



RAM

2012 RAM 1500





IT'S RIGHT HERE. LEGENDARY DURABILITY

2012 RAM 1500. STAND AND DELIVER. It stands up to all of it: hauls from rock quarries to tailgates at rock concerts. It delivers everything from slabs of granite to reliability you can count on for years. This is Ram 1500 — where standing up to every job means backing down from none. Ram 1500 assumes this aggressive attitude by offering strengths sadly unmatched by the competition. Like a departure from their typical leaf-spring rear suspensions, with the Ram 1500 class-exclusive five-link coil spring rear suspension:^{[1]*} think the durability, comfort, and strength of a train. Like an available and legendary 5.7-liter HEMI® V8. Like more availability than ever with the class-exclusive RamBox® Cargo Management System.^[1] Like backing you for 5 years/100,000 miles of powertrain warranty.^[2] It's so right for everything you do. Here. In the 2012 Ram 1500.



*A note about this brochure: All disclaimers and disclosures can be found inside the back cover. †Late availability for 6'4" beds. The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.

ONLY RAM
HAS IT.

CLASS-EXCLUSIVE: Rear Store-In-Floor Storage Bins^[1]

There's a reason why Ram 1500 Crew Cab models offer such extraordinary capability, and part of that is the service and security that come from these singular and very convenient in-floor storage bins.

CLASS-EXCLUSIVE: The Five-Link Coil Spring Rear Suspension,^[1] Standard It's the stuff that trains ride on, and no other pickup in the class has it. The Ram 1500 rear suspension offers outstanding ride comfort while providing superb support for payloads.

BEST-IN-CLASS: Aerodynamics^[1]

Proof that good things come in large, powerful, and capable packages. With an astonishing low coefficient of drag of only .387, the Ram 1500 aerodynamics encompass benefits that range from quietness of ride to overall reduction of noise, vibration, and harshness.

CLASS-EXCLUSIVE: RamBox Cargo Management System,^[1] Available Don't even look for this on other trucks. Two lockable, lit, and drainable bins on each side of the cargo bed are augmented by a cargo bed extender/divider and cleated cargo rails. A number of Authentic Accessories by Mopar® add versatility to the RamBox System — and for 2012 Ram 1500, it's now available for every cab and trim level.†

CLASS-EXCLUSIVE: Factory Dual Exhaust System,^[1] Available Increased air flow through the exhaust system after combustion translates into more efficient engine operation.





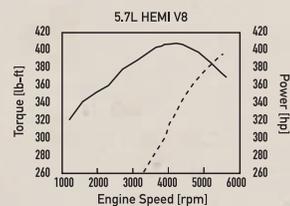
THE ULTIMATE ONE-FOR-ALL WORKER. Over 50 years of ongoing improvements have resulted in a 5.7-liter HEMI® V8-powered Ram 1500 for all of it: towing, payload, power, and reliability. From the first moment of acceleration, you know you're in charge of an exceptional power plant, with advantages that include the innovative Fuel Saver Technology and Variable Valve Timing (VVT). HEMI V8 quality is measured in terms of time and distance, with a fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.^[2]

HEMI 390HP 20MPG⁽³⁾

5.7-LITER HEMI V8

With Variable Valve Timing, Fuel Saver Technology, and an Active Intake Manifold, the HEMI V8 is pure power for Ram pickups, generating 390 horsepower and 407 lb-ft of torque.

STANDARD OR AVAILABLE, DEPENDING ON TRIM LEVEL



390 horsepower @ 5,600 rpm
407 lb-ft of torque @ 3,950 rpm

FOR JOBS, FOR PLAY: PUT 101% CAPABILITY TO WORK FOR YOU.

FUEL SAVER TECHNOLOGY: This technology articulates fuel-efficient performance while delivering on-demand power for towing and acceleration. Fuel Saver Technology seamlessly shuts off four of the eight cylinders under a wide range of driving conditions. The automatic transformation from a mighty V8 into a fuel-sipping 4-cylinder has a positive effect on efficient daily operation and helps the overall cost of ownership. (Figure 1: cylinder deactivation).

VARIABLE VALVE TIMING: The application of this technology in the HEMI V8 results in improved performance and more efficient overall operation. VVT focuses on engine breathing throughout the rpm range, ensuring increased torque for towing and hauling.

SHORT RUNNER VALVE (SRV) ACTIVE INTAKE MANIFOLD: The SRV controls air intake flow more efficiently by changing port length based on engine rpm. SRV engineering contributes to both horsepower and torque improvements, and is a contributing factor to why this engine has earned the respect of so many over the years.

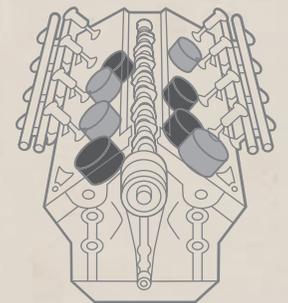
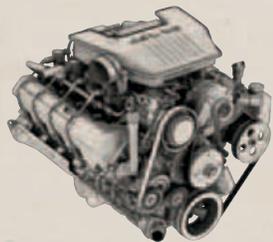


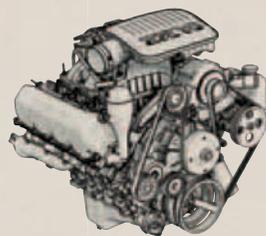
Fig. 1: It's an 8-cylinder for the tough jobs, an efficient 4-cylinder for the cruise. Sometimes less is truly better.



4.7-LITER FLEX FUEL V8

Incorporates high-flow cylinder heads and exhaust manifolds, with dual spark plug technology and E85 (ethanol) compatibility. 310 horsepower, 330 lb-ft of torque.

AVAILABLE ON SELECT TRIM LEVELS



3.7-LITER V6

Capable and competitive, this proven performer for Ram 4x2 models features Electronic Throttle Control and churns out 215 horsepower and 235 lb-ft of torque.

STANDARD ON ST



TRANSMISSIONS

42RLE 4-SPEED AUTOMATIC. With the capability and sophistication to handle unexpectedly large tasks, this transmission also features the Tow/Haul Mode and Electronic Range Select (ERS).

STANDARD WITH 3.7-LITER V6 ENGINE IN 2WD APPLICATIONS

NEW: 65RFE 6-SPEED AUTOMATIC. Takes Ram 1500 to the next level of technology and capability — and standard on the big engines.

STANDARD WITH 4.7-LITER AND 5.7-LITER V8 ENGINES IN 2WD/4WD APPLICATIONS



TRANSFER CASES

NVG243 TRANSFER CASE. A part-time, two-speed transfer case, with three operating ranges plus Neutral. Constructed of durable yet lightweight aluminum. Electronically operated, with instrument panel-mounted switch.

STANDARD ON 4X4 ST, TRADESMAN, EXPRESS, SLT, OUTDOORSMAN

BW44-44 TRANSFER CASE. This two-speed transfer case operates on-demand, and features four operating ranges, plus Neutral. Electronically operated, with instrument panel-mounted switch. At the low end of the operating range, the reduction ratio is a robust 2.64:1.

