



RAM

RAM 1500
LARAMIE®



NEW ZEALAND'S FAVOURITE PREMIUM FULL-SIZE PICKUP TRUCK

RAM 1500 LARAMIE®

PREMIUM STYLE AND COMFORT REDEFINED.
Just like its predecessor, the new 1500 Laramie® full-size pickup combines all the benefits of a utility with SUV-like comfort, space, and premium finishes.

PREMIUM FINISHES. OUTSTANDING COMFORT.



Properly secure all cargo. Always tow within the vehicle's capacity. Overseas model shown.

UP TO **4.5T**
MAX BRAKED TOWING

POWERFUL
V8
HEMI®



- ▶ Uconnect® with Navigation and 12" Touchscreen
- ▶ Premium 900-watt Harman Kardon® Sound System
- ▶ Available with 5'7" Cargo Tub or Ram-exclusive RamBox® Cargo Management System
- ▶ 5.7L HEMI® V8 with eTorque Mild-hybrid System with Refined Stop/Start
- ▶ Forward Collision Warning with Active Braking



BRILLIANT DETAILS.

THE FINE ART OF DESIGN: TEXTURES, MATERIALS AND PATTERNS.

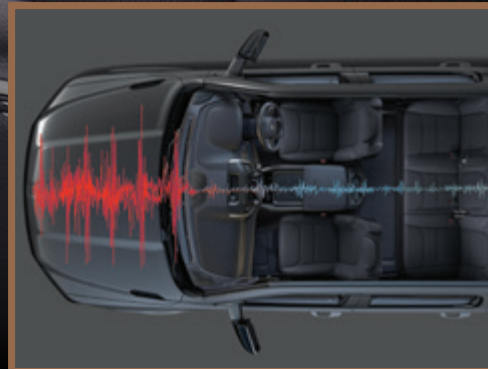
BEST-IN CLASS CAB SPACE.

RAM 1500 MEASURES UP.

Interior quietness of only 67.1 dB. Premium materials throughout. Rear flat load floor for increased leg room and greater in-cabin cargo space. Passenger-friendly fold-down rear center console. 10-way power adjustable front driver and passenger seats including lumbar adjustment as well as three levels of adjustable seat heating/ventilation. Reclining rear seat with eight-degree recline.



REAR 60/40 RECLINING SEAT WITH
HEATED REAR OUTER SEATS



ACTIVE NOISE CANCELLING



900-WATT HARMAN KARDON®
PREMIUM SOUND SYSTEM

TECHNOLOGY.
IN EXTRA LARGE.

Uconnect®

**TECHNOLOGY THAT'S SMART, FAST
AND ADVANCED: HOW RAM 1500
KEEPS YOU CONNECTED WITH THE
GOOD STUFF IN LIFE.**

IT'S BEST, AND BEST OF ALL, IT'S CUSTOMISED BY YOU.

This is powerful, user-friendly technology that delivers premium levels of entertainment, communications, comfort and convenience—and which brings together a wealth of technologies. The Uconnect® system encompasses everything from built-in cellular connectivity to personalised settings for features like Keyless Enter 'n Go™, heated/ventilated seats and more.

12-inch reconfigurable Touchscreen with split-screen functionality and one-touch, customisable "Home Screen."

• Apple CarPlay® support



• Android Auto™ integration

android
auto





COUNT ON RAM 1500 TO GIVE YOU SUCH VERSATILITY AND CAPABILITY.

CUSTOMISE THE DISPLAY TO BEST SERVE YOUR NEEDS. INTUITIVE UCONNECT® TOUCHSCREEN LETS YOU COMMUNICATE, NAVIGATE AND STAY ENTERTAINED. FEATURES INCLUDE:

SPEAK UP and be heard; send and receive calls and texts while driving safely with hands-free phone capability.

NAVIGATE to every adventure; get turn-by-turn directions so you don't get lost on the way (unless, of course, you want to).

APPLE CARPLAY® SUPPORT.

