

Contact: Jordan Wasyluk  
LouAnn Gosselin

## Canada: Ram Launches Next-generation 'Ram Professional' Full Commercial Mobility Solutions

- Ram announces new Ram Professional commercial vehicle division for North America, which will debut at the upcoming National Truck and Equipment (NTEA) Work Truck Week
- Ram Professional offers a vehicle solution for every commercial customer, including the new Ram ProMaster EV, Ram 1500 REV, Ram 1500 Ramcharger, Ram Heavy Duty and Chassis Cab
- Ram Professional vehicles offer the best value proposition and low total cost of ownership across the entire product lineup
- As a key brand of Stellantis Pro One, Ram Professional will play a pivotal role in North America achieving the company's Dare Forward 2030 global plan targets, including carbon footprint reduction and leading customer satisfaction
- Ram Professional is taking a 360-degree approach to ensure a solution for the business owner centred on six fundamental pillars:
  - Direct Products and Vehicle Solutions
  - Upfit friendliness
  - Commercial Service Support
  - Connected Services
  - Electrification and Charging
  - Mobility
- Ram Professional is launching in North America now with more offerings available throughout 2024. Ram Professional is positioned to be the top-choice trusted business partner and full commercial vehicle and services solution into the future
- Visit [www.ramtruck.ca](http://www.ramtruck.ca) for more information

March 5, 2024, Windsor, Ontario - Ram announced today that the new Ram Professional commercial vehicle division and full-service customer mobility and value solution will make its debut at the upcoming National Truck and Equipment (NTEA) Work Truck Week show in Indianapolis.

As a key brand within [Stellantis Pro One](#), the enhanced strategic offensive to achieve commercial-vehicle business global leadership, Ram Professional will play a pivotal role in North America to achieve the company's [Dare Forward 2030](#) global plan targets: reduce carbon footprint and lead customer satisfaction.

As a new separate business unit, Ram Professional is the next generation in commercial-customer vehicle ecosystems and ensures not only best-in-class commercial products, but to serve its customers every step of the way from upfit and conversion needs to electrification and connected services.

"With Ram Professional, our commercial-vehicle customers will benefit from a simplified and all-encompassing business solution with products and services that feature best-in-class performance, capability, advanced technology and value to best fit their business needs," said Ken Kayser, vice president, Ram Professional. "We know our customers depend on us day-in and day-out, and Ram

Professional is committed to delivering the best commercial vehicle lineup and serving our customers with the most important tools of their trade.”

At the foundation of Ram Professional is a wide range of products designed to meet the needs of small businesses, work truck fleets and demanding buyers whose commercial vehicle may be his or her company’s lifeblood. With the best value proposition and low total cost of ownership across the entire product lineup, Ram Professional offers a vehicle solution for every commercial customer, including the new Ram ProMaster EV, Ram 1500 REV, Ram 1500 Ramcharger, Ram Heavy Duty and Chassis Cab.

#### **Ram Professional – Built to Serve**

Ram Professional will implement new services in phases and is striving to be the No. 1 trusted partner among commercial-vehicle customers and professionals.

Ram Professional is taking a 360-degree approach to ensure an all-encompassing solution for the business owner that starts with the vehicle and expands into a suite of professional services for the current and evolving professional landscape.

**Direct Products and Vehicle Solutions:** Ram Professional delivers the most capable and diverse vehicles and powertrains in the history of the brand, including traditional internal combustion, diesel and all-new electric created to meet the needs of its customers.

- Ram Professional is highlighted by the 2024 Ram ProMaster, which features up to 3,134 kilograms (6,910 pounds) of towing capability and a best-in-class 2,122 kilograms (4,680 pounds) of payload and the recently announced all-new Ram ProMaster EV with a targeted range of up to 261 kilometres in city driving
- Customers will also be able to depend on the Ram Heavy Duty lineup of work trucks, the no-compromise benchmark for durability, extreme performance, comfort, luxury materials, innovation and technology extending well past any competitive offerings. The most powerful, most capable pickup in the segment offers a towing capacity of up to 16,824 kilograms (37,090 pounds) and a payload capacity of 3,484 kilograms (7,680 pounds).

**Upfit Friendliness:** Ram is well known for being the most upfitter-friendly brand on the truck market; Ram dealers work with a network of local upfitters and Ram-approved partners to customize every work truck or van to its customers' needs.

**Commercial Service Support:** Dedicated Ram dealer network with commercial customer-focused maintenance packages and available maintenance contracts, such as basic fleet maintenance such as lube and oil, road hazard and mechanical coverage, now available for purchase for most customers. Additionally, Ram Professional has full mechanical coverage and 24-hour roadside assistance from a dedicated team full of professionals that understand the wants and needs of those who rely on their vehicles every day for their business.

**Connected Services:** Designed around three tiers of fleet customer, Ram Professional connected services centre around the Ram Connect system powered by the data platform Mobilisights, so commercial customers can stay in touch with and maintain control of their vehicle and technical needs with real-time data available like never before, and enjoy new levels of convenience and the peace of mind they deserve, as well as access to more services ranging from entertainment to navigation, safety, security and more.

**Electrification and Charging:** With the addition of the new ProMaster EV, professional charging solutions are top of mind and will be offered through the Stellantis Free2move ecosystem of charging hardware, software and services that aims to deliver seamless electric-vehicle charging and energy management for customers. Further details to be announced.

**Mobility:** The Ram Professional mobility solution can help commercial-customer needs in the short term. Need to quickly grow your fleet? Ram Professional will have a full set of options through its Free2move global mobility provider, which will offer shared vehicle services to individuals and companies, such as vehicle sharing, vehicle rental and vehicle subscription, as well as mobile parking services. Further details to be announced.

Ram Professional is launching in North America now with more offerings available throughout 2024. Ram Professional is Built to Serve by offering the best commercial vehicle lineup in the business, all-new technological offerings, and market leading financial and service options into the future. Ram Professional is positioned to be the top-choice trusted business partner and full commercial vehicle and services solution. Visit [www.ramtruck.ca](http://www.ramtruck.ca) for more information.

### **Ram Truck Brand**

In 2009, the Ram Truck brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks - the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster - the Ram brand builds trucks that get the hard work done and families where they need to go.

Ram continues to outperform the competition and sets the benchmark for:

- Best-in-class standard horsepower
- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with real metal and leather elements and a new 14.5-inch Uconnect touchscreen
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level, four-corner air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in North America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup in the U.S.

Ram is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>