STANDARD ON 4X4 BIG HORN, SPORT, LARAMIE, LARAMIE LONGHORN

MAXIMUM PAYLOAD CAPABILITIES*			Regular Cab						Quad Cab®				Crew Cab					
			SB 4x2	SB 4x4	RB 4x2	RB 4x4	LB 4x2	LB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4		
Automatic Transmission	3.7L V6	GVWR																
		6,025	1,507	1,387														
		6,600			1,909													
	4.7L V8	6,700						1,810	1,690									
		6,025	1,385	1,265														
		6,350	1,484	1,364														
		6,600			1,773	1,568												
		6,700					1,674	1,497	1,554	1,377								
	5.7L HEMI V8	6,800									1,717	1,543	1,616	1,442				
		6,200	1,493	1,373														
		6,350		1,417	1,297													
		6,600				1,706	1,501											
6,700							1,614	1,409	1,494	1,289								
6,800										1,633	1,458	1,532	1,357					

SB = Short Box RB = RamBox® LB = Long Box
*When properly equipped. Weights given in lb.

MAXIMUM LOADED TRAILER WEIGHT*			Regular Cab						Quad Cab				Crew Cab				
			SB 4x2	SB 4x4	RB 4x2	RB 4x4	LB 4x2	LB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4	SB 4x2	SB 4x4	RB 4x2	RB 4x4	
Automatic Transmission	3.7L V6	Engine															
		3.55	8,500	3,800		3,700		3,650		3,450		3,300					
		3.92	8,500	3,800		3,700		3,650		3,450		3,300					
	4.7L V8	3.55	11,250	6,450	6,200	6,300	6,100	6,250	6,050	6,050	5,850	5,950	5,750	6,000	5,800	5,900	5,700
		3.92	12,500	7,700	7,450	7,550	7,350	7,500	7,300	7,300	7,100	7,200	7,000	7,250	7,050	7,150	6,950
		4.10	10,000	5,050	4,900												
	5.7L HEMI V8	3.21	12,000	7,100	7,000			6,950		6,750		6,600		6,650		6,550	
		3.55	14,000	9,100	8,900	9,000	8,750	8,950	8,750	8,750	8,550	8,600	8,400	8,650	8,500	8,550	8,400
		3.92	14,000	9,100	8,900	9,000	8,750	8,950	8,750	8,750	8,550	8,600	8,400	8,650	8,500	8,550	8,400
		3.92	15,500														
		3.92	15,500						10,450	10,250	10,250	10,050	10,100	9,900	10,150	10,000	10,050

SB = Short Box RB = RamBox® LB = Long Box
*When properly equipped. Weights given in lb.



Ram 1500 Crew Cab Sport in Bright Silver Metallic.
PROPERLY SECURE ALL CARGO.

DO IT ALL.

THE MADE-FOR-TOWING DESIGN of every Ram gives you capability beyond expectation. Benchmark standards include the class-exclusive five-link coil spring rear suspension,^[1] 4- and 7-pin harness connectors, and the Electronic Stability Control (ESC)^[5] system, which includes 4-wheel ABS, All-Speed Traction Control, Brake Assist, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control.^[6] All automatic transmissions feature Electronic Range Select (ERS) and the Tow/Haul Mode. Add Mopar[®] assets to boost capability, and you're good to tow.

CAPABILITY TO EXCEED THE NEED.

All towing figures: when properly equipped.



REGULAR CAB SHORT BOX
9,100-LB MAX TOW CAPACITY



REGULAR CAB LONG BOX
10,450-LB MAX TOW CAPACITY



QUAD CAB[®]
10,250-LB MAX TOW CAPACITY



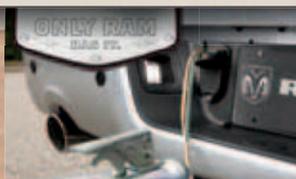
CREW CAB
10,150-LB MAX TOW CAPACITY



INTEGRATED TRAILER BRAKE CONTROLLER.

Smart panel-mounted digital controller allows the driver to manage the ideal amount of brake force to the trailer.

AVAILABLE ON ALL TRIM LEVELS



TOWING HARNESS: ABOVE AND BEYOND.

Higher placement keeps dirt away, and proximity to rear lighting makes hitching your trailer a breeze at night.

STANDARD ON ALL TRIM LEVELS



REAR BACK-UP CAMERA.^[4]

Standard on Laramie and Laramie Longhorn. Align your hitch with ease and eliminate the need for spotters or those tedious jumps in-and-out of the cab.

AVAILABLE ON SELECT TRIM LEVELS



A REAR SUSPENSION LIKE NO OTHER.

Class-exclusive,^[1] the Ram 1500 five-link coil spring rear suspension delivers outstanding maneuverability, superb ride comfort, and uncompromised road manners.



COMFORTABLY CONNECTED.



MAKE THE WORLD YOUR COMFORT ZONE.

Sometimes life is run on all cylinders. The 2012 Ram 1500 interior features the designed-in engineering to pull it all back into a measured pace with ample space. This is an interior that addresses it all: comfort,

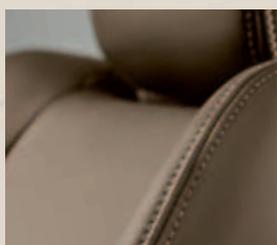
ergonomics, and electronics. Count on dozens of available Authentic Accessories by Mopar® — like the Web^[6]/Nav capability — that are increasingly part and parcel of daily communications. Stay connected to everyone who's important: friends, family, colleagues. In Ram 1500.



Available heated seats bolstered by available ventilated seats.



Control at your fingertips, even when you're wearing gloves.



Available premium stitching factors in to unmistakable Ram quality.



Available EVIC provides system info with instant convenience.

AVAILABLE COMFORT FEATURES. Heated and ventilated front seats ♦ Stain- and odor-resistant cloth seats ♦ Saddle-stitched leather-trimmed seats ♦ Premium cloth low-back bucket seats ♦ Heated steering wheel ♦ Power adjustable pedals ♦ Sunroof for Quad Cab® and Crew Cab models ♦ Rear defroster ♦ Rear-seat video (except Regular Cab) ♦ Media Center radios ♦ Premium speakers ♦ Chrome Tubular Side Steps



IN TOUCH, IN TUNE. Outfit your Ram with Uconnect® and you've got a hub for your most important media: cell phone, Internet,^[6] (an available Authentic Accessory by Mopar), SiriusXM™ Satellite Radio,^[9] navigation system, and personal devices, such as an iPod® or smartphone. Add SiriusXM Advanced Audio^[9] and enjoy features like Song Title Save, Song/Artist/Composer information, Game Alerts for sporting events, Traffic Jump, Channel Browsing (without switching stations), Favorite Song Storing — and much more.



PHONE. Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is the in-vehicle, voice-activated communication system that allows you to pair up to seven Bluetooth® compatible phones and then talk virtually hands-free. This system is also clever enough to synchronize with your phone's address book^[7] — up to 1,000 entries — every time you get into your vehicle. Remote USB port lets you charge mobile devices.



