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All-New 2019 Ram 1500 OVERVIEW

All-new 2019 Ram 1500 – No Compromise Truck, Leading in Durability, Technology and Efficiency

1. Engineering

- Overall weight reductions totaling nearly 225 pounds net when compared to previous model
- New frame features 98 percent high-strength steel to improve durability, weight and rigidity for improved handling
- Strongest Ram 1500 ever with most advanced frame in the segment featuring exclusive front splayed rail design
- New Ram 1500 is the segment's most aerodynamic pickup with .357 coefficient of drag and features exclusive active aerodynamics: grille shutters, air dam and air suspension
- All-new Frequency Response Damping (FRD) shocks deliver the best combination of ride, handling and comfort in a pickup
- Next generation, class-exclusive air suspension enhances fuel efficiency, improves ride, and gives greater off-road capability, load-leveling and entry/exit convenience

2. Uconnect

- All-new 2019 Ram 1500 delivers innovative, state-of-the-art technology with award-winning fourth-generation Uconnect system and class-exclusive, 12-inch reconfigurable touchscreen display featuring split-screen capability for dual-application operation
- The most powerful audio system ever available in a pickup, Harman Kardon audio system with 19 premium speakers, 900-watt surround sound amplifier, 10-inch subwoofer and active noise cancellation
- 360-degree Surround View Camera with bird's-eye perspective of vehicle

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3. 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
- Lighter, longer and wider, including an overall cab length increase of four inches, creating the most spacious interior for additional features and passenger comfort
- Reimagined center console with 12 different storage configurations offers never-before-seen customization for the most active interior real estate
- Second row includes slide reclining seats to eight degrees, a true flat-load floor with integrated RamBins with tie-down rings and expandable under seat storage
- All-new switch bank with dedicated toggle switches, wireless charging dock and up to five USBs, including four type C/A ports

4. Safety and Security

- Adaptive Cruise Control with Stop, Go and Hold
- Blind-spot monitoring including easy-to-use trailer coverage
- Forward Collision Warning-Plus warns the driver if impact appears imminent, and assists driver response by deploying brakes
- Ready Alert Braking and Trailer-sway Damping control
- LaneSense Lane Departure Warning-Plus alerts and assist the driver with corrective action
- ParkSense Parallel/Perpendicular Park and Hill-start Assist uses ultrasonic sensors to help the driver perform technical maneuvers

Overall weight for the Ram 1500 has been reduced by 225 pounds. As the truck’s backbone, the frame uses advanced materials and engineering to eliminate 100 pounds while increasing stiffness and durability for 12,750 pounds of towing capability and 2,300 pounds of payload.



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The new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world with technology featuring split-screen capability, 360-degree camera views.

Active safety and security systems join the technology onslaught with adaptive cruise control, forward collision warning, Blind-spot Monitoring and ready alert braking.

1. ENGINEERING

The new Ram 1500 uses the longest, lightest and most efficient frame in the half-ton truck segment. The chassis has reduced weight by 120 pounds – 100 pounds from the frame. The strongest Ram 1500 frame ever produced includes the same impact countermeasures across all configurations and is made from 98 percent high-strength steel. Exclusive front splayed frame rail technology (patent pending) creates a highly efficient energy absorbing structure for all impact modes, including front-offset with frame integration forward of front tire. Also, frame-mounted high-strength steel tire blockers are placed behind the front tires to force wheels outward in the event of impact. Additionally, side rails are taller and fully boxed. To further improve NVH, new electronically controlled side-frame-mounted active tuned-mass modules (ATMM) work in harmony with an interior active noise cancellation (ANC) system on 5.7-liter HEMI V-8 equipped models to reduce ambient sounds down to a low 67.1 db – the quietest Ram 1500 ever. Rear cross members are double sheer welded to the inside and outside of the frame for improved durability and roll stiffness. New independent front suspension components combine lightweight composite upper control arms, aluminum lower control arms and retuned geometry for improved responsiveness and handling. The front stabilizer bar is relocated behind the front tires, further improving roll stiffness by 20 percent. A new front coil-over shock design is standard equipment on all Ram 1500s regardless of configuration.

Frequency Response Damping (FRD) shocks

Frequency Response Damping (FRD) technology has found its way into the 2019 Ram 1500 shocks on all four corners. When the Ram 1500 experiences a slower input, common during cornering and heavy braking, the bypass valve is closed for more aggressive damping, which provides additional stability and poise. When driving normally or exposed to faster shock inputs – which is common on rough roads or at

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higher speeds – the valve will open to soften the damping, giving the driver more comfort, confidence and control.

