



THE ALL-NEW 2019 **RAM 1500**

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



THINK DESIGN WITH PURPOSE. THINK ARTISTRY THAT COMBINES A BOLD NEW LOOK WITH PERFORMANCE AND EFFICIENCY. THINK ABOUT A FULL-SIZE PICKUP THAT DELIVERS INCREDIBLE CAPABILITY, COMFORT AND DETAIL. IT'S HERE: THE ALL-NEW 2019 RAM 1500.



UNBREAKABLE



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-exclusive<sup>1</sup> 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 center<sup>2</sup>, SiriusXM® new 360L on-demand satellite radio<sup>2</sup> and the most powerful audio system in its segment<sup>1</sup> 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 class<sup>1</sup>.

## **LUXURY**

Luxury means having quiet, smooth, confident ride and handling—with a class-exclusive<sup>1</sup> coil link rear suspension, a new Crew Cab that adds 4 inches to the interior length and provides best-in-class<sup>1</sup> rear leg room and available class-exclusive<sup>6</sup> reclining rear seats. The all-new Ram 1500 will also signal success with the use of premium materials inside and out.

Left to right:  
Ram 1500 Big Horn®  
and Ram 1500 Laramie®  
with Black Package.



# TECHNOLOGY AND COMFORT.

## INTERIOR REFINEMENT

The all-new Ram 1500 is the most luxurious truck in its segment<sup>7</sup>—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-exclusive<sup>1</sup> 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**  
Opt for the brilliance of  
year-round comfort with front  
heated and ventilated seats.





THE NEW 3.6L PENTASTAR<sup>®</sup> V6 WITH  
BEST-IN-CLASS<sup>1</sup> ENTRY V6 HP

**305**HP  
**269**LB-FT

And a supplemental 90 lb-ft eTorque

THE LEGENDARY  
5.7L HEMI<sup>®</sup> V8

**395**HP  
**410**LB-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\***

### **TOP-TIER AIR MANAGEMENT**

The better the management, the more efficient the pickup. New Ram 1500 delivers a class-exclusive<sup>1</sup> 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-class<sup>1</sup> aero.

### **PERFORMANCE AND EFFICIENCY**

Power is a given—but Ram 1500 also measures up through economical performance. Delivering outstanding V6 horsepower, the 3.6L Pentastar® V6 now features eTorque technology to help boost fuel efficiency and engine performance. For more power, the new available 5.7L HEMI V8 with eTorque churns out impressive numbers—and also delivers improved fuel efficiency.

\*When properly equipped.

### **CAPABILITY**

**BEST-IN-CLASS<sup>1</sup> V8 TOWING** Available trailer towing raises up to heavyweight contention, weighing in at 12,700 lb\*—thanks to the available 5.7L HEMI V8 with eTorque and Max Towing Package.

**PAYLOAD** The Ram 1500 payload capability has also been boosted by 22 percent, now maxing out at 2,300 lb\* (Quad Cab®/Pentastar V6).





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

# MORE ROOM INSIDE & OUT.



## OUTSTANDING CARGO MANAGEMENT

Overflowing with new features, from best-in-class<sup>1</sup> bed volume of 53.7 cubic feet\* to available class-exclusive<sup>1</sup> RamBox<sup>®</sup> 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-class<sup>1</sup> interior storage volume.

\*Crew Cab short bed.



# THE MOST LUXURIOUS TRUCK **IN ITS SEGMENT.**

## **A NEW LEVEL OF LUXURY**

This Ram pickup can be defined by both its capability and its sophistication. There are bold new interior themes and extensive use of genuine wood, metal and leather throughout. Available features include a new class-exclusive<sup>1</sup> reconfigurable center console, a new largest available 12-inch touchscreen media center<sup>1</sup> with split-screen capability and a 7-inch reconfigurable electronic cluster.

Opt for trim levels with soft, durable leather and available front heated and ventilated seats, new available class-exclusive<sup>1</sup> rear ventilated seating and a fold-down rear center console. Select Crew Cab models can also be equipped with new class-exclusive<sup>6</sup> reclining rear seats.



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



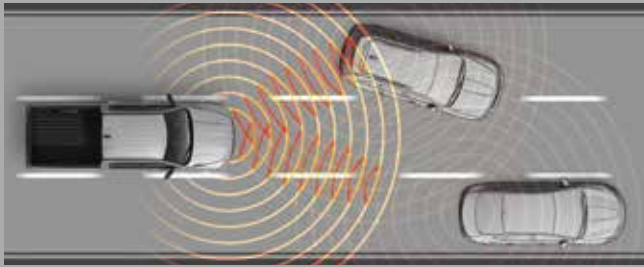
**REACH FOR THE SKY** The 2019 Ram 1500 boasts an available dual-pane sunroof with electronically operated controls for the roof and shade.

**AVAILABLE PREMIUM HARMAN KARDON® SOUND** The most powerful audio system in its segment<sup>1</sup>: with 19 speakers, a 900-watt amplifier and a 10-inch subwoofer.



### LARGEST BRAKES IN THE SEGMENT<sup>1</sup>

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.