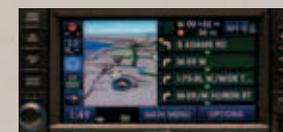
WEB.^[6] Put the power of high-speed Internet in your vehicle with the available Uconnect Web.^[6] Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your Ram a mobile Hotspot within a 150-ft range. Passengers can use multiple devices at the same time. There's no need for cell cards or software with this unique Authentic Accessory by Mopar. It's all wireless.



VOICE COMMAND.^[8] It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Vocally select AM/FM radio stations, SiriusXM Satellite Radio^[9] channels, make and receive calls, select navigation destinations, and record voice memos. Utilizing smart technology, the Voice Command^[8] system can also be trained to better recognize your voice, and can understand commands in English, French, and Spanish.



MULTIMEDIA. Manage all of your media. You'll have six ways to access audio, including SiriusXM Satellite Radio^[9] (your first year of service is included), plus a 40GB hard drive and iPod control with Voice Command.^[8] Wirelessly stream music through Bluetooth streaming audio. Rear-seat video can be utilized in multiple ways, including playing your personal DVDs, a variety of compatible multimedia devices, and operating numerous gaming consoles.



NAVIGATION SOLUTIONS. Choose from either Garmin®, or the Enhanced GPS Navigation Systems. Garmin is easy to use, with numerous features including Lane Guidance. The Enhanced GPS Navigation provides destination entry via Voice Command^[8] and SiriusXM Traffic^[10] for real-time traffic info on the go. Add SiriusXM Travel Link^[11] for local fuel and movie info, even sports scores and stock market figures.

The Ram 1500 Laramie Editions. This is one sweet inside job: A cab so intelligently well-appointed, it makes pulling that utility trailer to the site or that boat to the launch ramp all play and no work. Got designs on the good life? The phenomenal 2012 Ram 1500 Laramie and Laramie Longhorn models leave little to be desired — and leave the competition far behind.

LIFE IS GOOD — WHEN YOU START IN LARAMIE. Standard: 5.7-liter HEMI® V8 with VVT and Fuel Saver Technology ♦ New 6-speed automatic ♦ 20-inch chrome-clad aluminum wheels ♦ Dual exhaust with refined power note ♦ Chrome power heated mirrors ♦ Two-tone paint ♦ Heated leather-wrapped steering wheel ♦ Media Center 730N touch-screen radio with Navigation ♦ Premium surround sound audio ♦ Power heated leather-trimmed front seats ♦ Memory for mirrors, seats, pedals, radio ♦ Security alarm

LARAMIE LONGHORN: MOST LUXURIOUS RAM EVER. Premium full-leather seats with or without the distinctive custom laser-etched design ♦ Heated and ventilated front seats ♦ Heated rear seats ♦ Premium leather accents on the console lid, steering wheel, shift lever and door trim ♦ Premium instrument cluster with silver filigree accents ♦ Burlled walnut wood accents on the center stack bezel and door panel trim ♦ Premium leather saddle bag pouches with silver buckles designed into the rear of the front seats ♦ Premium all-weather floor mats with snap-out easy-clean carpet inserts



Ram 1500 Laramie instrumentation, shown with available features.



Ram 1500 Crew Cab Laramie interior in Light Pebble Beige with Bark Brown accents, shown with available features.

ONLY RAM
HAS IT.



The distinctive Ram 1500 Crew Cab Laramie Longhorn interior in Bark Brown with Light Pebble Beige accents and premium laser-etched leather seats.

FULLY BOXED FRAME.

It carries tough payloads — and it carries on the tradition as the strongest frame ever in a Ram. Fully boxed, partially hydroformed, and comprised of Advanced High Strength Steel, the Ram frame is built for service and helps provide safety and security. The tensile strength here carries one of the top ratings in the business: 85,000 psi, ensuring superb ride and handling characteristics — and bulletproof reliability.

ADVANCED MULTISTAGE FRONT AIR BAGS.^[1]

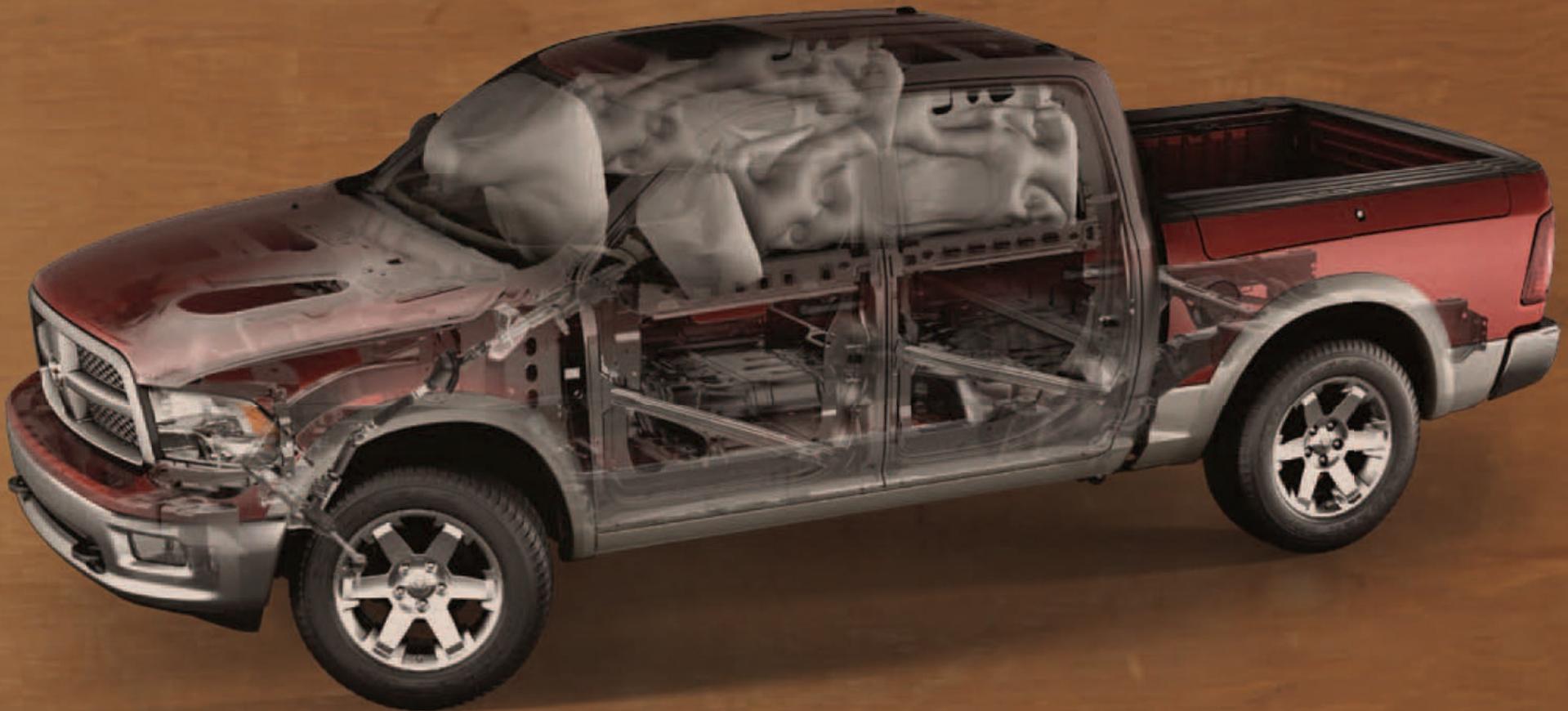
Standard on every Ram 1500 model. Deployed in the event of a frontal impact, these air bags are indispensable assets to help protect front occupants. Crash-sensitive, they self-adjust to the force level needed.