This is smart iPhone® integration so you'll experience your favourite features through your dashboard. With Siri®, all you have to do is ask—catch up on calls and messages, get directions from Apple Maps or request a song through Apple Music®. The system lets you browse music or discover nearby petrol stations, parking, restaurants and more. Plus, Maps helps predict where you're headed.

ANDROID AUTO™ INTEGRATION.

For those who know and love Android™, Android Auto brings your favourite smartphone apps into one place, making it easier for drivers to access their favourite navigation, media and communication apps on the road while minimising the distractions. Stay focused on the road while you plan your day with Google Assistant, get voice-guided navigation with Google Maps and listen to your favourite songs on Spotify®.

Uconnect®
TECHNOLOGY
FOR THE REAL WORLD

THE 5.7L HEMI® V8: 291 kW | 556 Nm OF TORQUE

NOW WITH eTORQUE TECHNOLOGY FOR A SUPPLEMENTAL 12kW OF eTORQUE POWER.

PERFORMANCE THAT RULES. Few engines carry its clout, and even fewer offer technology as efficient as eTorque and the ingenious Multi-Displacement System (MDS).



HOW A LEGEND TRANSFORMS ITSELF: THE HEMI® V8 WITH eTORQUE.

The 5.7L HEMI® V8 with eTorque—engineering incorporates an onboard electric motor to create a mild-hybrid system. Benefits are numerous, including longer 4-cylinder operation while in the MDS mode and more refined Stop/Start capability. As well, the onboard motor interacts with the regenerative braking, creating a generator which converts kinetic energy to recharge the battery system.

3 YEAR | 100,000KM WARRANTY[^]
& ROADSIDE ASSISTANCE[^]

[^]Whichever occurs first. Warranty and Roadside terms, conditions, and exclusions apply.

Overseas model shown.

OUTSTANDING RIDE
AND ROAD MANNERS.



A DIFFERENT WAY OF LOOKING AT SUSPENSIONS.

In general, the competition uses leaf-spring suspension technology. Ram 1500 stands alone with the comfort and durability of the rear multilink coil spring system.



SAFETY WHERE IT MATTERS MOST.

Ram 1500 Laramie® has an extensive range of Safety and Security features.

FORWARD COLLISION WARNING WITH ACTIVE BRAKING (FCW+)

This asset incorporates Grade Braking to control the transmission and automatically downshifts to maintain selected speed and distance. The system operates independently of the ACC+ system, notifies the driver if the vehicle is too close to a preceding vehicle, uses audible/visual warnings and will brake the vehicle to 0 km/h if the driver does not respond.

PARKVIEW® REAR BACK-UP CAMERA Allows you to see an image of the rear surroundings of your vehicle whenever the gear selector is put into REVERSE. With the handy Active Grid Lines, you'll find backing up, like to a trailer hitch, easy and convenient.

TRAILER SWAY CONTROL Keeps you safer on the road by resisting and reducing trailer sway.

PARKSENSE® PARK ASSIST SYSTEM For both front & rear - assisting the driver during parallel and perpendicular parking maneuvers. This invaluable feature uses integrated sensors with ultrasonic waves to detect objects in close proximity to both the front and rear bumper. Read-outs located in the gauge-cluster display team up with audible chimes to notify the driver of proximity to rear objects.

AUTOMATIC HIGH-BEAM HEADLAMP CONTROL

Automatically switches from high beam to low beam until the approaching vehicle is out of view.

AIRBAG TECHNOLOGY It's formidable, and includes advanced multistage front airbags, supplemental front-seat side-mounted airbags and side-curtain airbags.

SIDE-IMPACT DOOR BEAMS They reinforce the protection against side-impact force, helping to protect from every angle.

ELECTRONIC STABILITY CONTROL (ESC) SYSTEM

- Help regulate wheelspin with comprehensive All-Speed Traction Control. If slippage occurs during acceleration, the automatic throttle control will reduce torque; in extremes (like accelerating from pavement to ice), it will apply the brakes and reduce the engine power to maintain control.
- Tow with confidence, using Trailer Sway Damping, which detects yaw and applies selective brake pressure on the tow vehicle's opposite side to counteract and reduce the sway.

