

Contact: Nick Cappa  
(248) 512-4266 (office)  
(248) 202-8039 (cell)  
[nick.cappa@fcagroup.com](mailto:nick.cappa@fcagroup.com)  
David Elshoff  
(248) 512-2690 (office)  
(248) 797-2300 (cell)  
[david.elshoff@fcagroup.com](mailto:david.elshoff@fcagroup.com)

## Ram Unveils Special-edition 2018 Hydro Blue Sport

- 2018 Ram 1500 Hydro Blue is this year's final special-edition Sport model
- Hydro Blue monochromatic appearance package is loaded with custom details
- MSRP starts at \$46,060

November 9, 2017, San Antonio - Ram today pulled the wraps off a new, special-edition 2018 Ram 1500 Hydro Blue Sport.

"The custom look and high-impact colors have been well received in the marketplace and this new Ram 1500 Hydro Blue Sport will surely stand out on dealers' lots and in customers' driveways," said [Mike Manley](#), Head of Jeep & Ram Brands. "Enthusiasts demand that their trucks get noticed and our Ram 1500 Sport lineup delivers a durable, powerful alternative with great visual appeal."

The 2018 Ram 1500 Hydro Blue Sport will be the final special-edition Sport the Ram brand will offer in the 2017 calendar year. Previously, Ram launched [Sublime \(Green\) and Copper](#) Sport limited-edition trucks earlier this year and an [Ignition Orange](#) edition in late 2016.

Special standard features on the Hydro Blue Sport include a black-decaled Sport performance hood, new-for-2018 body-colored Sport grille with black billet inserts and black R-A-M letter badge, as well as flat black exterior body-side and tailgate badging. Black bezel projector headlamps and LED tail lights complement the black body badging.

The Ram 1500 Hydro Blue Sport ties the monochromatic exterior theme together with body-colored front fascia, rear bumper, side mirrors and door handles. Forged, polished 22-inch aluminum wheels are standard on 4x2 models; polished 20-inch wheels are standard on 4x4 models.

Ram 1500 Hydro Blue Sport interior features include blue color-matched highlight stitching on the instrument panel, heated steering wheel and door trim. Blue Sport embroidery accents the deluxe high-back, black, bucket, heated seats with mesh inserts, while blue Ram's head logos flank the headrests. Blue anodized surfaces cover the instrument panel bezels, center console trim and door spears, as well as a new instrument panel badge. A black headliner completes the interior package. Full leather seating and trim is optional.

Optional features include 22-inch (4x2 only) and 20-inch gloss black aluminum wheels, black tubular side steps, chrome wheel-to-wheel side steps, Active Level air suspension, ParkSense and the RamBox storage system.

Production of the uniquely colored Ram 1500 Hydro Blue Sport will be limited to 2,000 trucks in the U.S. Base Manufacturers Suggested Retail Price is \$46,060, plus \$1,395 destination.

The Hydro Blue pearl coat paint option is available on Ram 1500 Sport crew cab, short-bed body styles with the 5.7-liter HEMI® V-8. Both two- and four-wheel-drive models will be available.

The Ram 1500 Hydro Blue Sport will go on sale in November 2017.

### About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck brand has steadily emerged as an industry leader with trucks that are proven to last.

Creating a distinct identity for Ram trucks has allowed the brand to concentrate on core customers and the features they find valuable. Whether focusing on a family that uses a Ram 1500 day-in and day-out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Ram continues to beat the competition in the most sought-after titles:

- Over the last 30 years, Ram has the highest percentage of pickups still on the road
- Highest owner loyalty of any half-ton pickup
- Highest torque ever – 930 lb.-ft. with Ram 3500 Cummins Turbo Diesel
- Highest 5th wheel towing capacity – 30,000 lbs. with Ram 3500 Cummins Turbo Diesel
- Best ride and handling with exclusive link coil rear and auto-level air suspensions
- Best-in-class fuel economy and longest range with exclusive EcoDiesel – 27 mpg with Ram 1500
- Best-in-class gas towing – 16,320 pounds with Ram 2500
- Highest snow plow rating – Ram 2500 and 3500
- Most luxurious trim available in pickups with Ram Tungsten Limited Edition
- Most interior space with Ram Mega Cab
- Most capable full-size off-road pickup – Ram Power Wagon

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

**Follow Ram and FCA US news and video on:**

Company blog: <http://blog.fcanorthamerica.com>

Company website: [www.fcanorthamerica.com](http://www.fcanorthamerica.com)

Media website: <http://media.fcanorthamerica.com>

Ram Truck brand: [www.ramtrucks.com](http://www.ramtrucks.com)

Ram Zone blog: [www.ramzone.com](http://www.ramzone.com)

Facebook: [www.facebook.com/RamTrucks](http://www.facebook.com/RamTrucks) and <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: [www.instagram.com/ramtrucks](http://www.instagram.com/ramtrucks) and [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/RamTrucks](http://www.twitter.com/RamTrucks) and [www.twitter.com/FiatChrysler\\_NA](http://www.twitter.com/FiatChrysler_NA)

YouTube: [www.youtube.com/RamTrucks](http://www.youtube.com/RamTrucks) and [www.youtube.com/fcanorthamerica](http://www.youtube.com/fcanorthamerica)

-###-

Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>