

Contact: Trevor Dorchies

Todd Goyer

## Ram Truck Introduces 2023 Ram 1500 Rebel Havoc Edition

- New Ram 1500 Rebel Havoc Edition offers a new Baja Yellow exterior color and unique content
- 2023 Ram 1500 Rebel Havoc reinforces Ram's off-road leadership with the most unique and capable, production, off-road trucks in the industry
- Ram 1500 Rebel Havoc available in extremely limited quantities later this spring

May 17, 2023, Auburn Hills, Mich. - The exclusive, new 2023 Ram 1500 Havoc Edition joins Ram Truck's award-winning [light-duty lineup](#). Available in extremely limited quantities, the 2023 Ram 1500 Havoc Edition offers a unique Baja Yellow exterior color, with black exterior accents and off-road focused interior content.

"Ram 1500 Rebel Havoc buyers will enjoy the newest addition to our light-duty lineup, which offers a distinctive combination of unique exterior appointments only seen on a Ram truck," said Mike Koval Jr., Ram brand CEO – Stellantis. "Ram 1500 continues to be the no-compromise benchmark for durability, technology, efficiency, performance and convenience with features never before offered in a pickup."

The new 2023 Ram 1500 Rebel Havoc Edition expands the light-duty lineup and builds on the popularity of the TRX Havoc Edition. Rebel Havoc offers an additional way to get into a Ram truck with an exclusive, limited-run color offering. Ram continues to fortify its lineup with benchmark-quality vehicles that get the hard work done and families where they need to go, every time.

### Ram 1500 Rebel Havoc Edition

The Ram 1500 Rebel Havoc Edition offers off-road truck enthusiasts an even wider selection of unique content for even greater personalization and features a unique combination of technology, graphics, performance and exterior appearance straight from the factory. Available with the Rebel Level 2 equipment group and the 5.7-liter HEMI® eTorque V-8 engine, the Ram 1500 Rebel Havoc Edition features a 12-inch Uconnect 5 touchscreen with Off-road Pages, black side-view mirrors, heated front seats and steering wheel and an 8-way power adjustable driver's seat. Other features include an exclusive Baja Yellow exterior paint color, a Rebel graphic on the hood and bed, black badging, bumper and grille and 18-inch gloss black wheels. Selec-Speed Control is new on Ram 1500 Rebel for 2023 and allows the truck to maintain consistent speed while traversing variations in slope. Selec-Speed Control applies engine torque and brake pressure to help keep a consistent pace, allowing the driver to focus on steering.

The Ram 1500 Rebel Havoc Edition is available at a starting price of \$70,310, plus \$1,895 destination.

New 2023 Ram 1500 Rebel Havoc Edition models, available in extremely limited quantities, go on sale later this spring.

### 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](http://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](http://www.ramtrucks.com)

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks)

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks)

Twitter: @[RamTrucks](#), @StellantisNA

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>