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**AGT Europe gaining momentum after a successful premiere of the new RAM 1500 at the 2018 Geneva Motor Show**

* **More interior space, more comfort, more pick-up!**
* **Great public attention for the nearly 100 kg lighter, 10 cm longer designed new RAM**
* **Dealers impressed by the top-quality materials, roominess and exclusive technology**
* **1600 horsepower on 150 square meters thanks to the head turning Dodge Challenger Demon**

After its recent launch at the Detroit Show in January, the Geneva International Motor Show welcomed the new Ram 1500 MY19, making its debut in the EMEA region (Europe, Middle East & Africa), where the American brand is already very popular. AGT Europe’s team was there and witnessed the many fans visiting the stand to see how emotional and different this vehicle can be: More space, more comfort and more pick up!

"The Dodge & Ram Trucks stand in Geneva offered a remarkable demonstration of power, strong capability and modern technology. Nowhere else at the show, one got to see 1'600 horsepower gathered on 150 square meters, available for an affordable price. The new MY19 RAM is living proof that there is no need for compromises between premium daily-drivability and the capability to transport tons of material. It is truly a next-generation pick-up truck and we are extremely proud to distribute it in Europe” said Andreas Jenny, CEO of AGT Europe.

The demand for the new model is very high and AGT Europe’s team received interest from many business partners across Europe. France, the UK, Germany, Netherlands, Switzerland, Czech Republic, Denmark, Italy among others, shared their impressions:

“The design and quality of the materials is very nice, it is really premium”, said a dealer from France.

“The space in the 2nd row is incredible! We have 3 kids and with such generous interior room there won’t be any more place issues” said a dealer from Germany.

“I am sure it will be a big success”, said a business partner from Switzerland.

Over 2300 units of Ram 1500 were sold last year by AGT Europe who is now looking forward to build on this success with the new product.

Since being launched in North America as an independent brand in 2009, Ram has quickly won a solid specialist reputation, proven by many awards and market successes achieved over these years, thanks to a product range that effectively expresses supreme levels of innovation, capability, efficiency and durability. The pickup is equipped with a 395 HP 5.7L V8 powertrain, an eight-speed automatic transmission and 4WD (\*).

Next to the two Ram units, the public also admired the Dodge Challenger SRT Demon that provided an imposing appearance. “The specialists at SRT did a terrific job; you should have seen how eyes of visitors were widening when they figured out that there was 840 horse power below the hood, waiting to be released!" added Andreas Jenny.

(\*) Further detailed information about the Ram 1500 can be found in the attached “Executive Product Information” document. For images please visit:   
<https://media.agtimport.eu/photos-ram-2019/>

**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 line up 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.

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