

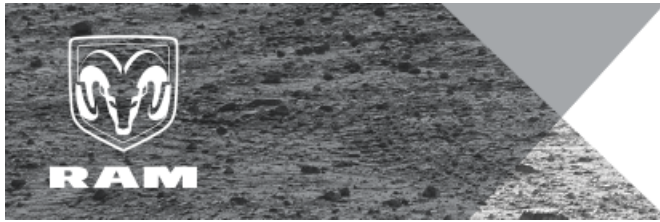
FCA CANADA
2018 Ram 1500
OVERVIEW

About the 2018 Ram 1500

Ram 1500 is Canada's most fuel efficient full-size pickup. Contributing to that title, the Ram 1500 boasts numerous segment-exclusive features in areas most important to truck buyers. Class leading ride and handling is accomplished via a unique multilink coil spring rear suspension system with optional air suspension. Other features, such as RamBox bedside storage, hidden bins and a flat-load floor, offer unique solutions for cargo. Available in a long list of unique trim levels, the Ram 1500 has a full-size pickup for everyone.

New For 2018

- Ultra-luxurious Limited Tungsten Edition
- Sport model appearance upgrade
- Premium leather-faced seat option on Rebel models
- Uconnect 8.4-inch multimedia centres with wireless hotspot, HD radio, Android Auto, Apple CarPlay, pinch-to-zoom and improved resolution
- On-demand 4G Wi-Fi (late availability) hotspot capability provides faster speed and more reliable in-vehicle wireless internet connectivity to your laptop, tablet or smartphone and supports up to eight mobile devices.
- **SiriusXM Guardian** delivers advanced in-vehicle connectivity and useful apps for drivers and passengers. Features include SOS Call, Roadside Assistance, Send and Go, Vehicle Finder and Remote Services with can be used for virtually anywhere, allowing owners to lock, unlock doors, or start their vehicles
- **SiriusXM Travel Link** makes every trip more efficient, SiriusXM Travel Link provides premium data services and information, including weather, fuel prices, sports, and movies
- **SiriusXM Traffic Plus** works with the vehicle's navigation system to display traffic speed and flow information, along with accident information to assist drivers in routing around congested areas
- Remote exterior switch in truck bed to activate LED bed lights



Highlights

- Ram 1500 is Canada's most fuel efficient full-size pickup with a class-exclusive 3.0-litre EcoDiesel V6 engine delivering fuel economy as efficient as 8.0L/100km (35 mpg) highway, 240 horsepower and 420 lb-ft of torque
- In addition to a standard eight-speed automatic transmission and exclusive 3.0-litre EcoDiesel V6 engine that delivers exceptional fuel efficiency, other components have also been improved to enhance fuel efficiency. Accessory drives have been optimized to reduce parasitic loss, and advances in thermal dynamics engineering help to contribute to Canada's most fuel efficient full-size pickup.
- 3.6-litre Pentastar V6 engine delivers fuel economy as efficient as 9.6L/100km (29 mpg) highway, 305 horsepower and 269 lb-ft of torque
- 5.7-litre HEMI V8 engine with Variable Valve Timing (VVT) delivers fuel economy as efficient as 11.0L/100km (26 mpg) highway, 395 horsepower and 410 lb-ft of torque
- Award-winning Uconnect multimedia centres with largest-in-class 8.4-inch touchscreen
- Exclusive multilink coil spring rear suspension with four-corner air suspension option for best ride and handling
- 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

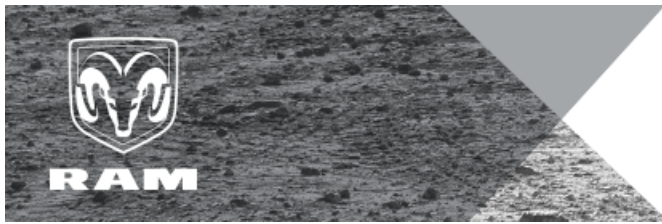
Configurations in 2WD and 4WD:

- Regular Cab 8-ft. bed
- Regular Cab 6-ft. 4-in. bed
- Quad Cab 6-ft. 4-in. bed
- Crew Cab 5-ft. 7-in. bed
- Crew Cab 6-ft. 4-in. bed

Model Lineup

The Ram 1500 offers the following models:

- ST
- Tradesman
- SLT
- HFE



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- Harvest Edition
- Outdoorsman
- Big Horn
- Sport
- Night Edition
- Rebel
- Laramie
- Laramie Longhorn
- Laramie Limited
- Limited Tungsten

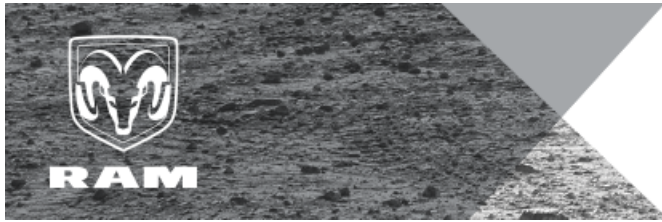
Available Exterior Colours

(some colours available in two-tone):

- Blue Streak Pearl
- Bright Silver Metallic
- Brilliant Black Crystal Pearl
- Bright White
- Red Pearl
- Flame Red
- Granite Crystal Metallic
- Maximum Steel Metallic
- Pearl White
- Walnut Brown Metallic
- True Blue Pearl

About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 92nd anniversary in 2017. FCA Canada is a wholly owned subsidiary of FCA US LLC, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and sells Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance



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designation. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid and 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 centre in Windsor, and has sales offices and parts distribution centers throughout the country.