The Ram 1500 braking system features optimised pedal travel to provide quick power assist. Rear wheel-speed sensors are positioned for protection against road elements. ESC features multiple assets for braking; it even includes vehicle control when stationary. The most notable components of ESC are outlined here:

- Stop securely, with Antilock Brake System (ABS). Monitoring each wheel's speed, the Ram 1500 ABS design also incorporates back-up braking should one of the two braking circuits be compromised.
- Balance the braking. Electronic Brake- Force Distribution regulates brake pressure from front to rear to minimise stopping distances.
- Anticipate potential trouble. Ready Alert Braking senses when the driver's foot is lifted from the accelerator; it applies an imperceptible brake force to ensure that pads and discs are lined up should an emergency stop be required.
- Factor in the weather. Rain Brake Support automatically and seamlessly activates when the driver turns on the windshield wipers; all brake calipers gently pulse against their respective rotors to remove water from the pads.
- Stay still, with Hill Start Assist. When the vehicle is on an incline, this system keeps your Ram pickup stationary for two seconds after the brakes have been released or until the accelerator is depressed.

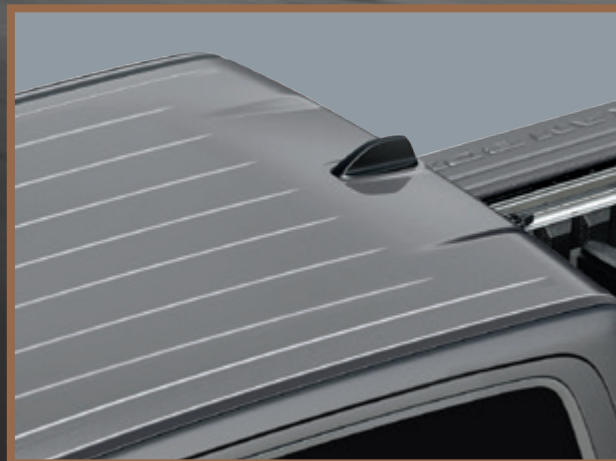
BRAKING, TOWING AND PARKING: IT'S ALL SYSTEMS GO When you're moving, your Ram 1500 puts multiple systems and technologies to work, constantly assessing and interacting with the terrain, weather and trailer for total confidence and convenience.

THINK OF IT AS AIR POWER.



YOUR RAM 1500 AND SPACE-AGE WIND MANAGEMENT.

The better the aerodynamics, the more efficient the pickup – the Ram 1500 rules. Factors that give this pickup aerodynamics – and thus, minimal drag—include the Active Grille Shutters which adapt to speed and the sleek exterior roof shape and smart tailgate design.



ACTIVE GRILLE SHUTTERS Active Grille Shutters instantly adapt to speed, load and engine needs to provide ideal engine cooling—while simultaneously reducing aerodynamic drag.

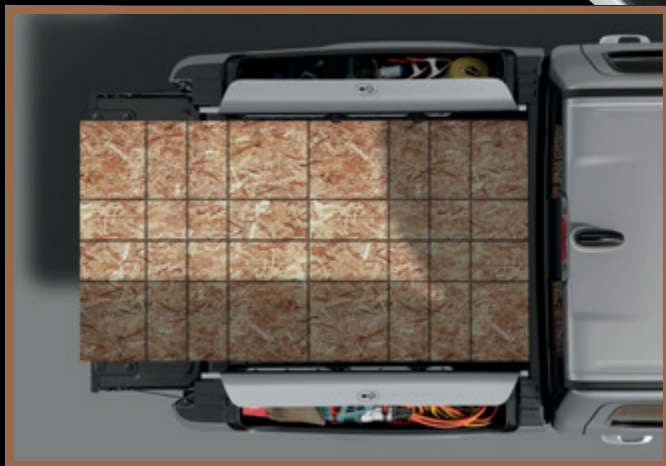
AERO ROOF SHAPE The Ram 1500 exterior design translates into a long wheelbase for Crew Cab models, muscular fenders and a sleek roofline that better directs airflow back to the rear spoiler.

