Ram Adds Multifunction Tailgate to 2019 Ram 1500

February 6, 2019, Auburn Hills, Mich. - Ram Truck today unveiled a new multifunction tailgate that adds even greater utility to the truck industry's cargo-management and storage leader.

The Ram 1500 multifunction tailgate feature is unique among all pickups and offers customers cargo-access flexibility without compromise.

In addition to retaining the capabilities of a fully dampened, drop-down tailgate with remote release options, the Ram multifunction tailgate adds a first-of-its-kind 60-40 split, swing-away functionality.

Ram multifunction tailgate's dual side-hinged tailgate doors further enhance the 1500's bed access and utility. Independent opening features make curbside loading easier. Being able to access the bed closer to the bumper makes stepping up easier; makes loading bulky items easier; makes unloading and washout easier and allows forklift loading.

Unlike other multi-element tailgates, the Ram multifunction tailgate is trailer-friendly and does not require that the trailer and hitch be removed before opening. With a 2,000-lb. load rating, Ram multifunction tailgate retains all of the traditional tailgate's capability.

"The Ram multifunction tailgate is intuitive to operate and owners will find it immediately useful," said Reid Bigland, Head of Ram Brand – FCA. "Combined with Ram's class-exclusive RamBox feature and new tailgate step, we're taking Ram's cargo management and storage to the next level."

Ram's multifunction tailgate has four configurations: open flat, open left door only, open right door only and open both doors. Each door swings open 88 degrees and access can be further enhanced via a retractable center-mounted step option.

Among the 2019 Ram 1500's other innovative storage solutions are the RamBox cargo management system. The RamBox system includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into the bed rails. RamBox bins also feature a handy 115-volt, 400-watt outlet. Also available with RamBox is a pickup bed divider/two-foot bed extender and cargo rail system with four sliding, adjustable cleats.

Interior storage was also high on the priority list for the new Ram 1500.

A reimagined center console with 12 different storage configurations offers never-before-seen customization for the most active interior real estate. The Ram 1500's second row includes seats that recline up to eight degrees, a true flat-load floor with integrated RamBins with tie-down rings and expandable under-seat storage.

In total, the Ram 1500 features more than 151 liters of interior storage capacity — nearly 100 percent more than the closest competitor.

The multifunction tailgate will be available across all seven 2019 Ram 1500 models and will reach dealerships in the second quarter of 2019. Manufacturer's Suggested Retail Price is $995. The optional center step is $295.

About Ram 1500

The all-new 2019 Ram 1500 is a no compromise truck, leading in durability, efficiency and technology The Ram 1500 is the strongest ever, yet also is the lightest, eliminating 225 pounds through the use of high-strength steels. 2019 Ram 1500 features new eTorque mild hybrid system on the Pentastar V-6 and HEMI V-8, greatly improving fuel efficiency. The new Ram is the most technologically advanced pickup in the market with state-of-the-art features including class-exclusive 12-inch touchscreen and SiriusXM 360L. 2019 Ram 1500 defines the future of pickup trucks with innovative design, highest quality materials and class-exclusive technology.

About 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.

That focus leads Ram to design the industry's most innovative, award-winning trucks, emphasizing durability, strength, technology and efficiency.

With a full lineup of trucks, including ProMaster and ProMaster City vans, the Ram brand builds trucks that get the hard work done and families where they need to go. From the no-compromise Ram 1500 that defines the future of pickup trucks with innovative design, the highest quality materials and class-exclusive technology, to the Ram Heavy Duty which combines the ability to out-power, out-tow and out-haul every single competitor with the segment's most comfortable ride and handling, Ram is committed to product leadership.

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

- Most powerful: 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Highest towing capacity: 35,100 lbs. with Ram 3500
- Heaviest payloads: 7,680 lbs. with Ram 3500
- Most luxurious: Ram Limited with real wood, real leather and 12-inch Uconnect touchscreen
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon
- Highest owner loyalty of any half-ton pickup

- Over the last 30 years, Ram has the highest percentage of pickups still on the road

Giving maximum effort all day, every day with confidence, the Ram Truck lineup steps forward with the full force of modern capability providing confidence-inspiring features and class-exclusive vehicle safety.

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