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KWA introduces the All New 2019 RAM 1500 REBEL PRODUCT PRESS RELEASE

New 2019 Ram 1500 Rebel - Where Off-road, Technology and Luxury meet

05 February 2019. Klintberg & Way Automotive -KWA-, official Importer for Dodge and RAM brands, announces the **arrival and full availability in Europe of the new Ram 1500 Rebel.**

Based on the all-new 2019 Ram 1500, the Ram Rebel brings **off-road capability to the full-size truck segment** with unique design cues and off-road components backed by Ram Truck engineering. Equipped with a factory lift, locking rear differential, 32-inch tires, Bilstein shocks, skid plates, tow hooks and other off-road-ready features, the Ram 1500 Rebel appeals to the truck owner looking for a less-beaten path. Off-road aptitudes that meet the most advanced technology, high-end interior details and comfort features as a direct response to market demand.

Official KWA dealers have the additional opportunity to offer to US car enthusiasts, the **Rebel 12 pack**, a special package available on all Rebel cab and color configurations, that brings new technology and premium features in this rugged high-performance truck.

In terms of technology, Rebel 12 pack offers the fourth-generation Uconnect system that includes enhanced processing power, multi-touch gestures, vivid imagery, sharper graphics and the ability to support smartphone integrations. The class-exclusive, 12-inch reconfigurable touchscreen display offers split-screen capability and tailor-made graphics. Owners will appreciate the finest audio system Harman Kardon with 19 premium speakers, 900-watt surround-sound amplifier, 10-inch subwoofer and active noise cancellation.

Rebel 12 pack also features leather-trimmed interior with heated front seats and unique metal speaker grilles trimmed in the Rebel's signature Radar Red anodized finish.

The All New 2019 Ram 1500 Rebel will arrive at Official KWA dealerships from February 2019. For more info about Dodge or RAM, please visit KWA website www.kwauto.com and <http://kwauto.com/press/>. KWA Marketing Department is at your disposal for further information about product and price lists.

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