

Contact: David Elshoff  
(248) 512-2690 (office)  
(248) 797-2300 (cell)  
[david.elshoff@fcagroup.com](mailto:david.elshoff@fcagroup.com)  
Nick Cappa  
(248) 512-4266 (office)  
(248) 202-8039 (cell)  
[nick.cappa@fcagroup.com](mailto:nick.cappa@fcagroup.com)

### All-new 2019 Ram 1500 Laramie Longhorn Edition

- Ram introduces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no-compromise luxury truck with a southwestern theme
- New Ram 1500 design built on strength, durability, technology and efficiency
- Class-leading Laramie Longhorn interior with premium materials: wood, leather and steel trim
- Popular RV Match Walnut Brown two-tone exterior color returns for 2019

January 26, 2018, Auburn Hills, Mich. - Ram announces the all-new 2019 Ram 1500 Laramie Longhorn Edition — the no compromise luxury pickup leading in style, durability and efficiency.

The Ram Laramie Longhorn is the world's benchmark for upscale pickup trucks, earning the title [Luxury Pickup Truck of Texas](#) from the Texas Auto Writers Association (TAWA) two years in a row.

"The all-new 2019 Ram 1500 Laramie Longhorn is a no-compromise luxury truck that delivers what buyers want most: strength, durability, technology and efficiency," said Mike Manley, head of Ram brand. "Wherever you look, whatever you touch, the Laramie Longhorn is filled with more craftsman-like details, including wood surfaces and 100 percent full-grain leather seats, than any other truck in the segment."

Layered with premium materials, the Laramie Longhorn carries iconic features and design cues from traditionally handcrafted, time-tested wares such as the antique pocket watch, hand-tooled leather cowboy boots or a horseman's saddle. The Ram Laramie Longhorn's wood, metal and leather elements are all authentic.

Ram 1500 Laramie Longhorn models are distinguished externally by the standard two-tone RV Match Brown trim or monotone paint, premium LED headlamps and tail lamps, and unique wheels and grilles.

Inside, the 2019 Ram 1500's Laramie Longhorn trim exudes quality with a segment-exclusive hand-wrapped, 100 percent full-grain leather dashboard and southwestern-design-inspired door-panel and armrest coverings. Throughout the cabin, a new embossed alligator skin pattern leather covers surfaces including the center console, instrument panel, seats and door panel inserts. Other unique details include satin chrome accents, a brushed-nickel metal badge flush-mounted on the console lid and a new "Longhorn" branding mark burned on the wood-trimmed upper glove box door.

Real barn-wood accents are used throughout the cabin. Wood tandem doors on the center console reflect the heightened attention to detail and provide closed storage. At night, the cabin is accentuated with ambient lighting to create a luxurious and soothing atmosphere. Longhorn interior colors include Mountain Brown/Light Mountain Brown and Black/Cattle Tan full-leather seats with contrast piping. Heated, full-leather rear seats and class-exclusive rear seat ventilation are available on Longhorn.

A chrome billet "RAM" grille and chrome header surround the premium LED lamps with Adaptive Front-lighting System (AFS). Chrome bumpers, tow hooks and side steps come standard as do wheel flares. Two-tone color options complement the RV Match Walnut Brown paint. New 20- or 22-inch wheels are offered with a variety of complementary finishes. The Laramie Longhorn Edition belt-buckle badge appears on the front doors and tailgate.

Ram's new 1500 is the benchmark for technology and connectivity in pickups offering 4G WiFi hot spot, exclusive SiriusXM 360L personalized listening experience, SiriusXM Guardian, five USB ports to link with the award-winning Uconnect system and a segment-leading 12-inch touchscreen featuring split-screen capability for dual-application operation or full-screen single application operation.

The new [2019 Ram 1500](#) offers truck buyers leading-edge innovation with 225 pounds of weight reduction, up to 12,750 pounds of towing capability, the eTorque mild hybrid system and active systems that improve fuel efficiency and assist drivers. The Ram 1500 stands out as the benchmark in a very competitive segment.

#### **About Ram Truck Brand**

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Over the last 30 years, Ram has the highest percentage of pickups still on the road
- Highest owner loyalty of any half-ton pickup
- Highest Ram torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel
- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – 27 mpg with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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