

# CARGAZING

2019 RAM 1500

## All-New Ram Introduced

PRESS RELEASE

The all-new 2019 Ram 1500 becomes the benchmark for durability, technology, efficiency and convenience with features never before offered in a pickup.

Overall weight for the Ram 1500 has been reduced by 225 pounds. As the truck's backbone, the frame uses advanced materials and engineering to eliminate 100 pounds while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload.

An all-new eTorque system delivers improved fuel efficiency in both V-6 and V-8 configurations.

As a segment disrupter, the new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world with technology fea-



The Ram 1500 gets an all-new design for 2019 that sets a new benchmark in half-ton pickup trucks.



A reimagined center console offers 12 different storage configurations for never-before-seen customization.

turing split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L.

Active safety and security systems join the technology onslaught with adaptive cruise control, forward collision warning, Blind-spot Monitoring and ready alert braking.

"The all-new 2019 Ram 1500 delivers a no-compromise approach to the full-size truck segment with strength, durability, technology and efficiency,"

said Mike Manley, Head of Ram Brand.

The new Ram 1500 uses the longest, lightest and most efficient frame in the half-ton truck segment. The chassis has reduced weight by 120 pounds – 100 pounds from the frame alone delivering a maximum payload of 2,300 pounds and maximum trailer tow capacity of 12,750 pounds. The strongest Ram 1500 frame ever produced includes the same impact countermeasures across all configura-

tions, and is made from 98 percent high-strength steel.

### AIR SUSPENSION

The segment's best ride and handling gets even better with the addition of FRD shocks with air suspension. The 2019 Ram 1500 is the only full-size pickup available with a four-corner air suspension system for optimal ride and aerodynamic performance.

### BY THE NUMBERS

**Base price:** \$31,695  
**Wheelbase:** 140.5 in.  
**Length:** 228.9 in.  
**Width:** 82.1 in.  
**Height:** 77.7 in.  
**Engine:** 5.7-liter HEMI V8, 395 hp, 410 lb.-ft. torque  
**Transmission:** Eight-speed automatic  
**EPA Mileage:** 15 city, 22 highway

### OFF-ROAD

Ram now adds a robust 4x4 Off-road Package for the Ram 1500 on nearly every trim. The offering includes a one-inch suspension lift, with or without the available four-corner air suspension.

### UCONNECT

Designed to be the most technologically advanced pickup ever, the company's all-new Ram 1500 is loaded with an array of innovative and state-of-the-art technology combined with the award-winning fourth-generation Uconnect system that offers new features and connected services. The 2019 Ram 1500's high-tech features include a new class-exclusive and easy-to-use 12-inch fully configurable touchscreen display; the first-time debut of the all-new SiriusXM with 360L and more.