

ULTIMATE TRIM LEVEL GUIDE TO THE **2019 RAM 1500**



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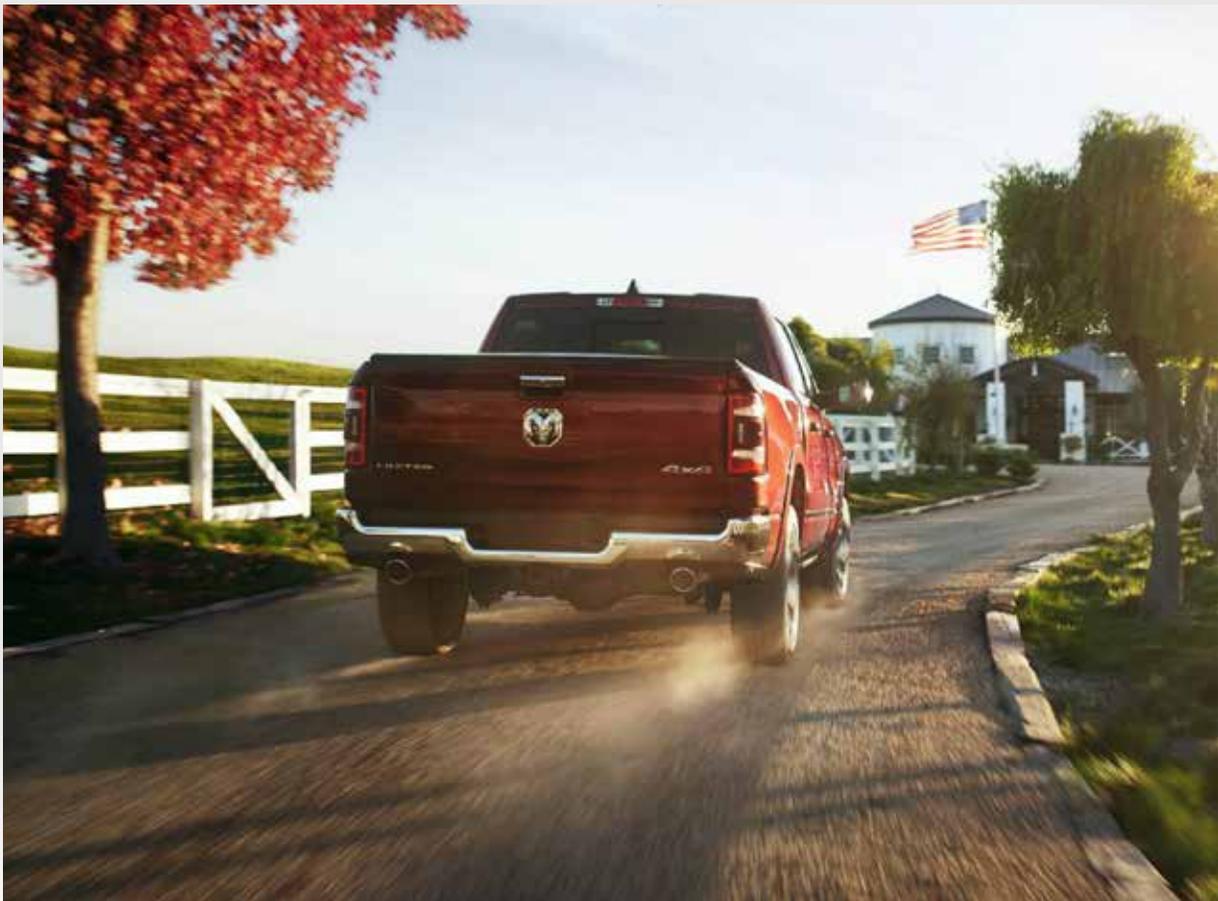
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For more than 30 years, the Ram 1500 has been pushing the boundaries when it comes to pickup performance. Not only has this model steadily stayed a front runner in terms of towing capabilities and power output, but it also provides shoppers with a wide variety of options when it comes to technology, comfort, and safety features.

