



THE ALL-NEW 2019 RAM 1500

**THE ALL-NEW
2019 RAM 1500:
UNCOMPROMISING
DURABILITY,
CAPABILITY, LUXURY,
SAFETY, TECHNOLOGY
AND EFFICIENCY.
PERIOD.**







Rugged, refined and
unwilling to compromise—the
all-new 2019 Ram 1500 Rebel®
shown in Flame Red.

NO COMPROMISE.

**STRENGTH
CAPABILITY
TECHNOLOGY
LUXURY**



STRENGTH

With durability as the focus, the all-new Ram 1500 delivers strength with extensive use of high-strength steel in the frame, cab and box. Aluminum is used for the hood and tailgate to reduce weight.

CAPABILITY

The all-new Ram 1500 is built with the legendary toughness Ram is known for. Haul up to 2,300 lb max payload or tow up to 12,700 lb with complete confidence, when properly equipped. The Pentastar® V6 and the available HEMI® V8 offer eTorque technology to help improve both performance and fuel efficiency. Opt for the Ram Rebel® or the available Off-Road Group for next-level off-road performance. The available class-exclusive¹ Active-Level™ Four-Corner Air Suspension offers automatic load leveling to help improve stability and maintain an exceptional drive quality.

TECHNOLOGY

Truck owners are demanding the best technology and the all-new Ram 1500 delivers, with the largest available 12-inch touchscreen media center³, SiriusXM® new 360L on-demand satellite radio² and the most powerful audio system in its segment¹ from Harman Kardon®—with 900-watt amplifier and 19 speakers. The Active Front Air Dam also makes the all-new 2019 Ram 1500 the most aerodynamic truck in its class¹.

LUXURY

Luxury means having quiet, smooth, confident ride and handling—with a class-exclusive¹ coil link rear suspension, a new Crew Cab that adds 4 inches to the interior length and provides best-in-class¹ rear leg room and available class-exclusive⁶ reclining rear seats. The all-new Ram 1500 will also signal success with the use of premium materials inside and out.



TECHNOLOGY AND COMFORT.

INTERIOR REFINEMENT

The all-new Ram 1500 is the most luxurious truck in its segment⁷—delivering an incredibly quiet cab and treating the senses with the use of genuine luxury materials—like wood, leather and metal. Passengers can also now enjoy available class-exclusive¹ rear ventilated seating.

PROVEN

The previous Ram 1500 earned well-deserved accolades for strength, comfort and reliability. The all-new 2019 Ram 1500 takes it further with a stronger, more resilient frame. Engineered, tested and proven to last.

REFINEMENT
ON EVERY LEVEL





THE NEW 3.6L PENTASTAR® V6 WITH
BEST-IN-CLASS¹ ENTRY V6 HP

305HP
269LB-FT

And a supplemental 90 lb-ft eTorque

THE LEGENDARY
5.7L HEMI® V8

395HP
410LB-FT

FORMIDABLE HERITAGE AND POWER

**BUILT ON LEGENDARY
PERFORMANCE.**



**THE NEW 5.7L HEMI® V8
WITH eTORQUE TECHNOLOGY**

**395HP
410LB-FT**

**And a supplemental 130 lb-ft eTorque
12,700-LB MAX TRAILER TOW***

PERFORMANCE AND EFFICIENCY

TOP-TIER AIR MANAGEMENT

The better the management, the more efficient the pickup. New Ram 1500 delivers a class-exclusive¹ Active Front Air Dam which automatically deploys at higher speeds to reduce aero drag and reduce fuel consumption. The new roofline better directs airflow, the new aluminum tailgate with spoiler provides additional anti-drag benefits. The result...best-in-class¹ aero.

CAPABILITY

BEST-IN-CLASS¹ V8 TOWING

PAYLOAD



**RAM 1500: DESIGNED
TO DO MORE.**

MORE ROOM INSIDE & OUT.



