



RAM

NEWS RELEASE

RAM Trucks Australia welcomes all-new RAM 1500 Express Crew V8 Hemi



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Following a stellar 2019, where RAM Trucks Australia recorded 2,868 sales – up 296.7% on the previous year – the journey continues in 2020 with the introduction of the all-new 1500 Express Crew V8 Hemi.

Sitting one step above the entry-level 1500 Express Quad, the Express Crew features more space, higher specification, and an even sportier appearance – it is, as we like to say, the duck's guts.

“We’ve assessed the market and feel the time is right to build on the huge levels of passion for the RAM Trucks brand in Australia,” says Jeff Barber, National Sales Manager, RAM Trucks Australia.

“The 1500 Express Crew allows us to grow our product portfolio and offer a premium version of our entry level Express range. It also marks the first step in what will be an exciting product roll-out in 2020,” continues Barber.

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RAM Trucks Australia Pty Ltd is a division of the Ateco Group
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Priced from \$89,950 plus on-road costs, the full-size 1500 Express Crew truck features the larger cabin found on the Laramie, meaning more head, shoulder and leg room for your passengers than any other five-seat ute on the market today.

The 1500 Express Crew builds on the well-equipped Express Quad by adding updated connectivity with the 8.4" Uconnect® Touchscreen system featuring Apple CarPlay® and Google Android®, and dual zone air conditioning.

Outside, the 5ft 7in tub – complete with hard-wearing, spray-in bed liner – can be optioned with the innovative RamBox® Cargo Management System.

More than a toolbox, these lockable storage units are built into the side rails of the tub and feature lighting and drainage – ideal to keep drinks cool on camping trips, or wet towels out of the cabin after a day at the beach.

To further enhance the already tough looks of the truck that eats utes for breakfast, the 1500 Express Crew also comes with a Sports Hood, black accent package and unique limited-edition colours: Diamond Black, Bright White, Granite Crystal and Flame Red.

Best-in-class power is again delivered by the legendary 5.7-litre V8 Hemi engine, the only V8 currently available in the full-size pick-up segment. With 291kW and a massive 556Nm of torque, it's no wonder the 1500 Express Crew also delivers best-in-class towing capabilities, too. With a maximum braked towing weight of 4.5 tonnes, even the heaviest of toys and trailers are towed with ease.

The new 1500 Express Crew sits between the 1500 Express Quad and the 1500 Laramie. In addition, RAM Trucks Australia also offers the 2500 and 3500 heavy duty American trucks to suit a range of customer needs.

RAM Trucks Australia began re-manufacturing left-hand drive heavy duty models into right-hand drive vehicles in late 2015, before they went on sale in early 2016. The volume selling 1500 light duty model came on stream in July 2018.

Each nameplate undergoes a thorough re-engineering process which designs and produces right-hand drive trucks for Australia and New Zealand, including using 400 locally sourced re-manufacture parts.

As a result, RAM Trucks Australia is the world's only factory-authorized RHD manufacturer of RAM Trucks, and Australia's only 24-hour vehicle manufacturing facility. RAM Trucks Australia is also a major source of employment in automotive engineering, design and production excellence for both RAM Trucks Australia and New Zealand, and the Australian component companies that keep the factory supplied with parts.

The RAM 1500 Express Crew V8 Hemi is from \$89,950 plus on road costs. Every RAM is backed by a three year/100,000km warranty with Roadside Assistance, and requires a service every 12 months or 12,000km.

Fully factory-supported and backed by a 50-strong RAM dealer network across Australia and 13 in New Zealand, the RAM range sets new benchmarks for performance and ability in the 4x4 pick-up segment.

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About RAM

Since its launch as a stand-alone division of Fiat Chrysler Automobiles in 2009, the RAM brand has steadily emerged as an industry leader with one goal: to build the best pick-up trucks and commercial vehicles in the industry. Creating a distinct identity for RAM has allowed the brand to concentrate on core customers and features they find valuable.

The brand continues to invest substantially in its hard-working products. In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. RAM invest substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

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