DUAL-ACTION SIDE-CURTAIN AIR BAGS.^[1]

We definitely take sides when it comes to protection. These curtains are designed to deploy from top downward, providing full coverage of the side windows.

EARS: WE HEAR YOU, LOUD AND CLEAR.

EARS — the Enhanced Accident Response System — goes the extra mile in the event of an accident when the air bag is deployed and when the vehicle's power and communications remain intact. EARS turns on interior lamps, unlocks the doors, engages the hazard flashers, and initiates automatic fuel shut-off.

**ENERGY-ABSORBING FRONT RAIL TIPS AND FORTIFIED CRUSH ZONES.**

At the fore, front rail tips are the first to absorb impact energy, deflecting it from the vehicle's occupants. Specialized (and fortified) crush zones in the engine compartment help absorb further energy in the case of more severe frontal impacts.

BRAKE ASSIST.

This is part of the Ram 1500 ESC^[5] system, and it contributes to peace of mind and vehicle control during unexpected braking maneuvers. The system can sense the speed or force used on the brake pedal. If it senses great force — the indication to stop immediately — it instantly applies full pressure to help shorten stopping distances.

HIGH-STRENGTH STEEL: CAB AND DOOR BEAMS.

To complement that tough 85,000 psi steel frame strength, High-Strength Steel is employed in the structural inserts of the cab to increase intrusion resistance. Side door beams — also of high-strength, low-alloy steel — are strategically placed where a vehicle would make first impact.

AVAILABLE PARKSENSE[®] REAR PARK ASSIST.^[4]

In either the Reverse or Neutral gears, four ultrasonic sensors installed in the rear fascia can detect objects up to 6.4 feet away. Aural signals and visual displays help warn the driver of possible obstructions and impacts when backing up at low speeds.

TESTED TO THE EXTREME!

EVERYWHERE YOU LOOK, RAM MAKES THE GRADE. Subjected to road conditions, temperature extremes, and shock treatments far beyond anything you'd ever dare, your Ram 1500 was put through preproduction testing best described as brutal. The results? A pickup designed and built for reliability you can count on — even to the extreme.

EXCEPTIONAL BRAKE PROGRESS. The most comprehensive and advanced standard braking system on a Ram features available power memory adjustable brake pedals. This four-wheel Antilock Braking System (ABS) is an electronically operated independent multichannel system for individual control of each brake, and is part of the Electronic Stability Control (ESC)^[5] system.



ELECTRONIC STABILITY CONTROL (ESC)^[5] Using information from ultrasensitive sensors that instantly detect slippage, ESC monitors driver input with software designed to help the driver maintain vehicle directional stability under many different driving conditions. Along with the four-wheel ABS, ESC also includes:

- ◆ **BRAKE ASSIST.** Senses the speed or force used to press the brake pedal. It's so refined, it can determine that an emergency stop is underway, then instantly apply full braking pressure to help shorten the stopping distances.
- ◆ **ELECTRONIC ROLL MITIGATION (ERM).** If ERM detects a potential rollover (a corner taken too sharply, a sudden swerve to avoid a problem), it automatically applies the correct brakes and fine-tunes the throttle.
- ◆ **HILL START ASSIST (HSA).** Invaluable when off-road or when towing on inclines; HSA maintains brake pressure until engine torque has reached appropriate levels.
- ◆ **TRAILER SWAY CONTROL (TSC)**^[6] Recognizes a swaying trailer and automatically applies an individual wheel's brakes and/or reduces engine power in an attempt to eliminate the sway. TSC applies brake pressure on all four wheels to slow the vehicle, while increasing pressure on one front wheel to counteract the sway.
- ◆ **ALL-SPEED TRACTION CONTROL.** Wheel slippage in wet or icy conditions is reduced to a minimum by adjusting engine speed and applying the brakes.

While not part of the ESC system, Ram 1500 also features this invaluable asset:

- ◆ **TIRE PRESSURE MONITORING SYSTEM.** Standard on all models. Significant reductions of air pressure in any tire result in audible and visible alerts. On Ram trucks equipped with the Electronic Vehicle Information Center (EVIC), real-time actual tire pressures are displayed.

OUTSTANDING CONTROL WHEN YOU'RE ON THE GRADE. If there's one area where control is critical, it's when you're towing. The new available electric-over-hydraulic trailer brake capability offers technology that takes Ram 1500 into a new class of control. Invaluable multiple selections let you adapt the trailer brake controller to the exact characteristics of your trailer — including multi-axle trailers.





BEYOND CAPABLE.

LIGHT-DUTY EFFICIENCY. HEAVY-DUTY ATTITUDE.

It's built with engineering tailor-made for heavier loads. Or, more to the point, *trailer-made*. Every Ram automatic transmission features Electronic Range Select (ERS) and the Tow/Haul Mode to optimize shift points and gear selection when towing. All V8 engines have heavy-duty cooling systems. Available fully integrated electric-over-hydraulic trailer brake controller tops it off. This is towing made easy and efficient.

RAM 1500. IT JUST WORKS OUT SO WELL. Count on nine different trim levels, with Ram Tradesman delivering job-rated capability. Each gives you interior room and work capability that's right for your specs. ♦ Three efficient and tough engines, including the available 5.7-liter HEMI® V8 with VVT and MDS Fuel Saver Technology ♦ New 6-speed automatic transmission (available with 8-cylinder power plants) ♦ Transmissions with Electronic Range Select and Tow/Haul Mode ♦ Available integrated Trailer Brake Controller ♦ Choice of part-time or on-demand transfer cases ♦ Up to 43 innovative and convenient storage areas ♦ Standard integrated 4- and 7-pin trailer wiring harness/connectors ♦ Available Class IV trailer hitch ♦ Standard Electronic Stability Control (ESC)^[5] includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Hill Start Assist, Electronic Roll Mitigation, and Trailer Sway Control^[5] ♦ Tire Pressure Monitoring System

**ON THE
JOB**

THE COST OF DOING BUSINESS
JUST WENT DOWN.

THE INCENTIVES YOU NEED TO HELP YOUR BUSINESS SUCCEED.

Running a business presents plenty of challenges. Like cutting costs, not corners.

The ON THE JOB^[12] commercial incentive program provides enormous assistance in purchasing, customizing, and servicing your business vehicles.

See your dealer for specific program rules and details, or call us toll-free at **877-ONTHEJOB (877-668-4356)**.