OUTSTANDING CARGO MANAGEMENT

Overflowing with new features, from best-in-class¹ bed volume of 53.7 cubic feet* to available class-exclusive¹ RamBox[®] Cargo Management System with 115-volt outlet to available power and assisted tailgate. Inside, you'll find a larger space that's more sophisticated than ever with best-in-class¹ interior storage volume.

*Crew Cab short bed.



IN ITS SEGMENT.⁷

A NEW LEVEL OF LUXURY



INTUITIVE TECHNOLOGY The available reconfigurable 12-inch touchscreen features full-screen NAV, pinch-to-zoom technology and much more.



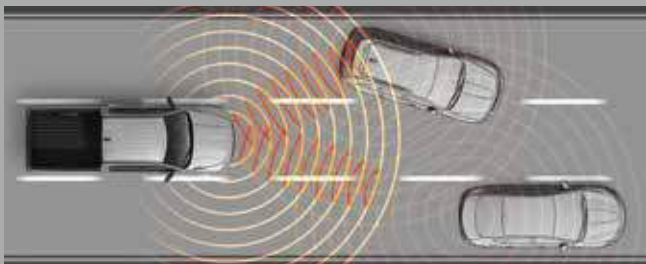
REACH FOR THE SKY The 2019 Ram 1500 boasts an available dual-pane sunroof with electronically operated controls for the roof and shade.

AVAILABLE PREMIUM HARMAN KARDON® SOUND the most powerful audio system in its segment¹: with 19 speakers, a 900-watt amplifier and a 10-inch subwoofer.



LARGEST BRAKES IN THE SEGMENT¹

Both front and rear brake rotors have been upgraded to nearly 15 inches in diameter, for reduced 60-mph to zero stopping distance and improved braking performance.

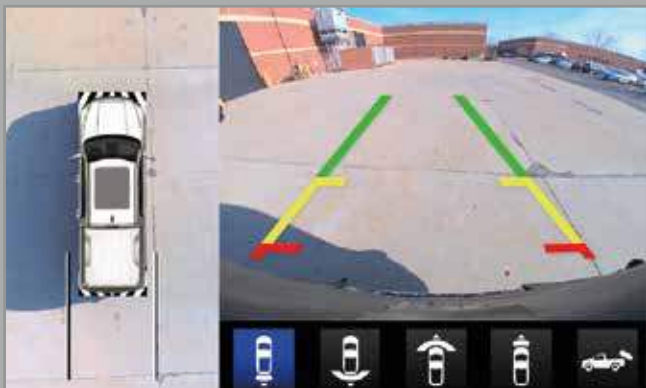


NEW ADAPTIVE CRUISE CONTROL (ACC) WITH STOP AND GO⁸

This available system is refined and responsive, adjusting automatically to traffic conditions—and even coming to a full stop in critical situations.

AVAILABLE: THE NEW 360° SURROUND-VIEW CAMERA³

Enjoy 360-degree coverage from front, rear and side-mirror-mounted cameras.



PLENTY OF PARK ASSISTS³

Available and new for 2019: Parallel and Perpendicular Park Assist³, augmenting the ParkSense[®] Front and Rear Park Assist³ platforms.

ACTIVE-SAFETY FEATURES

This is the light-duty full-size pickup that puts a focus on providing impressive levels of safety and security.

Sensors and cameras supported by sophisticated software help keep you informed and in control. Available assets include Blind Spot Monitoring (BSM)⁴ with Rear Cross-Path Detection and Trailer Detection³, the ParkSense Front and Rear Park Assist³, the new Parallel and Perpendicular Park Assist³, the new Surround-View Camera System³, new Forward Collision Warning (FCW) Plus⁹, new Lane Departure Warning (LDW) Plus¹⁰, and new Adaptive Cruise Control (ACC) with Stop and Go⁸.

MORE THAN 100 STANDARD AND AVAILABLE SAFETY AND SECURITY FEATURES⁵

It's safe to say, we've got it covered. New available Bi-LED and new quad-LED headlamp systems help improve forward illumination while delivering less on-vehicle glare.