Tailgate

The new aluminum tailgate not only features damping during opening, it also integrates a lift assist measure.

Aerodynamics

Further demonstrating efficiency through engineering, extensive wind-tunnel testing honed the 2019 Ram 1500 exterior shape, resulting in continued, class-leading aerodynamics.

As the 2019 Ram 1500 approaches 35 miles per hour (mph), a standard active front air dam automatically extends downward 2.5 inches (non-air suspension and Rebel trucks). The optional air suspension system lowers the truck 0.6 inches improving overall aerodynamics and efficiency. The new Ram 1500 also employs an active grille shutter system, which automatically closes the airflow through the huge grille when cooling is least needed.

Off-road

Ram now adds a robust 4x4 Off-road Package for the Ram 1500 on nearly every trim. The offering includes a one-inch suspension lift, with or without the available four-corner air suspension. An electronic-locking rear differential and 32-inch on/off-road tires on 18- or available 20-inch wheels provide additional grip. Hill-descent Control, an off-road-biased rear suspension geometry (Rebel and 4x4 Off-road Package) and unique off-road-calibrated shocks bolster trail capability. The package also includes robust skid plate protection (transfer case, steering, engine and gas tank) and tow hooks. Rear-fender decals denote trucks equipped with the 4x4 Off-road Package.

The new Rebel comes standard with coil spring suspension and a one-inch factory lift. Rebel also includes Hill-descent Control for more off-road prowess. Hefty tow hooks feature wide bumper openings to ease use and the underbody protection features skid plates on the transfer case, steering system, oil pan and gas tank.

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Legendary HEMI power: 5.7-liter V-8 delivers 395 horsepower

The brawny 5.7-liter HEMI V-8 combines the muscle of 395 horsepower. of torque with performance-enhancing and fuel-saving technologies that include variable valve timing and cylinder deactivation.

With Fuel Saver Technology (cylinder deactivation), the engine control computer turns off fuel and spark, and closes the intake and exhaust valves on four of the engine's eight cylinders during light load operation, such as highway cruising when full power is not needed.

New for 2019 is an electronic locking differential, the electronic system gives the driver the ability to lock or unlock the differential on demand, providing maximum traction to the vehicle when needed.

2. 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 most powerful audio system ever available in a pickup – 900-watt Harman Kardon with 19 speakers; personal device integration and in-vehicle connectivity.

The bonded flush 12-inch reconfigurable touchscreen with tailor-made graphics for various Ram models makes personalization easy with the new split-screen, operating two different applications for desired configuration, such as Apple CarPlay and HVAC controls, or one application, such as navigation across the entire 12-inch touchscreen. Available for the first time on the all-new Ram 1500 is a 360-degree Surround View Camera system providing a birds-eye view via four cameras positioned around the vehicle to create a fully stitched image. Customers who prefer not to use the touchscreen for HVAC will find redundant controls located on both sides of the display

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for convenience. The new Ram 1500 also offers Uconnect 4 with or without navigation on an 8.4-inch display and Uconnect 3 with 5-inch display.

Most powerful audio system in a pickup

The all-new 2019 Ram 1500 offers four audiophile-quality audio systems to immerse passengers in the ultimate sound experience, including Alpine and a class-exclusive premium Harman Kardon audio system with 19 speakers and 10-inch subwoofer.

Compatible device connectivity

To ensure that passengers remain conveniently connected, 2019 Ram 1500 owners can manage their personal device connectivity with a plethora of electronic charging options. Located in the reimagined center console, a wider docking area offers an all-new optional integrated wireless charging pad that can hug a small tablet or multiple smartphones. To keep devices charged, there are five USB ports (three are in front of the center console and two are in the back). Three of the USB ports are fully functioning and communicate with the Uconnect interface while the other two USB ports are charge only. Four of the five USB ports are new type C/A ports that allow devices to be charged up to four times faster than standard USB outlets.

3. DESIGN

Exterior

The all-new Ram 1500 is lighter, longer and wider. Ram 1500's wheelbase and cab are up to four inches longer – giving the truck improved proportions and better aerodynamics.

The 2019 Ram 1500 retains shapely body lines with a much larger and more aggressive, forward-leaning, front grille opening.

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A new 33.3-inch by 43.4-inch panoramic sunroof also is available, giving passengers a spectacular 10 square feet of sky view and additional natural light. The roof also receives aero treatments to flow air over the bed to the tailgate.

Interior

Surrounding the largest cab in the segment, the interior design team brought unique colors and premium materials to each trim level of the 2019 Ram 1500.

