

Contact: LouAnn Gosselin
Bradley Horn

FCA Canada: Pricing Announced for New 2020 Ram 1500 EcoDiesel

- 2020 Ram 1500 EcoDiesel pricing starts at \$49,395, plus \$1,895 destination
- New Ram 1500 EcoDiesel produces the highest half-ton diesel torque at 480 lb.-ft. and highest half-ton diesel towing capacity at 5,697 kilograms (12,560 pounds)
- Ram 1500 Rebel now available with EcoDiesel option for the first time
- Ram focused on establishing powertrain technology leadership in the truck segment
- Class-exclusive air suspension enhances fuel economy, improves ride control, off-road capability, ease of entry and exit, cargo-loading effort and features automatic load leveling

August 16, 2019, Windsor, Ontario - Ram today announced pricing for the 2020 Ram 1500 powered by the new 3.0-litre V-6 EcoDiesel engine with a Canadian Manufacturer's Suggested Retail Price (MSRP) starting at \$ 49,395 for the Tradesman Quad Cab 2WD, plus \$1,895 destination.

The EcoDiesel is a \$5,800 option over the standard 3.6-litre Pentastar VVT V-6 eTorque engine on Tradesman and Big Horn and a \$3,900 over the standard 5.7-litre HEMI® V-8 (Sport, Rebel, Laramie, Longhorn, Limited).

"The Ram 1500 EcoDiesel offers the best torque and towing among all half-ton diesel trucks," said Reid Bigland, Head of Ram Brand. "Now with a 10-year track record, the Ram brand has emerged as a truck powertrain technology leader. Overall, the Ram 1500 EcoDiesel has outstanding pick-up truck capability and is truly in a class of its own."

The [2020 Ram 1500 EcoDiesel](#) is available across all models and configurations, including a first-time offering in the Ram Rebel.

The Ram 1500's all-new 3.0-litre V-6 EcoDiesel leads the half-ton pickup truck segment in torque with 480 lb.-ft. and diesel towing capability of 5,697 kg (12,560 lbs.).

The 2019 Ram 1500 Classic is also offered with the second-generation 3.0-litre EcoDiesel. Pricing for the Ram 1500 Classic EcoDiesel (Quad Cab 4x4) starts at \$51,370, plus \$1,895 destination.

Fuel economy ratings will be announced closer to when trucks go on sale early in the fourth quarter of this year.

All-new EcoDiesel engine

The third generation of the turbocharged EcoDiesel V-6 delivers increased torque and horsepower, along with superb fuel economy and minimal levels of noise, vibration and harshness (NVH) to meet the needs of Ram 1500 owners.

In the 2020 Ram 1500, the 3.0-litre EcoDiesel V-6 is rated at a best-in-class 480 lb.-ft. of torque at 1,600 rpm, a 14 per cent increase from the previous-generation EcoDiesel V-6, which peaks 400 rpm earlier. Horsepower increases 8 per cent to 260 hp at 3,600 rpm.

- Several significant changes contribute to the new EcoDiesel's improved dynamic and fuel economy performance.
- A new-generation water-cooled turbocharger with variable geometry is more efficient and provides improved response as engine rpms rise and fall
- Redesigned intake ports to improve engine performance and fuel economy
- Introduction of a dual, high-pressure and low-pressure exhaust gas recirculation system, a first for a

diesel engine in North America. The EcoDiesel's existing high-pressure EGR, with cooling exhaust gases drawn from the exhaust manifold, is augmented with a low-pressure EGR system that draws exhaust gases after they exit the diesel particulate filter. The addition of cooler, low-pressure exhaust gas makes a significant contribution to improved fuel economy and lower oxides of nitrogen (NOx)

- The compression ratio is changed to 16.0:1 from 16.5:1, which helps reduce exhaust emissions, particularly NOx
- Redesigned high-pressure (29,000 psi/2,000 bar) direct-injection fuel injector nozzles
- Combustion chamber geometry optimized to improve fuel economy
- Redesigned aluminum-alloy pistons improve fuel economy. The redesigned pistons use thinner piston rings and coating on the side skirts to reduce friction
- NVH has been improved by offsetting piston pin 0.3 millimeters from the centerline
- The lower portion of the two-piece oil sump uses a sandwiched polymer/metal material to reduce NVH
- The Selective Catalytic Reduction (SCR) system is 50 per cent larger and incorporates a new-generation diesel oxidation catalyst with the Diesel Exhaust Fluid (DEF) system to reduce NOx
- New-generation brake system vacuum pump with low-friction blades contributes to improved fuel economy

The upgrades build on the EcoDiesel V-6's attributes and performance that made it a Wards 10 Best Engines winner for three consecutive years.

The 3.0-litre EcoDiesel V-6 uses dual overhead camshafts (DOHC) with four valves per cylinder and a 60-degree angle between the cylinder banks. The block is cast with compacted graphite iron, which provides strength to dampen vibrations but weighs less than grey cast iron. A compacted graphite iron bedplate adds rigidity to the block.

The EcoDiesel V-6 uses a forged steel crankshaft and connecting rods for strength and durability. The aluminum alloy pistons are cooled on the underside via oil jets. Heat-treated aluminum cylinder heads use individual bearing caps to reduce friction and minimize NVH. The chain-driven overhead camshafts employ roller-finger followers.

The 3.0-litre EcoDiesel V-6 is produced at the FCA Cento facility in Ferrara, Italy.

Ram 1500

The 2020 Ram 1500 is the no-compromise benchmark for durability, technology, efficiency and convenience with features never-before offered in a pickup. The Ram 1500 features up to 5,783 kg (12,750 lbs.) of towing capability (5.7-litre HEMI V-8) and 2,300 pounds of payload. Ram's eTorque mild hybrid system delivers improved fuel efficiency in both V-6 (standard) and V-8 configurations. As a segment disrupter, the new Uconnect 4C with a massive 12-inch touchscreen leads the pickup world in technology, featuring split-screen capability, 360-degree camera views and exclusive content from SiriusXM with 360L. Active safety and security systems include adaptive cruise control, Forward Collision Warning, Blind-spot Monitoring and Ready Alert Braking. Class-leading ride and handling is accomplished via a class-exclusive link-coil rear suspension system with optional Active-level four-corner air suspension. The 2020 Ram 1500 also features twice the interior storage capacity versus the competition.

Unsurpassed powertrain warranty – five years/100,000 kilometres

The 2020 Ram 1500 is backed with a five-year /100,000-kilometres Powertrain Limited Warranty. The powertrain-limited warranty covers the cost of all parts and labor needed to repair a covered powertrain component – engine, transmission and drive system.

The standard three-year/60,000-kilometre Basic Limited Warranty provides bumper-to-bumper coverage for the Ram 1500, from the body to the electrical system.

Manufacturing

The 2020 Ram 1500 EcoDiesel is built at the Sterling Heights Assembly Plant (SHAP) in Sterling Heights, Michigan, USA

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in

Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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