On-road systems like our Ready Alert Braking/Trailer Sway Dampening Control¹² and Hill Start Assist ramp up driver confidence while trailering and on inclines. New available cameras mounted in the side mirrors and tailgate latch deliver invaluable 360° coverage. When it comes to technology, capability and state-of-the-art safety and security features, this pickup offers it all.

NEXT-LEVEL AIR BAG¹¹ TECHNOLOGY

The all-new Ram 1500 features six air bags, including full cab side-curtain and front seat-mounted side air bags.

The norm is the dual-stage air bag, but this new Ram 1500 uses a third electronic circuit to control the amount of air bag venting. It's one of the most sophisticated systems of its kind.

Side air bag inflatable curtains extend over both the front and rear rows—and they now extend below the window line, and deeper into the forward section.

THE STRONGEST RAM TRUCK EVER.

NEW ELECTRONIC PARKING BRAKES

Five operational modes, including Safe Mode and Drive-Away Release.

STRONGER ALL AROUND

Extensive use of high-strength steel makes this Ram 1500 the toughest ever.

HEAVY-DUTY SHOCKS

Twin-tube, with Frequency Response Damping to enhance ride quality in both on- and off-road driving.

PROGRESSIVE-RATE REAR SPRINGS

Adapt to handle payload while maintaining a level ride and excellent ride quality.

REAR AXLE THERMAL MANAGEMENT SYSTEM

This new available technology manages viscosity to help enhance fuel efficiency.

OUTSTANDING AIR BAG® TECHNOLOGY

Six air bags, including full cab side-curtain and front seat-mounted side air bags.

SIDE-IMPACT DOOR BEAMS

Reinforce the protection against potential side impacts.

A STRONG FOUNDATION

98% of the steel used in the frame is high-strength steel.

DYNAMIC FRONT CRUMPLE ZONES

Redesigned to handle greater impact load and absorb more energy.

TIRE BLOCKER

Offers further protection in the event of a frontal crash. Driver and passenger side, on all trim levels.

LARGER BRAKE ROTORS

The largest in the segment! Front and back, they fully measure up—nearly 15 inches.

SPLAYED FRAME RAILS

Direct energy away from the cabin and to the frame rails.

SAFETY 1ST



**THE ALL-NEW REBEL[®]
ADVANCES 4x4 CAPABILITY.**

TWO PATHS TO THE OFF-ROAD.

REBEL

The unique, purpose-built look and capability of Ram Rebel® is visible from afar with Black steel bumpers, aggressive approach angles, tow hooks and factory lift. Available on Quad Cab® and Crew Cab.

Under the skin, Rebel® delivers upon that capability promise with:

All-New 18-inch Aluminum Off-Road Wheels and On-/Off-Road Tires

New Electronic Locking Rear Axle (eLocker)

Skid Plate Protection and Tow Hooks

Off-Road Bilstein® Shocks

Available Class-Exclusive¹ Active-Level™ Four-Corner Air Suspension provides a two-inch lift for over 10 inches of ground clearance

4x4 OFFROAD



ALL-NEW AVAILABLE 4x4 OFF-ROAD PACKAGE

When your urge to explore is uncompromising, nothing should hold you back. The tough 4x4 Off-Road Package is available for all 2019 Ram 1500 trim levels. This protection and power lets you master the unexplored.

Standard one-inch lift

Available two-inch lift with Active-Level Four-Corner Air Suspension

LT18-inch OWL On-/Off-Road or P20 OWL All-Terrain Tires*

Electronic Locking Rear Axle (eLocker)