An active noise cancellation system on 5.7-liter HEMI V-8 equipped models and acoustic glass reduce ambient sounds down to a low 67.1 db – the quietest Ram 1500 ever.

The new HVAC system features nearly 25 percent more air flow at lower noise levels, including larger front defroster vents for better performance. Improved vents give rear passengers 50 percent more airflow when compared to the previous generation.

The reimagined center console is a useable, complex piece of art with more than 12 different storage combinations. Center stage, a wider docking area with optional wireless charging can hold a small tablet or smartphone. A three-position sliding cup holder tray can be stowed under the center armrest to reveal a deep storage tub designed to hold a 15-inch laptop. Lifting the lid of the center armrest also reveals an additional lined storage compartment sized to fit a tablet and/or hang a full-size file. At the rear of the console, there are two additional cup holders, which include a tablet holder for rear passengers.

The 2019 Ram 1500's cab length has increased a total of four inches inside. Along with the largest cab in the segment, the second-row features eight degrees of slide-recline with best-in-class leg room of 45.1 inches, passenger comfort and an exclusive SmartFold center armrest that creates a captain's chair experience.

A true flat-load floor provides increased rear passenger comfort and usability. Folding up the rear bench seat reveals 20 liters of additional contained storage space with under-seat compartments. With the clever fold out feature, contained storage doubles to 40 liters.

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The all-new Ram 1500 key fobs also feature new design treatment and functions, including power release tailgate.

4. SAFETY AND SECURITY

The 2019 Ram 1500 is available with the latest in advanced technology., the Ram 1500 frame and body structures feature 98 and 54 percent high-strength steel respectively.

The new Ram 1500 features the most advanced frame in the segment with equal impact countermeasures on all configurations. Exclusive splayed and tapered frame rail technology creates a highly efficient energy absorbing front frame rail structure for all impact modes. Frame-mounted high-strength steel tire blockers are placed at front cab location to redirect the tire outbound in a front-offset impact.

Some of newest features in the all-new 2019 Ram 1500:

- **Adaptive Cruise Control (ACC) with Stop, Go and Hold:** Helps maintain a driver-adjustable distance between the vehicle and the one in front of it, and can bring the vehicle to a controlled stop and hold it there.
- **Adaptive Front-lighting System (AFS):** Points headlamps in the planned direction the vehicle is traveling using steering wheel input to point light around turns, driveways and parking lots
- **Advance Brake Assist:** If inadequate force is applied to brakes in response to signal from Full-speed Forward Collision Warning-Plus, Advance Brake Assist increases brake force automatically
- **Blind-spot Monitoring (BSM):** Uses dual ultra-wideband radar sensors to aid the driver when changing lanes or if being passed by or passing unseen vehicles. The system notifies the driver of vehicle(s) in their blind spot via illuminated icons on the side-view mirror. BSM also includes easy-to-use trailer coverage
- **Brake assist:** In an emergency brake situation, the system applies maximum braking power, minimizing the stopping distance



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- **Forward Collision Warning-Plus:** Utilizes radar and video sensors to detect whether the Ram 1500 is approaching another vehicle or large obstacle in its path too rapidly, and warns or assists the driver in avoiding/mitigating the incident
- **LaneSense Lane Departure Warning-Plus:** Leverages electronic power steering (EPS) to deliver a torque input to alert and assist the driver with corrective action
- **ParkSense Parallel/Perpendicular Park Assist:** Ultrasonic parking sensors on bumper guide the driver into the parking space. The system automatically controls steering-wheel angle, while the driver controls gear position, brake and accelerator. Parallel parking is possible on either side of vehicle by selecting the direction with the turn signal; for perpendicular parking, vehicle backs itself into space
- **ParkSense park assist with reverse stop:** The system utilizes ultrasonic sensors at low speeds in reverse to detect stationary objects. The system provides haptic feedback to the driver, with an application of the brake before releasing if a collision is imminent.
- **Rear Cross Path (RCP) detection:** In parking lot situations, this system warns drivers backing out of parking spaces of traffic moving toward their vehicle. It activates any time the vehicle is in Reverse. The driver is notified of vehicle(s) crossing behind the vehicle via illuminated icons on the side-view mirror and with an audible chime
- **Surround View Camera:** Uses four cameras positioned around the vehicle to provide a bird's-eye perspective of the vehicle and its immediate surroundings. Driver can also select other views, including front or rear cross path
- **Tailgate power release and Passive Entry:** Allows the operator to release the tailgate using the key fob or unlock automatically with combination of key fob presence and hand motion under tailgate handle



Source: <http://media.fcnorthamerica.com/>

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