipment or pouches.

Ram 1500 Built to Serve editions also feature:

- "Built to Serve" instrument panel badge
- Lockable console storage (optional)
- Deeply bolstered performance cloth and vinyl Sport seats
- Black Onyx Chrome interior trim
- All-weather rubber slush mats

Ram 1500 Built to Serve models are loaded with 4x4 Off-Road Group content, including:

- All-terrain tires
- Electronic-locking rear axle
- Hill-descent control
- Front suspension skid plate
- Steering gear skid plate
- Fuel tank skid plate
- Transfer case skid plate
- Tow hooks
- Heavy-duty off-road-calibrated front and rear shock absorbers

Packages for Ram Built to Serve editions are available on Big Horn models and in all body styles and all powertrains.

Ram 1500 Built to Serve models have a manufacturer's suggested retail price (MSRP) of $46,625, plus $1,795 destination.

New 2022 Ram 1500 Built to Serve models go on sale in the spring of 2022.

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