Off-Road Calibrated Shocks

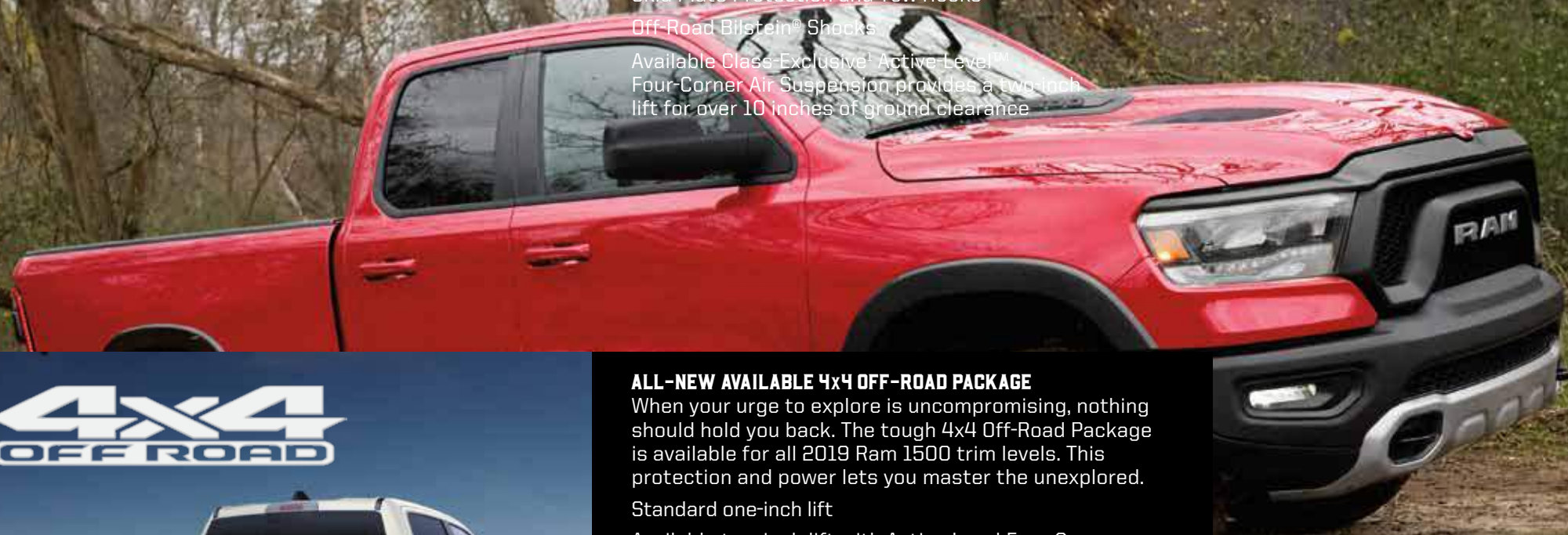
Hill Descent Control

Tow Hooks

Multiple Skid Plates, protecting the Front Suspension, Transfer Case, Fuel Tank and Power Steering Unit

4x4 Off-Road Decal

*Depending on wheel size.





RUGGED



SEATING Only the Ram Rebel® interior is bold enough to boast a tire-tread seat pattern.



DETAILS From seats and instrumentation down to the floor mats, Ram Rebel® is all about rugged individualism.



INSTRUMENTATION A new machined finish appearance to the cluster and instrumentation rings are unique to the Ram Rebel.



NEW OUTLET

Charge your tools and toys with the new 115-volt outlet found inside the driver's-side bin of the available RamBox® System. (see next page)

RAMBOX® SYSTEM LIGHTING

Improved for 2019 Ram 1500, it now features very handy downward-facing illumination inside each available bin. (see next page)

SPRAY-IN BEDLINER

Available and finished at the factory, the bedliner helps protect your Ram 1500.

SOLID STEEL BED

No compromises with this cargo bed. Ram 1500 delivers resilient steel where you need it most.

LAGER CARGO BED VOLUMES

The 5-foot 7-inch and 6-foot 4-inch beds now feature 53.7 and 61.5 cu ft, respectively.

ALL-NEW TAILGATE ALERT

The new available "Tailgate Ajar" notification alerts you if the tailgate is not completely closed.

ALL-NEW KEY FOB

Available features operate doors and RamBox® System locks, release the tailgate, lower the Air Suspension mode and offer the convenient Remote Start.



