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## **Canada: 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 honour the three main first responder services
- First installment a tribute to firefighter community
- Firefighter-inspired interior features performance cloth and premium vinyl seats and 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, Windsor, Ontario - Ram Truck today announced the second phase of its "Built to Serve" trucks, which will honour the firefighters, police officers and emergency medical service providers who serve or have served our communities.

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

"After 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 Chief Executive Officer – 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 honoured by Ram with two specially selected, unique low-volume exterior paint colours 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 colours, 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 "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 Grey finish. Body-colour 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 colour 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 owner's 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

Ram "Built to Serve Edition" packages are available on Big Horn models in Crew Cab 5'7" 4x4 configuration mated to the 5.7L Hemi V8 (395 hp / 410 lb-ft torque).

Ram 1500 "Built to Serve" models have a Canadian manufacturer's suggested retail price (MSRP) of \$65,775, plus \$2,095 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, ProMaster and ProMaster City, the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram is the number one brand in new vehicle quality and is the only truck-exclusive brand to ever finish first in J.D. Power's Initial Quality Study (2021) in the U.S., which tracks new vehicle performance over the first three months of ownership. In the same study, Ram Heavy Duty models also scored best, making Ram the number-one truck brand in new vehicle quality among large heavy-duty pickups.

In addition, the latest J.D. Power APEAL study - which rates the emotional bond between customers and their vehicles - named the 2021 Ram 1500 as the best vehicle in the large light-duty pickup category. This marks the second straight year Ram 1500 has received top honours.

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 (37,090 lbs.) with Ram 3500
- Segment first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Payload of 3,447 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
- Ram 1500, North America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, achieves an unsurpassed 7.1L/100km highway and delivers over 1,600 kilometres of range on a single tank of fuel
- Ram 1500 TRX is the quickest, fastest and most powerful mass-produced pickup truck in the world
- Most awarded light-duty truck in North America
- Highest owner loyalty of any half-ton 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](http://www.stellantis.com).

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