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All-new, All-electric Ram 1500 REV to Debut During Big Game, Customer Reservations Now Open

- Ram brand's first EV pickup – the all-new Ram 1500 REV – debuts to the world in Big Game commercial
- Consumers can reserve their spot in line and become part of the Ram Revolution with the exclusive Rev Insider+ membership program at [RamREV.com](https://www.RamREV.com)
- Ram 1500 REV product imagery and initial details now available on [Ram.com](https://www.Ram.com)
- The introduction of the Ram 1500 REV marks the next step in the Ram brand's electrified journey, once again redefining the pickup truck segment
- Production of the all-new Ram 1500 REV to begin next year

February 12, 2023, Auburn Hills, Mich. - The all-new Ram 1500 REV – the first battery-electric light-duty pickup truck from the Ram Truck brand – makes its world debut today in a 60-second Big Game commercial. The standalone Ram Truck brand also announced today that customer reservations for the Ram 1500 REV are now open at [RamREV.com](https://www.RamREV.com).

“The Ram brand has redefined the pickup truck segment before and will once again with the all-new Ram 1500 REV,” said Mike Koval Jr., Ram brand CEO – Stellantis. “We believe in bringing the right range of powertrain solutions to our customers, and the Ram 1500 REV will be the first in a lineup of electrified solutions that will add to our current award-winning truck lineup. We are on an exciting electrification journey that will see Ram push past the competition in areas customers care about the most: range, payload, towing and charge time.”

Consumers can go to [RamREV.com](https://www.RamREV.com) now to learn more about the all-new Ram 1500 REV, see newly released images, and secure their spot to pre-order a vehicle through the Rev Insider+ program. For a one-time \$100 refundable fee, the program unlocks privileges that include a chance to reserve a place in line for pre-order and exclusive access to events, news and information about the Ram 1500 REV.

The Ram brand's commitment to offering a full portfolio of electrified solutions supports the Stellantis [Dare Forward 2030](#) strategic plan to lead the way the world moves by delivering innovative, clean, safe and affordable mobility solutions.

Production of the all-new Ram 1500 REV begins next year.

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 benchmarks for:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Best ride and handling with multi-link independent rear suspension and segment-exclusive, active-level four-corner air suspension
- Most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Ram 1500 TRX is the most powerful mass-produced pickup truck in the world

- 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.

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