Among the most popular ON THE JOB incentives:

- **NO-EXTRA-CHARGE LUBE/OIL/FILTER**
For all Chrysler, Jeep®, Dodge and Ram vehicles. Includes gas and diesel engines.
- **COMMERCIAL GRAPHICS ALLOWANCES**
For all vehicles. \$250/\$500/\$1,000 Commercial Graphics Program Allowances.
- **COMMERCIAL EQUIPMENT/UPGRADES**
\$1,000/\$500 Allowances for Upgrades.
\$1,000 Snowplow/Factory Box-Off/Field Box-Off Allowances.
\$500 RamBox® Cargo Management System Allowance.

BUSINESS LINK

**DESTINATION: SUCCESS AND GROWTH.
WELCOME TO BUSINESSLINK.**

If you're in business, BusinessLink has you covered.

- Free Membership
- Extended Service Hours
- A Dedicated BusinessLink staff
- Convenient Shuttle Services
- Commercial Vehicles in Stock
- Next-Bay-Up Preferential Service Treatment
- Free Loaners* for Selected Vehicles
- And much more

For more information, log on to chryslerbusinesslink.com or call us toll-free at **877-2THELINK (877-284-3546)**.

*Some restrictions apply. See dealer for details.



1

1 Commercial-Grade Payload Capacity: You're redoing your landscaping this year — or you're doing your landscaping business for the year. For either scenario, Ram 1500 rocks, delivering impressive capability. Count on 1,909-lb^[10] maximum payload for the job, day in ... and year out. **2 Two Times As Good:** Available dual glove boxes expand storage for maps and valuables. **3 Under-The-Seat Rear Storage:** Crew Cab and Quad Cab® Easily accessed by lifting the folding rear seat, and ideal for small tools. **4 Class-Exclusive: The RamBox® System^[4]:** This smart cargo management system is now available for all models with 5'7" and 6'4" cargo beds (6'4" application is late availability). Two dry, lockable, illuminated, and drainable boxes handle items as large as golf clubs or multiple cases of beverage cans with ice. The system includes cargo rails, cleats, and an adjustable cargo bed divider/extender, with even more available from Mopar®.



2



3



4 Late availability feature shown.

THIS TRUCK IS GAME FOR EVERYTHING OUT THERE. The very name reflects the nature

of the owner: Ram Outdoorsman — a pickup custom-made for off-road destinations preferably unaccustomed to visitors.

Available in 4x2 and 4x4 configurations, Outdoorsman standard equipment includes the 4.7-liter Flex Fuel V8; 3.92 axle ratio with limited slip/antispin differential (on 4x4 models); Class IV trailer hitch — and much more. Log on and see it all at ramtrucks.com



Ram 1500 Quad Cab® Outdoorsman in Bright Silver Metallic with Mineral Gray Metallic lower.



1



2



3



4



5



6



7



8

1 Put your best behind you — every Ram 1500 is trailer-made for competent and capable towing. **2 Stay connected** — with everything from tunes to available Internet^[6] access, Ram 1500 can keep you covered. **3 Drainable and versatile:** the smart in-floor bins of Ram Crew Cab models. **4 Available RamBox[®] Cargo Management System** gives you more storage solutions — and more accessories. Shown here is the available RamBox Holster Insert from Mopar[®], for long guns, fishing rods with reels — or both. **5 Two-Tone Ram Crew Cab Laramie Longhorn** shows off a distinctive identity with White Gold Metallic lower and an interior that's the largest and best-appointed in the Ram 1500 family. **6 Laramie Longhorn instrumentation** took its design cues from fine antique pocket watches. **7 Unique Laramie Longhorn badging** appears inside and out. **8 Laramie Longhorn leather seats** come with or without the impressive laser-etching — that's your call.

PROPERLY SECURE ALL CARGO.



PERFECT FOR THE CREWS. AND THE CRUISE.

The Ram 1500 Crew Cab comes with amenities that are just plain cool. In-floor insulated and removable bins, enormous rear seat room, available new 115-volt three-prong grounded outlet, and even an available USB port in the glove box. Ram 1500 Crew Cab is pure enjoyment on four wheels.

RAM 1500. BEST PLAY ON THE BOOKS. Comfortable, spacious, quiet interiors ♦ Nimble road manners ♦ Available Mopar Accessory: Uconnect[®] Web^[6] for all models ♦ Two power outlets for electronics ♦ Available iPod[®] connectivity ♦ Available SiriusXM[™] Satellite Radio^[9] ♦ Tilt steering ♦ Available speed control ♦ Available stain- and odor-resistant cloth seating surfaces ♦ Available instrument cluster with vehicle display data ♦ Available power adjustable pedals ♦ One-tap three-blink lane change signals ♦ Plus hundreds of convenience items from Mopar



★ I PLAY ANY FIELD. ★



Mossy Oak is the official camo of Ram trucks.
Official licensed product of Haas Outdoors, Inc./Mossy Oak.

RAM 1500 TRIM LEVELS



1500 ST



Regular Cab



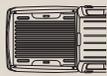
6'4" Box or 8' Box



40/20/40 Bench Seat



Quad Cab®



6'4" Box



40/20/40 Bench Seat



Crew Cab



5'7" Box



40/20/40 Bench Seat

MECHANICAL

3.7L V6 with 4-speed automatic transmission on Regular Cab and Quad Cab 4x2 models ♦ 4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system on Crew Cab 4x2 and all 4x4 models ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank (32-gallon fuel tank with 8-foot box models) ♦ Electronic part-time transfer case on 4x4 models

INTERIOR

Vinyl 40/20/40 front bench seat ♦ Vinyl folding rear bench on Quad Cab and Crew Cab models ♦ Vinyl floor covering ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Tilt steering ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and power door locks on Quad Cab and Crew Cab models ♦ Media Center radio with CD player and MP3 auxiliary jack

EXTERIOR

Black front and rear bumpers ♦ Black grille surround and inserts ♦ Black front upper fascia ♦ Black door handles ♦ Dual-lens headlamps ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 17-inch steel wheels with BSW tires ♦ Black fold-in sideview mirrors



1500 TRADESMAN



Regular Cab



6'4" Box or 8' Box



40/20/40 Bench Seat

MECHANICAL

5.7L HEMI® V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank (32-gallon fuel tank with 8-foot box models) ♦ Electronic part-time transfer case on 4x4 models

INTERIOR

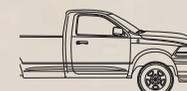
Vinyl 40/20/40 front bench seat ♦ Vinyl floor covering ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Tilt steering ♦ Automatic headlamps ♦ Air conditioning ♦ Media Center radio with CD player and MP3 auxiliary jack

EXTERIOR

Black front and rear bumpers ♦ Black grille surround and inserts ♦ Black front upper fascia ♦ Dual-lens headlamps ♦ Bed rail caps ♦ Spray-in bedliner ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ Class IV trailer hitch receiver ♦ 17-inch painted styled steel wheels with BSW tires ♦ Black fold-in sideview mirrors



1500 EXPRESS



Regular Cab



6'4" Box



40/20/40 Bench Seat



Quad Cab



6'4" Box



40/20/40 Bench Seat



Crew Cab



5'7" Box



40/20/40 Bench Seat

MECHANICAL

5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank ♦ Electronic part-time transfer case on 4x4 models

