



RAM

NEWS RELEASE

Tough just got tougher: welcome to Warlock



16 July 2020 – Sydney, Australia

RAM Trucks Australia's product onslaught continues with the arrival of the new V8 Hemi-powered 1500 Warlock, a seriously-tough addition to the RAM family.

Now swelling the 1500 model range to five different variants, the Warlock is aimed squarely at those who want not only a full-size pick-up truck, but one that comes with extra menace.

Based on the new Crew Cab, Warlock's key features include aggressive exterior styling, RamBox® Cargo Management System, leather-trimmed upholstery, and a factory fit suspension lift, making it the toughest full-size 4x4 pick-up in Australia today.

RAM Trucks Australia
2A Hill Road, Lidcombe, NSW 2141, Australia
PO Box 7517, Silverwater, NSW 1811, Australia.

Tel: +61 2 8577 8000
Fax: +61 2 8577 8199

RAM Trucks Australia Pty Ltd is a division of the Ateco Group
ABN 17 606 337 508

“The new Warlock is the start of a product offensive that allows us to broaden our audience appeal and continue to grow the official RAM Trucks Australia brand down under,” says Jeff Barber, National Manager, RAM Trucks Australia.

Headlining the exterior styling is the Rebel-look front grille with unique sports hood, black powder-coated front and rear bumpers and fender flares, 20-inch semi-gloss black alloys, black-smoked headlamps, accent badging and unique Warlock decals. Launch colours include Flame Red, Bright White, and Patriot Blue, while further colours will be released soon.

Alongside these menacing visual cues is the 1-inch suspension lift, which allows for greater wheel articulation and ground clearance. Working in unison with the high and low range settings of the four-wheel drive system, this addition enhances the already impressive off-road ability of the RAM 1500.

The Warlock also comes standard with our exclusive 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.

Inside, leather-trimmed upholstery, dual-zone climate control, satellite navigation, Apple CarPlay™ and Android Auto™ connectivity via the UCONNECT® 8.4-inch Touchscreen ensure every drive is a breeze.

Powering the Warlock is the now legendary 5.7-litre V8 Hemi, a burbling monster of a donk producing a mighty 291kW and 556Nm of torque. With an 820kg payload and the standard Trailer Brake Control system, Warlock has a mighty 4.5 tonne max braked towing capability, pulling boats, trailers, or campers with ease.

The RAM 1500 Warlock is priced from \$104,450 plus dealer delivery and on-road costs. Every RAM is backed by a three year/100,000km warranty with Roadside Assistance, service intervals of 12 months or 12,000km, and the reassurance of more than 55 RAM Trucks dealers in Australia.

RAM Trucks Australia has grown exponentially over the last 12 months thanks to the introduction of new variants, a significant expansion and financial investment in its 25,000m² Melbourne remanufacturing facility, and the growth of its dealer network.

In 2020 specifically, RAM Trucks Australia has seen phenomenal growth, up +54.6% year-on-year, and a staggering +130.5% in June alone. Indeed, RAM Trucks Australia is the only proven and factory-authorised provider of right-hand drive trucks in the world, something over 6,000 Australian customers have already acknowledged.

“Our unique position as the only factory-endorsed manufacturer of right-hand drive RAM Trucks in the world ensures we have direct factory access to new product,” continues Jeff Barber.

“With the all-new 1500 Limited on the horizon to sit alongside and complement the current model mix, the future is very bright for RAM Trucks Australia. No-one can match our factory-backed, OEM-quality product, value and dealer network.”

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 over 400 locally sourced re-manufacture parts.

As a result, RAM Trucks Australia is the world's only factory-authorized RHD manufacturer of RAM Trucks. 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.

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For further information:

Oliver Peagam

RAM Trucks Australia / Ateco Group PR Consultant

E: atecomedia@ateco.com.au

T: +61 2 8577 8000

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. To be the best, it takes a commitment to innovation, capability, efficiency, and durability. RAM invests 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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