

CARGAZING

2023 RAM 1500

The No-Compromise Benchmark

Ram 1500 Delivers Industry-Leading Features, Incredible Performance

PRESS RELEASE

The 2023 Ram 1500 is the no-compromise benchmark for durability, technology, efficiency, performance and convenience with features never before offered in a pickup. The Ram 1500 features up to 12,750 pounds of towing capability and 2,300 pounds of payload.

The eTorque 48-volt mild hybrid system delivers improved fuel efficiency in both V-6 (standard) and V-8 configurations. The Ram 1500 is America's most powerful half-ton diesel pickup with 480 lb.-ft. of torque, delivering up to 1,000 miles of range on a single tank of fuel.

The 2023 Ram 1500 TRX has been rigorously tested to handle the most punishing conditions with extreme capability and durability on its way to being the quickest, fastest and most powerful mass-produced half-ton pickup truck in the world.

The Uconnect 5 system with a 12-inch touchscreen features advanced technology that includes split-screen capability, 360-degree camera views, and content from SiriusXM with 360L and Personalized Stations Powered by Pandora. The 2023 Ram 1500 lineup includes the Know & Go mobile app, featuring an immersive experience for customers who want to learn more about their vehicles.



MANUFACTURER PHOTO

Active safety and security systems include adaptive cruise control, Forward Collision Warning, Blind-spot Monitoring and Ready Alert Braking. Class-leading ride and handling are accomplished via a segment-exclusive link-coil rear suspension system with optional active-level four-corner air suspension.

NEW FOR 2023

New features for 2023

models include:

- New available 2023 Ram 1500 Limited Elite Edition features a multifunction and locking tailgate, tailgate ajar warning lamp, deployable bed step, four adjustable cargo tie-down hooks, and a cargo divider. Inside, a jeweled rotary shifter, unique instrument cluster theme, premium leather bucket seats, heated and ventilated 12-way driver and front passenger seats, suede headliner,

heated steering wheel and a bright pedal kit are included

- Ram 1500 (RAM)RED Edition returns for 2023 and is available on Limited Crew Cab configurations and features red R-A-M grille and door badging. A (RED) badge is also on the center console lid. The Ram, Jeep® and FIAT brands have committed a minimum of \$4 million to the Global Fund between 2021-2023 to help fight health emergencies with (RED). The

2023 Ram 1500 (RAM)RED Edition is part of this commitment

- An available 12-inch frameless digital gauge cluster features nearly two dozen different menus. The full-color cluster features five reconfigurable tiles for at-a-glance data, or quick and easy access to the most used information. Drivers may choose between analog or digital instrumentation. All cluster settings can be saved to a user profile

BY THE NUMBERS

Base Price: \$36,820
Wheelbase: 140.5 in.
Length: 228.9 in.
Width: 82.1 in.
Height: 77.6 in.
Engine: 3.6-liter V6 (305 hp, 271 ft-lbs)
Transmission: Eight-speed automatic
EPA Mileage: 20 city, 25 highway

- 2023 Ram 1500 Rebel now includes Selec-Speed Control as standard equipment. Selec-Speed Control now part of available Back Country Package (Big Horn/Lone Star) and Off-Road Group (Big Horn/Lone Star, Laramie, Limited Longhorn and Limited)

- Ram 1500 models equipped with the 12-inch Uconnect 5 touchscreen now includes Emergency Vehicle Alert System (EVAS)

- New 22-inch all-terrain tires available with the Off-Road Group on Ram 1500 Laramie, Limited Longhorn and Limited models

- All Ram 1500 models now feature Rear-seat Reminder Alert and an LED hitch lamp located in the tailgate handle

- Ram 1500 (RAM)RED Edition features UV-C glove box light that's engaged through a button on the center console.