The 2019 Ram 1500 gives shoppers all kinds of opportunities to customize this pickup truck to fit their exact needs, including six uniquely equipped trim levels: the Tradesman, the Big Horn, the Laramie, the Rebel, the Laramie Longhorn, and the Limited. Each trim level has a special combination of top-notch features, meaning there's a Ram 1500 for every type of pickup truck shopper.

In this *Ultimate Trim Level Guide to the 2019 Ram 1500*, you'll learn all about what these six trim levels have to offer, so you can choose the one that fits your needs best. Let's get started by taking a look at what all six trim levels have in common!



Common Ground Between the Trims

All six trim levels of the 2019 Ram 1500 offer a spacious cab and plenty of packing space in the bed of the truck. The Ram 1500 offers two cab options, including a standard quad cab and a larger crew cab. You'll also have your choice between a 5-foot, 7-inch box and a 6-foot, 4-inch box.

When you opt for the long box option, you'll have up to 61.5 cubic feet of cargo bed volume, which can perfectly hold several 4x8 sheets of plywood. On top of these spacious box dimensions, you'll also have plenty of wiggle room in the cabs for all of your passengers with the following dimensions:

	Front Row	Second Row
Headroom	40.9 inches	39.2 inches
Hip Room	63.4 inches	63.4 inches
Legroom	40.9 inches	35.6-45.2 inches
Shoulder Room	66 inches	65.7 inches

Depending on which cab you go with, you'll have either five or six spacious seats. You'll be able to safely seat six passengers with a front-row bench seat.

All six trim levels also offer a choice between a standard 4x2 drivetrain as well as an available 4x4 drivetrain. With the available 4x4 drivetrain and the available 4x4 Off-Road Package, you'll be able to take on any type of terrain.



2019 Ram 1500 Tradesman

The first trim level in the 2019 Ram 1500 lineup is the Tradesman, which sports a standard 3.6L Pentastar® V6 engine with eTorque. This engine, which works with a Class-Exclusive standard TorqueFlite® 8-speed automatic transmission, puts out a whopping 305 horsepower and 269 lb-ft of torque.¹ Additionally, it achieves an impressive EPA-estimated 20 city/25 highway MPG.²

Inside the Tradesman, you'll have a standard Uconnect® 3 infotainment system with a 5-inch touchscreen display and all kinds of connectivity features. Use the voice command recognition capabilities of this system to make hands-free phone calls and stream audio via Bluetooth®.

The Tradesman also offers a handful of convenience features, such as remote keyless entry, an electric parking brake, and a ParkView® Rear Back-Up Camera. Use the latter system to park and hitch up the trailer with ease.

2019 Ram 1500 Big Horn

Next up is the 2019 Ram 1500 Big Horn, which offers the same powerful engine as the Tradesman. However, the Big Horn sets itself apart with upgraded interior and exterior features, starting with bigger 18.9-inch aluminum wheels. For enhanced visibility, you'll also get fog lamps with the Big Horn.

Inside this model, you'll get to enjoy a leather-wrapped steering wheel. This steering wheel also sports audio controls, which can help you adjust the volume of the audio and the song you're playing or even make a phone call via Bluetooth®.

The Big Horn doesn't stop there, though. This trim level also offers a class-exclusive in-floor storage system. With this system, you'll be able to lift up the floor panels and place cargo items down below, so you can preserve your legroom without needing to leave any of your items behind.



2019 Ram 1500 Laramie

After the Big Horn comes the 2019 Ram 1500 Laramie. This model introduces the heavy-duty 5.7L HEMI® V8 engine, which produces an incredible 395 horsepower and 410 lb-ft of torque. With this engine, you'll be able to tow up to a best-in-class V8 towing capacity of 12,750 pounds.¹ Additionally, you'll be able to handle up to 2,300 pounds of cargo weight in the bed of the truck.³

Not only does the Laramie take performance to the next level, but it also goes above and beyond when it comes to technology. Inside the Laramie, you'll get:

- **A Uconnect® 12.0 infotainment system with Apple CarPlay™ and Android Auto™**
- **A largest-in-class 12-inch touchscreen display with turn-by-turn navigation**
- **A premium 9-speaker Alpine® audio system**

The Laramie kicks comfort up a notch as well with 12-way power-adjustable front seats that can be both heated and cooled. You'll also get cozy leather seating surfaces throughout the cabin.

