



# RAM

## NEWS RELEASE

### It's not BIG unless it's a RAM 1500 BIG HORN®



#### **21 August 2023 – Sydney, Australia**

The famed Big Horn® nameplate has arrived in Australia on the new entry-level to the 1500 DT RAM range – welcome to the RAM 1500 Big Horn®.

With RAM Trucks Australia continuing their market dominance – up 51.2% July YTD with 4,534 units sold – and the 1500 DS in run-out mode at \$98,950 driveaway\* for a limited time, the new RAM 1500 Big Horn® is set to be the starting point to RAM ownership.

“We’ve sold nearly 25,000 RAMs since 2015 – across metropolitan, regional and rural areas – with many of them being used as fit-for-purpose vehicles for towing farm machinery, horse floats, caravans, boats and more,” says Jeff Barber, RAM Trucks Australia National Manager.

“The RAM 1500 Big Horn®, with its class-leading 4.5-tonnes max braked towing, legendary 5.7-litre V8 HEMI® and optional longer tub allows us to broaden our product offering. It’s a true workhorse, perfect for the job site during the week or dirt-biking on the weekend thanks to its ability to transport a dirt bike or a 6ft ladder without dropping the tailgate.”

RAM Trucks Australia  
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RAM Trucks Australia Pty Ltd is a division of the Ateco Group  
ABN 17 606 337 508

Based on the DT variant, the RAM 1500 Big Horn® utilises the same iconic 5.7-litre V8 HEMI® engine, delivering 291kW and 556Nm through a silky-smooth 8-speed gearbox. This legendary powertrain features eTorque technology creating a mild hybrid system which assists the fuel-saving cylinder deactivation and delivers a refined Stop/Start function. The combined fuel consumption is 12.2L/100km.

Importantly, the V8 HEMI® also helps facilitate best-in-class towing abilities for the RAM 1500 Big Horn®, with up to 4.5 tonne max braked towing capacity available.

Big Horn® continues its no-nonsense practicality with a choice of either 5'7" or longer wheelbase 6'4" tub complete with bedliner, multiple tie-down points, bed step, 18" alloys and a useful payload of 878kg.

Inside, robust cloth seats, 60/40 stadium folding rear bench, trailer sway control function and hill-start assist double-down on the practicality equation, while a full suite of airbags help keep driver and passengers alike safe.

Other key Big Horn® highlights include:

- 8.4" Uconnect® Touchscreen
- Wireless Apple Carplay® and Android Auto™
- Electric Rear Sliding Cab Window
- Cruise Control
- Front and Rear ParkSense® Park Assist System
- Heated Front Seats
- Leather-wrapped and Heated Steering Wheel
- Steering Wheel Mounted Audio Controls
- Electro-chromatic Rear View Mirror

The RAM 1500 Big Horn® is available with a choice of two cargo tub lengths. Both the 5'7" and the 6'4" cargo tub variants are available to order now.

RAM Trucks Australia is part of the Ateco Group, the world's only RAM-authorized manufacturer of right-hand drive RAM trucks. The relationship with RAM Trucks in the USA initially began in late 2013 and continues to innovate to deliver a no compromise, full-size pick-up truck that leads in durability, technology, efficiency and luxury.

All RAM Trucks Australia vehicles are international-spec vehicles, uniquely coded for the Australian and New Zealand markets and the local build process.

RAM Trucks Australia is now the biggest vehicle manufacturer in Australia. With over 1,000 new parts on the DS, DT and heavy-duty models, there are significant local supply chain benefits of this fast-growing vehicle segment.

Australia's biggest and best pickup truck range starts with the RAM 1500 Express® Crew and Warlock models in the original DS variant, followed by the new 1500 Big Horn, 1500 Laramie® and new Laramie® Sport, and 1500 Limited in the DT model range, as well as the Heavy Duty 2500 Laramie® and Heavy Duty 3500 Laramie®.

Rounding out the most comprehensive range of official, RAM-authorized, fit-for-purpose full-size pick-up trucks in the country is the RAM TRX<sup>®</sup>, a powerful halo model for RAM Trucks Australia.

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\*Driveaway price for Ram DS 1500 Express Crew Cab standard tub new stock vehicles, with no added options. Vehicles must be purchased & delivered from participating dealers between 01/07/23 and 30/09/23. While stock lasts. Not available with other offers.

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#### About RAM

Since its launch as a stand-alone division of Fiat Chrysler Automobiles in 2009, the RAM brand has steadily emerged as an industry leader with one goal: to build the best pick-up trucks and commercial vehicles in the industry. Creating a distinct identity for RAM has allowed the brand to concentrate on core customers and features they find valuable. The brand continues to invest substantially in its hard-working products. To be the best, it takes a commitment to innovation, capability, efficiency, and durability. RAM invests substantially in its products, infusing them with great looks, refined interiors, durable engines, and exclusive features that further enhance their capabilities.