SMART TAILGATE DESIGN An aluminium tailgate with integrated spoiler not only contributes to the aerodynamic quality, it also gives the pickup a seamless, unbreakable appearance. Additional tailgate advantages: the “Tailgate-ajar” notification system alerts you if the tailgate isn’t completely closed, while damping and key fob control make opening the tailgate a breeze.

RAM 1500: INSPIRED STORAGE SOLUTIONS.

RAMBOX® CARGO MANAGEMENT SYSTEM

This truck is all about discovering smarter storage solutions and the Ram-exclusive RamBox® defies convention. The RamBox® System has versatile, illuminated, weatherproof, lockable and drainable storage bins. Where it all ends is where life is good: total convenience, total capability.



TAKE IT ALL WITH YOU

The RamBox® Cargo Management System gives you covered and secure storage while still allowing traditional bed space for the essentials.



FULLY DAMPED / ASSISTED TAILGATE WITH POWER-RELEASE

Opens more slowly and closes more easily. The power-release lets you open it with the key fob button or via the overhead console.



ALL-POWERFUL KEY FOB

Allows for remote operation of doors and RamBox® System locks, a tailgate release, as well as the convenient Remote Start System



BORN TO HAUL,
THE RAM 1500 BEGINS WITH
A STRONG STRUCTURE.

THE MUSCLE AND MECHANICS OF PURE CAPABILITY.

Think robust and resilient frame with plenty of advanced high-strength steel. Formidable suspension technology. Steel cargo bed. Yeah, load it up. Ram 1500 is built to take it.

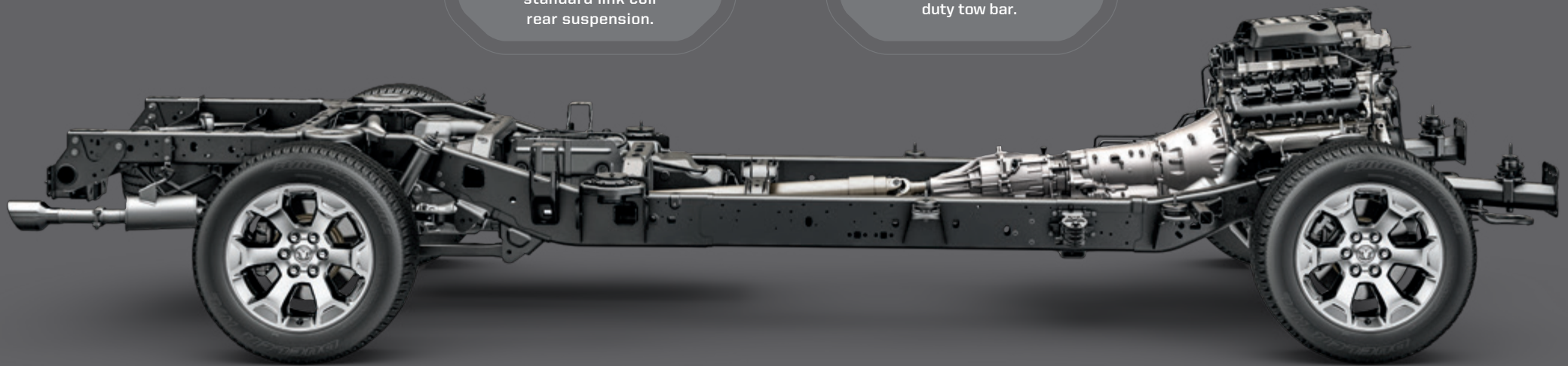
LOOK INTO YOUR RAM 1500 LARAMIE® AND YOU'RE LOOKING AT PURE CAPABILITY.

SMART FRONT AND REAR SUSPENSIONS

What works: a heavy-duty front stabiliser bar and standard link coil rear suspension.