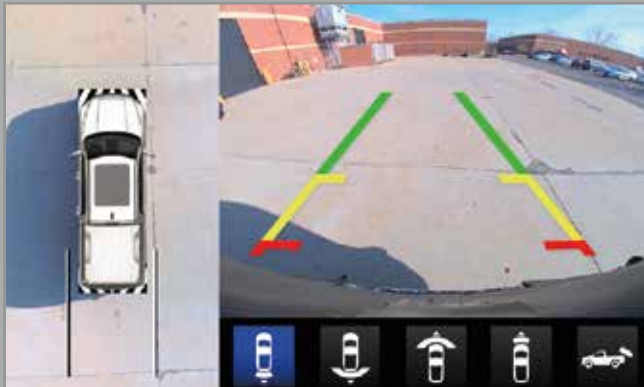


### NEW ADAPTIVE CRUISE CONTROL (ACC) WITH STOP AND GO<sup>9</sup>

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 CAMERA<sup>3</sup>

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



### PLENTY OF PARK ASSISTS<sup>3</sup>

Available and new for 2019: Parallel and Perpendicular Park Assist<sup>3</sup>, augmenting the ParkSense<sup>®</sup> Front and Rear Park Assist<sup>3</sup> 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)<sup>4</sup> with Rear Cross-Path Detection and Trailer Detection<sup>3</sup>, the ParkSense Front and Rear Park Assist<sup>3</sup>, the new Parallel and Perpendicular Park Assist<sup>3</sup>, the new Surround-View Camera System<sup>3</sup>, new Forward Collision Warning (FCW) Plus<sup>9</sup>, new Lane Departure Warning (LDW) Plus<sup>10</sup>, and new Adaptive Cruise Control (ACC) with Stop and Go<sup>9</sup>.

### MORE THAN 100 STANDARD AND AVAILABLE SAFETY AND SECURITY FEATURES<sup>5</sup>

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 Control<sup>12</sup> 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 BAG<sup>11</sup> 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.

## 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.

## OUTSTANDING AIR BAG<sup>®</sup> 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.

## 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.

## 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<sup>®</sup>  
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-Exclusive<sup>1</sup> 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

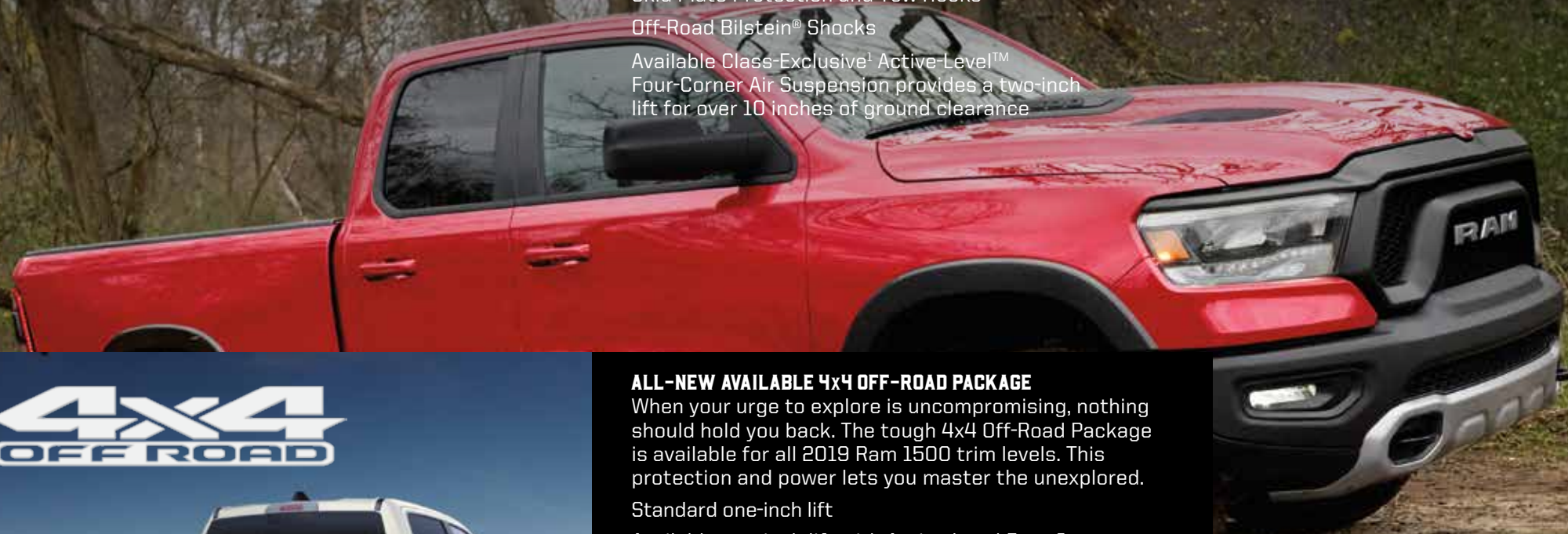
Hill Descent Control

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 AND REFINED.

One look, and it stays with you: the new Ram 1500 Rebel<sup>®</sup> with its unique laser-ingrained Dark Ruby Red accents and all-new Black/Dark Ruby Red premium seats with tire-tread cloth inserts.

Ram Rebel<sup>®</sup> is built for the off-road, but this interior definitely takes the high road. Features include a new 4-way headrest along with new 12-way power seats, Rebel themed floor mats, carpet floor covering and a leather-wrapped steering wheel.



**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.

**LARGER 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-CLASS<sup>1</sup> V8 TOWING**

**12,700 LB<sup>\*</sup>**

Max Trailer Tow (with 5.7L HEMI<sup>®</sup> 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<sup>®</sup>



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.

<sup>\*</sup>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](http://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](http://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.

# 100% REBEL





**RAM**

*REBEL*

*4x4*

PVN2LST



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