



**FCA CANADA**  
**2017 Ram 1500**  
**OVERVIEW**

**What's New for 2017**

- Ram 1500 SLT, Outdoorsman and Big Horn models equipped with a 8.4-inch Uconnect touchscreen now receive Automatic Temperature Control
- All Ram trucks receive a new five micron cabin air filter

**About the 2017 Ram 1500**

Ram Truck builds Canada's longest-lasting pickups and the Ram 1500 boasts numerous segment-exclusive features. Most are under the skin, yet certainly help the truck stand out from the herd, contributing to best-in-class fuel efficiency, ride and handling and aerodynamics. Other features such as the RamBox cargo management system, hidden bins and a flat-load floor offer unique solutions for storage.

**Highlights**

- Ram 1500 is Canada's most fuel efficient full-size pickup with an exclusive 3.0-litre EcoDiesel V6 engine featuring a fuel economy rating of 8.0 L/100 km (35 mpg) highway
- Industry's leading infotainment system with Uconnect 8.4 and Uconnect 8.4NAV
- Class-exclusive multilink coil suspension standard on most models
- Class-exclusive Active-Level™ Four-corner Air Suspension available for a superior ride and impressive capability
- The Ram 1500 uses a number of fuel-saving features to lead the segment in efficiency with a fuel economy as efficient as 8.0 L/100 km (35 MPG) highway. A standard eight-speed automatic transmission and the class-exclusive EcoDiesel engine contribute to Canada's most fuel efficient full-size truck
- Engine options include:
  - 3.0-litre EcoDiesel V6 engine, featuring a fuel economy as efficient as 8.0 L/100 km (35 MPG), 240 horsepower and 420 lb.-ft. of torque
  - 3.6-litre Pentastar V6 engine features a fuel economy as efficient as 9.5 L/100 km (30 MPG) highway, 305 horsepower and 269 lb.-ft. of torque
  - 5.7-litre HEMI® V8 with variable-valve timing (VVT) provides a fuel economy as efficient as 10.9 L/100 km (26 MPG), 395 horsepower and 410 lb.-ft. of torque



- The Ram 1500 retains its ruggedly handsome appearance with an award-winning interior, exterior design aesthetics and segment-leading technology. Every Ram 1500 truck benefits from content specifically designed to match each model's unique style

#### **Configurations in 2WD and 4WD:**

- Regular Cab long bed
- Regular Cab short bed
- Quad Cab long bed
- Crew Cab short bed
- Crew Cab long bed

#### **Model lineup**

The Ram 1500 offers 11 different models:

- ST
- SXT
- SLT
- HFE
- Outdoorsman
- Big Horn
- Sport
- Rebel
- Laramie
- Laramie Longhorn
- Limited

#### **Exterior colours**

Available colours (note some colours available in two-tone):

- Red Pearl
- Flame Red
- Luxury Brown
- Black Forest Green
- Blue Streak
- True Blue
- Bright Silver Metallic
- Granite Crystal Metallic
- Maximum Steel Metallic
- Brilliant Black



- Pearl White
- Bright White

### **About FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 91st anniversary in 2016. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram and FIAT brands, as well as the SRT performance vehicle designation. The company also distributes Alfa Romeo models and Mopar products. In addition to its assembly facilities, which produce the Chrysler Pacifica, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

