Launches of electric Dodge Charger, Jeep Wagoneer S delay Ram 1500 REV

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Stellantis NV CEO Carlos Tavares confirmed Tuesday that the 2025 Ram 1500 REV all-electric pickup truck and its range-extended version won't launch until the first half of 2025.

The truck previously had been expected to launch in the fourth quarter of 2024 at the Sterling Heights Assembly Plant. Ram CEO Christine Feuell had indicated last month the REV wouldn't launch until next year. Tavares said the company is focused on first launching the Dodge Charger Daytona muscle car, followed by the Jeep Wagoneer S SUV, the first all-electric vehicles for retail customers from Stellantis' American brands in North America.

"We just do things in a proper way," Tavares said during a virtual news conference about the STLA Frame platform that underpins the REV and the Ram 1500 Ramcharger, an electric truck with an on-board gas engine charger.

"We don't want to take risks," he continued. "In terms of validation, it's very important for Stellantis to demonstrate that we have all the capabilities and that we master the technology with a high level of durability, and that's exactly what we are doing right

now. So, we don't want to rush, and as we all know, it's better to take a few weeks more to validate properly than to rush and then to make mistakes in terms of quality. That's what we are doing now. We are validating, and we are managing the peak between the products that we have ahead of us."

He added: "We want to do it right, and we will bring the car when we consider that the validations are completely done and totally successful."

The REV is launching after offerings from competitors like Ford Motor Co.'s F-150 Lightning; General Motors Co.'s GMC Hummer EV, GMC SIerra EV and Chevrolet Silverado EV; Rivian Automotive Inc.'s R1T; and Tesla Inc.'s Cybertruck. Ram has emphasized that it will launch the REV at the right time when it could offer the performance and capabilities mandated by its truck customers: "Get excited, but not too excited," a 2023 Super Bowl spot inspired by an erectile dysfunction commercial stated.

But some may say conditions are less than ideal for the launch of an electric truck. Ford last week idled its Lightning plant in Dearborn until after the new year to preserve profitability as the pickup continues to lose money. GM has postponed until mid-2026 the reopening of its assembly plant in Orion Township set for additional capacity to produce electric trucks. And with President-elect Donald Trump poised to take office in January, reports indicate his administration will look to eliminate the up to $7,500 tax credit for plug-in vehicles.

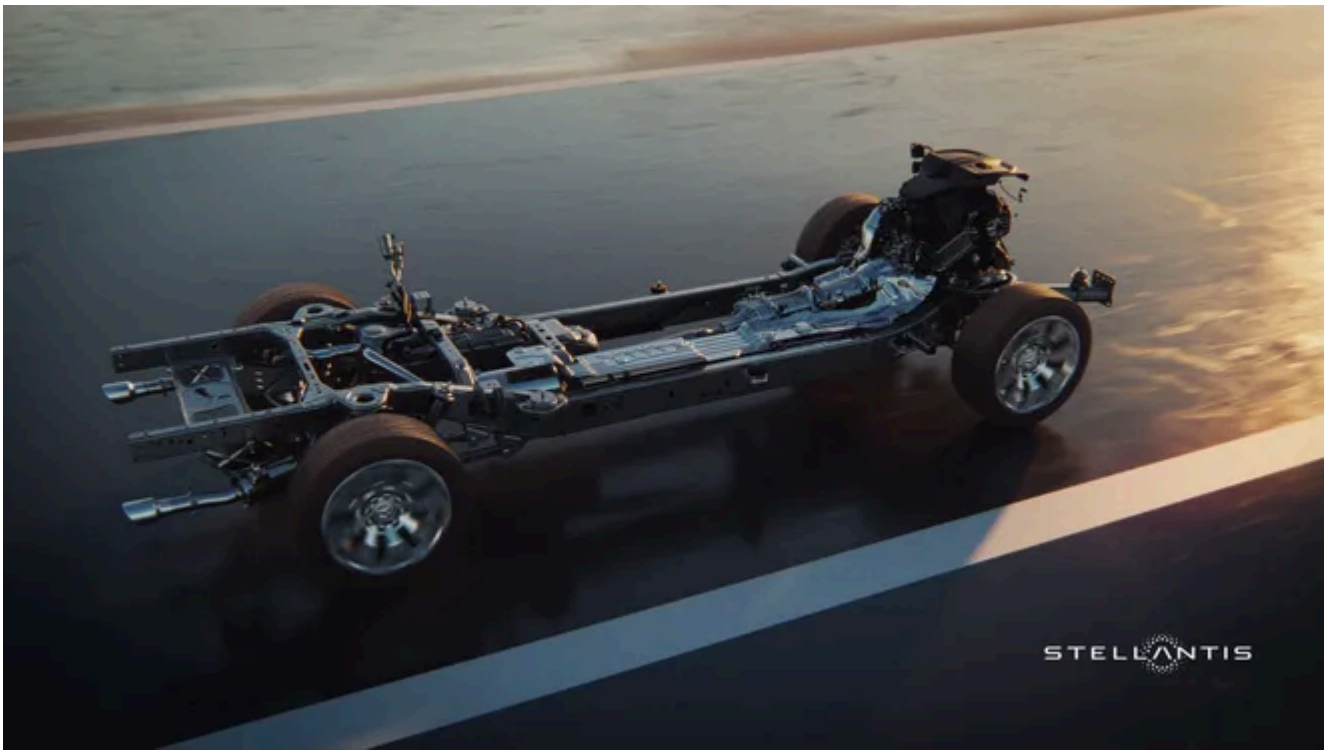
"We believe that we have a best-in-class pickup truck," Tavares said. "Is it the (best) moment we introduce it or not? Future will say. Of course, if you come after the other guys, somebody would say, we are late. If you come before the other guys, then somebody will ask us if we are ... ahead of time. To be honest with you, we don't know, but what we know is that we are going to be the first ones to bring the range extender to the market. That we know. And what we also know is that we are going to be among those who can bring the biggest range and capability. ... So for that, I'm very proud of my engineering team, because they are leading the way."