HEAVY DUTY TOWING

Trailering is part of RAM DNA. Heavy duty towing begins with a standard fit heavy duty tow bar.



PROGRESSIVE-RATE REAR SPRINGS

They automatically adapt to payload while helping maintain a level profile and superb ride quality.

HIGH-STRENGTH STEEL

The frame takes the concept of durability to extremes. Fully 98 percent of the steel used in the frame is high-strength steel.

SMART SHOCKS

Frequency Response Damping (FRD) shock absorbers adapt to varying surfaces and driver demand.

RIDE STRONG. WITH RAM 1500, IT'S ALWAYS ALL SYSTEMS GO.

From the foundation—a frame in which 98 percent of the steel is high-strength your Ram 1500 is a rolling example of how systems work together to deliver exceptional performance. Whether it's the tow/haul engineering that enables

you to tow big loads or the 8-Speed TorqueFlite® transmission that keeps things running smoothly, this is one pickup ready to work and built to serve.

FROM TOUGH STEEL TO AIRBAGS, SAFETY AND SECURITY ARE AN INTEGRAL PART OF EVERY RAM 1500.

ELECTRONIC PARKING BRAKE

Multifunctional, it features five operational modes, including Safe Mode and Drive-Away Release.

MASSIVE BRAKES

Front and back, these rotors are 378 mm (front) and 375 mm (rear) in diameter.

AIRBAG TECHNOLOGY

It's formidable and includes advanced multistage front airbags, supplemental front-seat side-mounted airbags and side-curtain airbags.

SPLAYED FRAME RAILS

These smartly engineered components direct energy away from the cabin and into the frame rails.



SIDE-IMPACT DOOR BEAMS

Built into every Ram 1500, they reinforce protection against side impacts.

TYRE BLOCKER

Integrated into this frame are tyre blockers—one per side—offering further protection in the event of a frontal crash.

DYNAMIC FRONT CRUMPLE ZONES

A real factor that contributes to safety, they absorb the energy from impact loads.

KEEPING IT REAL GENUINE RAM ACCESSORIES

Individuality, protection and functionality are the key design pillars when developing a range of accessories for any vehicle. The fitment of genuine Mopar Accessories will individualise the look of your Ram Truck, while, at the same time, features such as bonnet protectors or weather shields provide interior and exterior surface protection to ensure your truck stays in top condition.

Each Ram Truck owner has unique requirements and expectations of their vehicle which is why we have developed a range of genuine Mopar Accessories. So, to find out how you can add to the functionality of your Ram Truck, or for further information on our range of Accessories, contact your local authorised Ram Truck dealer today.



*Warranty terms, conditions and exclusions apply.

THE RAM COLLECTION

Check out the Ram Collection for a range of Ram branded goodies across apparel, camping goods, drinkware and more!

To keep our range fresh, we're updating products from time to time*. To see our current range visit:

<https://merchandise.ramtrucks.com.au/>

*Images shown are for illustration purposes only.



RAM LARAMIE® EXTERIOR



Bright White



Billet Silver (M)



Granite Crystal (M)



Diamond Black (P)



Delmonico Red (P)



Patriot Blue (P)

M = Metallic, P = Pearlescent. Colours have been reproduced as faithfully as possible, however actual colours may vary due to screen settings.

RAM TRUCKS NZ AND AUSTRALIA

Is the only Ram authorised provider of proven right-hand-drive trucks in the world. Our trucks are built in Australia by Aussies and Kiwis. No-one can match our factory-backed, OEM-quality product, value and national dealer networks for peace of mind.



**Ram Trucks NZ
and Australia
= 26% of export
market Ram sales
(2020)**



**Strong dealer
networks across
New Zealand and
Australia**



**No.1 market
outside of
North America
(2020)**



UNRIVALLED EVERYDAY[®]



RAM

EATS UTES FOR BREAKFAST[®]

RAMTRUCKS.CO.NZ

GET A QUOTE

BOOK A TEST DRIVE

FIND A DEALER

JOIN OUR COMMUNITY:



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