2019 Ram 1500 Rebel

The 2019 Ram 1500 Rebel comes next with all kinds of features that make rebelling against the pavement of the highway as easy as pie. You'll be able to explore paths that are muddy, icy, inclined, and more with the Rebel's 33-inch Goodyear® Wrangler DuraTrac® tires and an eLocker® electronic locking rear differential.

Whether you're driving to work in a storm or up a mountain on a clear, sunny day, visibility is a top priority. Luckily, the Rebel also sports LED headlamps, taillamps, and fog lamps. One additional feature that makes the Ram 1500 Rebel stand out is its unique red interior. In this model, you'll get subtle scarlet dashboard and center console material as well as two-tone red-and-black seating surfaces.



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2019 Ram 1500 Laramie Longhorn

The 2019 Ram 1500 Laramie Longhorn inherits most of the incredible features found in the 2019 Ram 1500 Laramie trim, including its powerful engine, enhanced entertainment features, and luxurious comfort features. On top of these features, you'll get several exciting additions, starting with premium leather seating surfaces.

To complement these leather seats, the Laramie Longhorn comes meticulously decorated with genuine wood, leather, and metal trimming throughout the interior. The exterior of the Laramie Longhorn follows suit with stylish 20-inch aluminum wheels and chrome wheel-to-wheel side steps to make getting in and out of this model as easy as possible.

purchase in order to save up for it.



2019 Ram 1500 Limited

Last, but certainly not least, is the 2019 Ram 1500 Limited, which pulls out all the stops inside and out. With the 5.7L HEMI® V8 engine under the hood, you'll be able to tow the best-in-class maximum towing capacity while enjoying a wealth of plush and exciting interior features.

For starters, you'll get a premium 19-speaker, 900-watt Harmon Kardon® sound system that envelops the whole interior with sound. Get lost in audiobooks or stream your favorite tunes right from your smartphone to make each drive as enjoyable as the last.

The Limited also sports a wireless device charging pad to keep your devices juiced up as well as several handy active safety features, including:

- **Blind Spot Monitoring with Rear Cross Path and Trailer Detection**
- **LaneSense® Lane Departure Warning—Plus**
- **Parallel and Perpendicular Park Assist with active guidance system**
- **Forward Collision Warning with Advanced Brake Assist**

These advanced safety features are designed to help you avoid collisions in all types of driving situations, so you can stay steady and confident on the road.

The Limited trim level still doesn't stop there, though. This model also features several handy class-exclusive exterior systems, such as the Active-Level™ Four-Corner Air Suspension system and the RamBox® Cargo Management System.

The latter system allows you to securely store all kinds of cargo items in the bed of your Ram 1500 with two lockable and drainable storage bins. Get in them day or night with LED lighting and access them easily using remote access via the key fob.



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Experience the 2019 Ram 1500!

As you can see, the 2019 Ram 1500 is meticulously designed to meet each individual need of both the driver and the passengers. Whether you're using your Ram 1500 pickup truck to haul project supplies around the worksite, transport supplies for your home improvement project, or pull the family camper or boat for a weekend trip, it's equipped and ready for action.

Now that you've had a taste of what all six of the Ram 1500's trim levels have to offer, it's time to get behind the wheel and experience it for yourself. The only way to know for sure which trim level is right for you is to take a test drive.

First, you need to find a Ram dealership near you. Then, all you need to do is give them a call. One of their friendly sales professionals will be able to get you set up with a time to come in and explore their Ram 1500 inventory. Test drive a few or all six trim levels to make sure you go home with the perfect one.

Enjoy your new life between the wheel of the 2019 Ram 1500!

¹ Class based on Light-Duty pickups.

² EPA estimated mpg with 3.6L Pentastar® V6 eTorque engine and eight-speed automatic transmission, 4x2. Actual mileage may vary.

³ When properly equipped. See dealer for details.