Regardless of compliance rules or consumer incentives, Tavares said, the company is moving forward with and is on track for its 2038 carbon net zero target for the benefit of future generations. Stellantis will adapt its systems and accelerate cost reductions to support that if governments do not, he said.

The STLA Frame platform will support trucks, SUVs and commercial vehicles with up to 500 all-electric miles, 14,000 pounds of maximum towing and a 2,700-pound payload

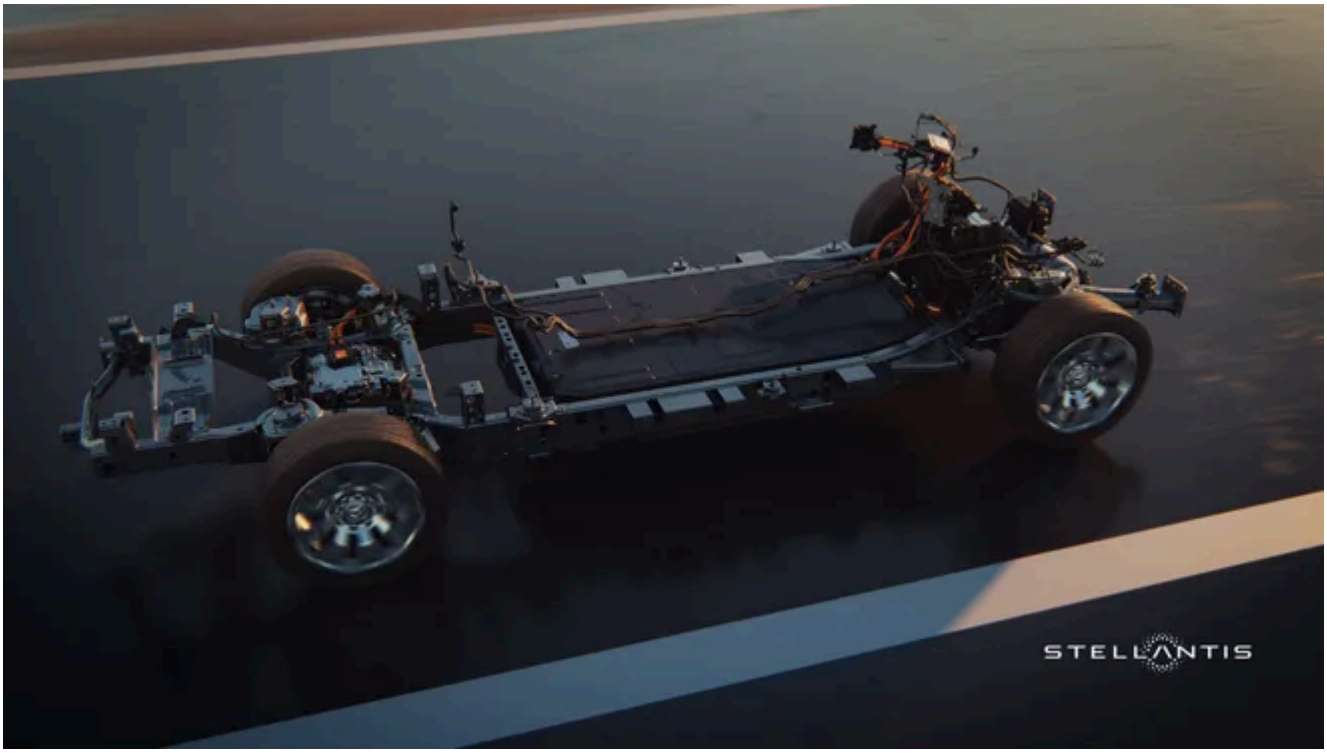
limit — the specifications previously shared for the REV.

STLA Frame is one of four core platforms that can support multiple kinds of powertrains as many consumers remain reluctant to buy or lease an all-electric vehicle over concerns about affordability, charging access and charging speed. STLA Frame in particular supports critical full-size body-on-frame pickups and SUVs in North America and certain other global markets like the Middle East.



The steel frame is meant for battery-electric vehicles but also can support hybrid, gas- and diesel-powered, hydrogen fuel cell and range-extended electric vehicles. An on-board gas engine charger can increase the platform's maximum range to 690 miles, as seen on the Ram 1500 Ramcharger.

The platform accommodates liquid-cooled battery packs ranging from 159 to more than 200 kilowatt-hours and is designed to support future technologies. With 800-volt DC fast charging up to 250 kilowatts, 100 miles of range can be added in 10 minutes, and the range-extended electric vehicle configuration can add 50 miles in 10 minutes with 400-volt DC fast charging at up to 175 kilowatts. The platform also supports bidirectional charging, so a consumer can use their vehicle to charge their home in case of a power outage, another vehicle or feed electricity back into the grid.



The platform supports water fording up to 24 inches and has a 10.3-inch ground clearance. Vehicles can be as long as 19½ feet and nearly 7 feet in width. It'll support tires up to 33 inches in diameter.

Stellantis designed and assembled front and rear electric drive modules, rated up to 250 kilowatts, to provide all-wheel-drive. They can propel a vehicle from 0 to 60 mph in 4.4 seconds.

"STLA Frame delivers the practicality and robustness our customers demand," said Duane Schoreder, the director of the body-on-frame architecture, "with even higher levels of performance combined with advanced and innovative powertrains that deliver on Stellantis' commitment to decarbonized mobility that is clean, safe and affordable."

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