January 16, 2018

2018 is a promising year for AGT Europe, starting with the reveal of the next generation Ram 1500 at the Detroit Auto Show

* AGT Europe increases sales by more than 10% in 2017
* Ram 1500 accounts for more than 85% of AGT Europe sales
* All-new Ram 1500 premieres in Detroit, with European launch coming up

AGT Europe Automotive Import SA – an official importer of Dodge and Ram Trucks in Europe since July 1, 2017 – sold 2702 vehicles in Europe in 2017, an increase of over 10% versus 2016. AGT Europe’s best-selling vehicle is the Ram 1500, a reflection of the importer’s long experience and know-how (as a distributor since 2008) in the pick-up segment.

On January 15, 2018, the new generation of the Ram 1500 premiered at the Detroit Auto Show. The European debut is planned at the Geneva Auto Show in March. Sales in Europe are scheduled to begin in the third quarter.

The all-new 2019 Ram 1500 is a no compromise truck, leading in durability, efficiency and technology. Eliminating more than 100 kg through the use of high-strength steels, the 2019 model is the lightest but also strongest Ram 1500 ever. The latest version of this iconic vehicle features a new eTorque mild hybrid system on the Pentastar V6 as well as on the famous HEMI V8 greatly improving fuel efficiency. The new Ram is the most technologically advanced pickup in the market with state-of-the-art features including class-exclusive 12-inch touchscreen and SiriusXM 360L. The all-new 2019 Ram 1500 defines the future of pickup trucks with innovative design, highest quality materials and class-exclusive technology.

**Engineering**

The new Ram 1500 uses the longest, lightest and most efficient frame in the half-ton truck segment. Compared to its predecessor the weight of the chassis has been reduced by 54 kg – 45 kg from the frame alone - delivering a maximum payload of 1043 kg and a maximum trailer tow capacity of 5761 kg. The weight reductions also provide new levels of comfort and of course great improvements in fuel consumption.

Helping to create the most spacious cab in the segment, three new, longer frame lengths are offered: a 367 cm wheelbase on Crew Cab short beds and a 390 cm wheelbase on Crew Cab long beds – both 10 cm longer than their predecessors. The Quad Cab long bed has a wheelbase of 357 cm. Still, Ram’s newest pickup offers a turning circle of just 1408 cm, curb to curb.

Further demonstrating efficiency through engineering, extensive wind-tunnel testing honed the 2019 Ram 1500 exterior shape, resulting in continued, class-leading aerodynamics. Also, the cooperative application of active aerodynamics and modern styling led to a nine percent aerodynamic improvement on the new truck. As a result the 2019 Ram 1500’s coefficient of drag is just 0.357 (Quad Cab 4x2).

The segment’s best ride and handling gets even better with the addition of FRD shocks with air suspension. The 2019 Ram 1500 is the only full-size pickup available with a four-corner air suspension system for optimal ride and aerodynamic performance.

The addition of the eTorque mild hybrid system is one of several changes made to the powertrains for the 2019 Ram 1500. The goal: Improve performance, fuel economy, payload, towing capabilities and drivability. Other changes include an upgraded TorqueFlite eight-speed automatic transmissions, strategic weight reductions and other innovations, such as fast heating lubricants to reduce viscosity-related efficiency losses.

**Powertrain**

The upgraded eTorque version of the Pentastar V6 is the standard engine in most trim levels of the 2019 Ram 1500, specifically tuned for truck duty and rated at 305 horsepower and 366 Nm of torque.

The newest Pentastar V6’s advanced technologies, such as wide-range variable valve timing and two-step variable valve lift, deliver the optimal blend of power and fuel economy, based on the driver’s demand.

The brawny 5.7-liter HEMI V8 combines the muscle of 395 horsepower and 558 Nm of torque – in a smooth, broad power band that avoids the hesitation and peakiness of turbocharged engines – with performance-enhancing and fuel-saving technologies that include variable valve timing and cylinder deactivation.

Every 2019 Ram 1500 is equipped with a fully electronic TorqueFlite eight-speed automatic transmission with a wide spread of gear ratios that keeps engine rpm in the right range for the task – whether putting in a full day of off-road work or highway cruising.

**Uconnect**

Designed to be the most technologically advanced pickup ever, the company’s all-new Ram 1500 is loaded with an array of innovative and state-of-the-art technology combined with the award-winning fourth-generation Uconnect system that offers new features and connected services. The 2019 Ram 1500’s high-tech features include a new class-exclusive and easy-to-use 12-inch fully configurable touchscreen display; the first-time debut of the all-new SiriusXM with 360L; the most powerful audio system ever available in a pickup in the form of the 900-watt Harman Kardon sound system with 19 speakers; last but not least personal device integration and in-vehicle connectivity.

**Design**

All-new 2019 Ram 1500 defines the future of pickup trucks with innovative design, highest quality materials and class-exclusive technology with “unbreakable” interlocking theme for enhanced appearance and aerodynamics.

*Official Ram press release (including more detailed information), pictures and videos are available at* <http://media.fcanorthamerica.com/homepage.do?mid=1>

*Note: All product information is specific to the American market.*

**About AGT Europe**

AGT Europe is an official importer of Dodge and Ram Trucks in Europe. Working with the manufacturer since 2008, AGT was the first authorized importer for Dodge and Ram Trucks and has been market leader ever since. AGT supports a wide retail and service network of partners specialized in Dodge and Ram.   
More information about AGT Europe can be found at [www.agtimport.eu](http://www.agtimport.eu) and [www.uscarimports.eu](http://www.uscarimports.eu)

****About Ram Trucks Brand****  
Since its launch as a stand-alone division in 2009, the Ram Trucks brand has steadily emerged as an industry leader with trucks that are proven to last. Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, or a business that depends on its Ram commercial truck capabilities, Ram is the right choice. Ram aims to be the best through its commitment to innovation, capability, efficiency and durability. Ram Trucks invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

****About Dodge//SRT****  
Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is FCA North America’s mainstream performance brand, and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice. For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the company in 1914. Their influence continues today.

Contacts for media inquiries:

Europe Germany

Florence Camenzind Anja Wente

[florence.camenzind@agtimport.eu](mailto:florence.camenzind@agtimport.eu) [anja.wente@agtimport.eu](mailto:anja.wente@agtimport.eu)

+41 79 870 00 69 +49 1516 511 7778

France Switzerland

Marie-France Mutti Eric Nève

[marie-france.mutti@agtimport.eu](mailto:marie-france.mutti@agtimport.eu) [eric.neve@agtimport.eu](mailto:eric.neve@agtimport.eu)

+33 6 62 58 45 77 +41 79 195 33 48