INTERIOR

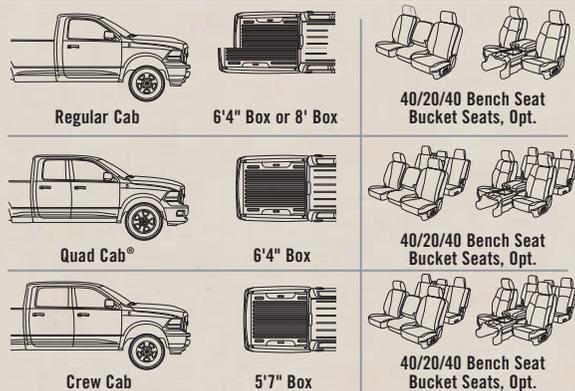
Vinyl 40/20/40 front bench seat ♦ Vinyl folding rear bench on Quad Cab and Crew Cab models ♦ Carpet floor covering ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Tilt steering ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and power door locks on Quad Cab and Crew Cab models ♦ Media Center radio with CD player and MP3 auxiliary jack

EXTERIOR

Body-color full front fascia and rear bumper ♦ Fog lamps ♦ Body-color grille surround with Black inserts ♦ Dual-lens headlamps ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 20-inch painted aluminum wheels with BSW tires ♦ Black fold-in sideview mirrors ♦ 4-inch chrome-tipped dual exhaust



1500 SLT



MECHANICAL

4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system on all models ♦ Remote keyless entry ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank (32-gallon fuel tank with 8-foot box models) ♦ Electronic part-time transfer case on 4x4 models

INTERIOR

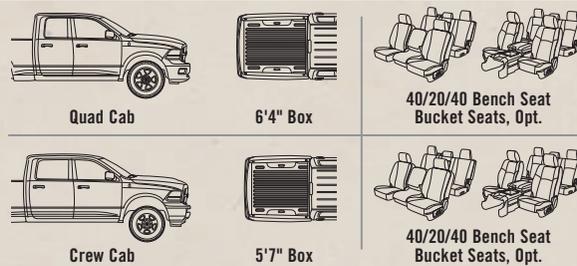
Cloth 40/20/40 front bench seat ♦ Cloth folding rear bench on Quad Cab and Crew Cab models ♦ Carpet floor covering ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Tilt steering ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and door locks ♦ Media Center radio with CD player, MP3 auxiliary jack, and SiriusXM™ Satellite Radio^[9] ♦ Electronic Vehicle Information Center (EVIC) located in instrument cluster ♦ Overhead console ♦ Power sliding rear window on Quad Cab and Crew Cab models

EXTERIOR

Chrome front and rear bumpers ♦ Chrome grille surround with Black inserts ♦ Body-color front upper fascia ♦ Dual-lens headlamps ♦ Chrome door handles ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 17-inch painted aluminum wheels with BSW tires ♦ Black power heated fold-in sideview mirrors



1500 BIG HORN



MECHANICAL

5.7L HEMI® V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Remote keyless entry ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank ♦ Electronic on-demand transfer case on 4x4 models

INTERIOR

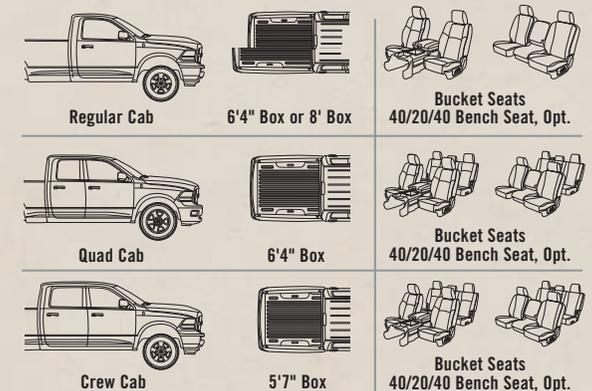
Premium cloth 40/20/40 front bench seat with driver's side power ♦ Cloth 60/40 split-folding rear bench ♦ Carpet floor covering ♦ 115-volt power outlet ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Leather-wrapped tilt steering wheel with audio controls ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and door locks ♦ Media Center radio with CD player, MP3 auxiliary jack, and SiriusXM Satellite Radio^[9] ♦ Electronic Vehicle Information Center (EVIC) located in instrument cluster ♦ Overhead console ♦ Power sliding rear window

EXTERIOR

Chrome front and rear bumpers ♦ Fog lamps ♦ Chrome grille surround with chrome billet inserts ♦ Body-color front upper fascia ♦ Quad-lens headlamps ♦ Chrome door handles ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ Class IV trailer hitch receiver ♦ 20-inch polished aluminum wheels with BSW tires ♦ Black power heated fold-in sideview mirrors ♦ 4-inch chrome-tipped dual exhaust



1500 OUTDOORSMAN



MECHANICAL

4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Remote keyless entry ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 32-gallon fuel tank (26 gallon fuel tank with Regular Cab short box) ♦ Tow hooks ♦ Limited Slip Differential and skid plates for the transfer case and front suspension (on 4x4 models) ♦ Remote Start and Security Group ♦ Electronic part-time transfer case on 4x4 models

INTERIOR

Premium cloth front bucket seats ♦ Power driver's seat ♦ Full-floor center console with shifter ♦ 115-volt power outlet ♦ Cloth 60/40 split-folding rear bench on Quad Cab and Crew Cab models ♦ Carpet floor covering ♦ Rubber all-weather floor mats ♦ Luxury Group ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Leather-wrapped tilt steering wheel with audio controls ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and door locks ♦ Media Center 430N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio^[9] ♦ Electronic Vehicle Information Center (EVIC) located in the instrument panel cluster ♦ Overhead console with Universal Garage Door Opener ♦ Power sliding rear window on Quad Cab and Crew Cab models

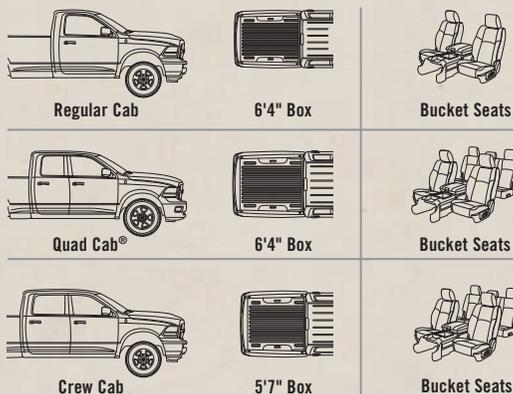
EXTERIOR

Two-tone paint with lower body, front bumper, rear bumper, and fender flares in Mineral Gray Metallic ♦ Fog lamps ♦ Body-color grille surround with Black inserts ♦ Body-color front upper fascia ♦ Quad-lens headlamps ♦ Black door handles ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ Class IV trailer hitch receiver ♦ 17-inch painted aluminum wheels with LT All-Terrain tires ♦ Black power heated fold-in sideview mirrors with puddle lamps and turn signal indicators

RAM 1500 TRIM LEVELS



1500 SPORT



MECHANICAL

5.7L HEMI[®] V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Remote keyless entry ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank ♦ Electronic on-demand transfer case on 4x4 models

