

RAM FACT #11

Craftsmanship - Exterior Design



The best looking Ram ever – literally. Ram 1500 had the highest research styling score of any Chrysler vehicle – EVER!



- Bold design and aggressive new forward-leaning grille design.
- Aluminum hood with integrated power bulge reduces wind noise & wiper lift.



- First in-segment Factory Installed Dual Exhaust styled dramatically into the rear bumper.
- Wrap around front and rear bumpers to integrate into each body side.
- Tailgate features standard lift-assist for safe, effortless raising and lowering.



- Best-in-Class Aerodynamics = Improved Fuel Efficiency and performance.