BEST-IN-CLASS¹ V8 TOWING
12,700 LB^{*}

Max Trailer Tow (with 5.7L HEMI[®] V8 with eTorque and the Max Towing Package) with 9.75-inch axle/3.92 axle ratio

REMARKABLE HAULING CAPABILITY
2,300 LB

Max Payload with 3.6L V6 Quad Cab[®]



Properly secure all cargo.

READY TO WORK.

This is what it comes down to: towing and hauling. The all-new 2019 Ram 1500 is ready to work. Improvements to the frame and suspension mean the numbers speak for themselves. Trailering and payload are impressive, enabling you to do it all with complete capability, confidence and comfort.

^{*}When properly equipped.



CARGO MANAGEMENT New for 2019: your choice of the available RamBox® Cargo Management System with or without the bed divider.



EASY ACCESS Available dampening and key fob control make opening the tailgate easier than ever. Available retractable Mopar® Bed Step simplifies bed access.



RAMBOX SYSTEM STORAGE Versatile, weatherproof, lockable, illuminated and drainable storage with new downward-facing illumination and 115-volt power outlet.



Properly secure all cargo.

IN-BED LED LIGHTING Controlled by a switch or a key fob button, these available lights let you load any time, with no adjustment to a tonneau cover, if so equipped.



AUTHENTIC ACCESSORIES: ALL-NEW 2019 RAM 1500

Here's how to make your all-new Ram truck the ideal ride for today, and for many years to come. It's through Mopar®.

Authentic Parts and Accessories by Mopar are engineered by the same experts who designed your Ram truck. Fit, function and finish are perfect, and the trained technicians who service your pickup know your make and model inside out. With genuine parts and this level of knowledge, you're going to keep your Ram truck going strong and looking good.

The Authentic Ram 1500 Accessories shown here illustrate the Mopar difference. Assets like the Off-Road Style Running Boards, Bed Step, Molded Splash Guards, All-Weather Floor Mats, Bed Mat, Bodyside Graphic featuring the Ram's Head logo, One-Piece Body-Color Tonneau Cover, and the new unique Mopar 20-Inch Luxury Wheel give your Ram 1500 an exclusive look and personal touch.

Even better: further Mopar advantages include the Mopar Express Lane Service that minimizes waiting and downtime, along with comprehensive Mopar Vehicle Protection® plans—the only extended protection backed by the manufacturer. Bringing it all together is the state-of-the-art Mopar Owner Site, offering online access to your service record, vehicle information, and exclusive money-saving offers. Mopar. It's about keeping you happy, and your Ram truck at its best.

Get it all at **MOPAR.COM**







1 Based on latest available competitive information. Class based on light-duty pickups. 2 SiriusXM audio and data services each require a subscription sold separately or as a package by SiriusXM Radio Inc. Your SiriusXM service will automatically stop at the end of your trial unless you decide to subscribe. **If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates.** Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Not all vehicles or devices are capable of receiving all services offered by SiriusXM. Current information and features may not be available in all locations or on all receivers. 3 Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. 4 Always check visually for vehicles prior to changing lanes. 5 Based on latest available corporate information. Class based on light-duty pickups. 6 Available on select Crew Cab models. Based on latest available competitive information. Class based on light-duty pickups. 7 Based on Ram 1500 Limited/Laramie Longhorn standard premium content comparison to Ford F-150 Platinum and Chevy Silverado 1500 High Country Standard Full-Size Pickup. 8 This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use the brakes to avoid collisions. 9 This system is not intended to avoid collisions on its own, nor can FCW detect every type of potential crash. The driver must remain aware of traffic conditions and be prepared to brake and steer to avoid potential collisions at all times. 10 This system is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and maintain control of the vehicle. 11 The Advanced Front Air Bags in this vehicle are certified to the new U.S. Federal regulations for Advanced Air Bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. 12 No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt.

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IT'S ALL YOUR CHOICE

The all-new Ram 1500. It's all about choosing your road, your terrain...in short, your lifestyle.





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