INTERIOR

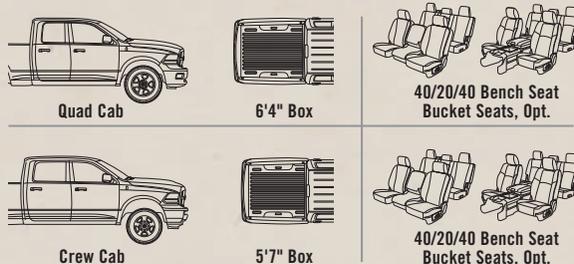
Premium cloth front bucket seats ♦ Power driver's seat ♦ Full-floor center console with shifter ♦ 115-volt power outlet ♦ Cloth 60/40 split-folding rear bench on Quad Cab and Crew Cab models ♦ Carpet floor covering ♦ Luxury group ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Leather-wrapped tilt steering wheel with audio controls ♦ Automatic headlamps ♦ Air conditioning ♦ Power windows and door locks ♦ Media Center 430 touch-screen radio with 40GB hard drive, CD player, MP3 auxiliary jack, and SiriusXM[™] Satellite Radio^[9] ♦ Electronic Vehicle Information Center (EVIC) located in instrument cluster ♦ Overhead console with Universal Garage Door Opener ♦ Power sliding rear window on Quad Cab and Crew Cab models

EXTERIOR

Monochromatic paint with body-color full front fascia and rear bumper ♦ Fog lamps ♦ Body-color grille surround with chrome billet inserts ♦ Quad-lens headlamps ♦ Body-color door handles ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 20-inch chrome-clad aluminum wheels with BSW tires ♦ Body-color power heated fold-in sideview mirrors with puddle lamps and turn signal indicators ♦ 4-inch chrome-tipped dual exhaust



1500 LARAMIE



MECHANICAL

5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Remote keyless entry ♦ Security alarm system ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ ParkView[®] Rear Back-Up Camera^[4] ♦ Five-link coil spring rear suspension ♦ 26-gallon fuel tank ♦ Electronic on-demand transfer case on 4x4 models

INTERIOR

Leather-trimmed 40/20/40 front bench seat ♦ Power driver's and front-passenger seats ♦ Heated front seats ♦ 115-volt power outlet ♦ Leather-trimmed 60/40 split-folding rear bench ♦ Carpet floor covering ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Heated leather-wrapped tilt steering wheel with audio controls ♦ Automatic headlamps ♦ Automatic temperature control ♦ Power windows and door locks ♦ Media Center 730N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio^[9] ♦ Premium 10-speaker surround sound audio system ♦ Electronic Vehicle Information Center (EVIC) located in instrument cluster ♦ Overhead console with Universal Garage Door Opener ♦ Power adjustable pedals with memory ♦ Power sliding rear window

EXTERIOR

Two-tone paint with lower body and fender flares in Bright Silver Metallic ♦ Chrome front and rear bumpers ♦ Fog lamps ♦ Chrome grille surround with chrome honeycomb inserts ♦ Quad-lens headlamps ♦ Chrome door handles ♦ Bed rail caps ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 20-inch chrome-clad aluminum wheels with BSW tires ♦ Chrome power heated fold-in sideview mirrors with puddle lamps and turn signal indicators ♦ 4-inch chrome-tipped dual exhaust



1500 LARAMIE LONGHORN



MECHANICAL

5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system ♦ Remote keyless entry ♦ Security alarm system ♦ Remote start ♦ Electronic Stability Control (ESC)^[5] system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control^[5] ♦ ParkSense[®] Rear Park Assist System^[4] ♦ ParkView Rear Back-Up Camera^[4] ♦ Five-link coil spring rear suspension ♦ 32-gallon fuel tank ♦ Electronic on-demand transfer case on 4x4 models

INTERIOR

Premium leather front bucket seats ♦ Power driver's and front-passenger seats ♦ Heated and ventilated front seats ♦ Full-floor center console with leather cover and leather shifter ♦ 115-volt power outlet ♦ Premium leather heated 60/40 split-folding rear bench ♦ Carpet floor covering ♦ Premium floor mats with removable inserts ♦ Advanced multistage front air bags^[11] ♦ Supplemental side-curtain air bags^[11] ♦ Heated leather-wrapped tilt steering wheel with audio controls ♦ Automatic headlamps ♦ Automatic temperature control ♦ Power windows and door locks ♦ Media Center 730N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio^[9] ♦ Premium 10-speaker surround sound audio system ♦ Premium instrument cluster ♦ Electronic Vehicle Information Center (EVIC) located in the instrument cluster ♦ Overhead console with Universal Garage Door Opener ♦ Power adjustable pedals with memory ♦ Power sliding rear window ♦ LED additional interior lighting

EXTERIOR

Two-tone paint with lower body, fender flares, front bumper, rear bumper, and running boards in White Gold Metallic ♦ Fog lamps ♦ Chrome grille surround with chrome honeycomb inserts ♦ Unique Laramie Longhorn badging ♦ Quad-lens headlamps ♦ Chrome door handles ♦ Bed rail caps ♦ Spray-in bedliner ♦ Locking tailgate ♦ 4- and 7-pin trailer wiring harness/connectors ♦ 20-inch chrome-clad aluminum wheels with BSW tires ♦ Chrome power heated fold-in sideview mirrors with puddle lamps and turn signal indicators ♦ 4-inch chrome-tipped dual exhaust



AUTHENTIC RAM ACCESSORIES

Mopar[®]. Inspiring truck owners with innovative parts and accessories — all made-to-spec for your Ram truck. This is what Mopar delivers, along with expert, caring service. Mopar technicians are the masters of your make and model, with access to the authentic tools and diagnostic equipment that help get the job done efficiently and effectively. Choose authentic Mopar parts and service, and you'll drive away with peace of mind. Visit mopar.com or your dealer for more information on the full line of Authentic Ram Accessories.

Above: Ram 1500 Crew Cab in Deep Cherry Red Pearl shown with Authentic Ram Accessories by Mopar: Chromed Honeycomb Grille Inserts, 20-inch Chrome-Plated Cast-Aluminum Wheels with available 35-inch Tires, Body Kit, Sport Performance Hood, Sport Performance Hood Decal Kit, and Chrome Bed Side Rails.

1 UTILITY. It protects — but check out the sharp look it gives your Ram. This Tri-Fold Tonneau Cover secures the cargo area with its simple-to-use and versatile design.

2 STYLISH FUNCTION. Tough as nails: Chrome Tubular Side Steps ease getting in and out — and add very cool street cred to your Ram 1500.

3 PROTECTION. From durable dealer-installed drop-in bed liners to a variety of stylish seat covers, Mopar takes a no-nonsense approach to helping you keep your Ram exterior and interior in top-shape condition.

4 CONVENIENCE. Stop reaching and straining. Rear Bed Step operates with simple foot motions, and offers practical and instant access to the cargo bed area.



Ram HD model shown.

	ST REG/QUAD/CREW	TRADESMAN REGULAR CAB	EXPRESS REG/QUAD/CREW	SLT REG/QUAD/CREW	BIG HORN QUAD/CREW	OUTDOORSMAN REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW	LARAMIE LONGHORN CREW CAB
PACKAGE DESIGNATIONS	A	B	C	G	Z	T	L	H	K
INTERIOR FEATURES (continued)									
SEATS (continued) — Leather-trimmed low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way front-passenger, power lumbar adjuster, fixed center console, 115-volt auxiliary power outlet and rear fold-flat load floor on Quad Cab® models (Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl) (*CJ)							0		
— Leather-trimmed 40/20/40 split-bench heated front seats with power 10-way/memory for driver and power 6-way front-passenger, power lumbar adjuster, front center seat cushion storage and folding center armrest/business console, 115-volt auxiliary power outlet, fold-flat load floor on Quad Cab models (Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl) (*VL)								•	
— Leather-trimmed low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way front-passenger, power lumbar adjuster, fixed center console, 115-volt auxiliary power outlet, rear fold-flat load floor on Quad Cab models and heated 2nd-row seats on Crew Cab models (Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl) (*GJ)								0	
— Premium leather low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way front-passenger, power lumbar adjuster, fixed center console, 115-volt auxiliary power outlet, heated 2nd-row seats (includes 60/40 split-folding premium leather rear bench seat; laser etching on Bark Brown seats only) (*XJ)									•
— Premium leather low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way front-passenger, power lumbar adjuster, fixed center console, 115-volt auxiliary power outlet, heated 2nd-row seats (includes 60/40 split-folding premium leather rear bench seat; Bark Brown seats without laser etching only) (*DJ)									0
SPEED CONTROL — Included with Trailer Brake Control and ST Popular Equipment Groups (NHM)	0/P	0/P	0/P	•	•	•	•	•	•
STEERING WHEEL — Four-spoke, urethane (SCF)	•	•	•	•					
— Leather-wrapped with remote audio control buttons (included with Luxury Group) (SCV)				P	•	•	•	•	•
— Heated (included with heated seats) (NHS)							P	•	•
STORAGE — Front-seat center cushion (included with *M9) (CVH)				P	•	0		•	
— Front, behind seat (Regular Cab only) (CU3)	•	•	•	•	•	•	•	•	
— Rear, in-floor storage bins (Crew Cab only)	•	•	•	•	•	•	•	•	•
— Rear, underseat compartment (Quad Cab and Crew Cab models only) (CUE)	•	•	•	•	•	•	•	•	•
SUNROOF — Power (Quad Cab and Crew Cab models only) (GWA)				0	0	0	0	0	0
WINDOWS — Manual (Regular Cab only) (JF8)	•	•	•						
— Power, front with driver's one-touch down (Regular Cab only; included with Power and Remote Entry Group) (JPY)	P	P	P	•		•	•		
— Power, front and rear with driver's one-touch down and up (Quad Cab and Crew Cab models only) (JP3)	•	•	•	•	•	•	•	•	•
— Rear backlight, fixed (included with rear defroster on Quad Cab and Crew Cab models) (GJD)	•	•	•	P	P	P	P	P	P
— Rear backlight, sliding (Regular Cab only) (GFD)	0	0	0	0		•	0		
— Rear backlight, power sliding (Quad Cab and Crew Cab models only) (GFE)				•	•	•	•	•	•
— Rear defroster (requires fixed rear window glass) (GFA)				0	0	0	0	0	0
UCONNECT® MULTIMEDIA									
MEDIA CENTER 130 RADIO — AM/FM/CD radio with MP3/WMA support, audio input jack and Voice Command ⁽⁶⁾ (RES)	•	•	•	•	•	•			
MEDIA CENTER 430 RADIO — AM/FM/CD/DVD ¹ radio with MP3/WMA support, 40GB hard drive, 6.5-inch touch screen, SiriusXM™ Satellite Radio, ⁽⁹⁾ audio input jack, and Voice Command ⁽⁶⁾ (RBZ)						0	0	•	0
MEDIA CENTER 430N RADIO — AM/FM/CD/DVD ¹ radio with MP3/WMA support, 6.5-inch touch screen, 40GB hard drive, SiriusXM Satellite Radio, ⁽⁹⁾ audio input jack, Voice Command, ⁽⁶⁾ GPS Navigation, SiriusXM Traffic, ⁽⁹⁾ SiriusXM Travel Link, ⁽⁹⁾ and Uconnect Phone (RHB)					0	•	0		
MEDIA CENTER 730N RADIO — AM/FM/CD/DVD ¹ radio with MP3/WMA support, 6.5-inch touch screen, 40GB hard drive, SiriusXM Satellite Radio, ⁽⁹⁾ audio input jack, Voice Command, ⁽⁶⁾ GPS Navigation, SiriusXM Traffic, ⁽⁹⁾ SiriusXM Travel Link, ⁽⁹⁾ and Uconnect Phone (RHR)							0	•	•
REMOTE USB PORT — Included with Media Center touch-screen radios and Uconnect Phone (RSX)	P	P	P	P	P	P	•	•	•
RADIO CONTROLS — Steering wheel-mounted audio controls (included with leather-wrapped steering wheel) (RDZ)				P	•	•	•	•	•
REAR SEAT VIDEO SYSTEM — Not available with sunroof on Quad Cab; not available on Regular Cab (XRV)					0	0	0	0	0
SIRIUSXM SATELLITE RADIO ⁽⁹⁾ — Included with ST Popular Equipment Group (RSC)	P	P	P	•	•	•	•	•	•
SPEAKER SYSTEMS — Six standard (RCG)	•	•	•	•	•	•	•	•	•
— Premium speakers (Regular Cab only) (RCK)				0	0	•			
— Ten premium, amplified speakers including a subwoofer (included with Sport Premium and Technology Groups) (RC3)				P	P	P	P	•	•
UCONNECT PHONE — Hands-free calling with Address Sync, ⁽⁷⁾ Bluetooth®, and Voice Command ⁽⁶⁾ (included with Media Center touch-screen radios) (RSP)	0	0	0	0/P	0/P	•	•	•	•

• = Standard 0 = Optional P = Part of Package

¹In-dash DVD capability is not available in all states. See your dealer for details.

	ST REG/QUAD/CREW	TRADESMAN REGULAR CAB	EXPRESS REG/QUAD/CREW	SLT REG/QUAD/CREW	BIG HORN QUAD/CREW	OUTDOORSMAN REG/QUAD/CREW	SPORT REG/QUAD/CREW	LARAMIE QUAD/CREW	LARAMIE LONGHORN CREW CAB
PACKAGE DESIGNATIONS	A	B	C	G	Z	T	L	H	K
UCONNECT WEB ⁽⁶⁾ — Internet connection, WiFi Hotspot, dealer-installed; an Authentic Ram Accessory by Mopar,	0	0	0	0	0	0	0	0	0
SAFETY AND SECURITY									
AIR BAGS ⁽¹¹⁾ — Advanced multistage front (CG3)	•	•	•	•	•	•	•	•	•
— Supplemental side-curtain (CGS)	•	•	•	•	•	•	•	•	•
BRAKES — Power-assisted 4-wheel antilock disc (BRT)	•	•	•	•	•	•	•	•	•
ELECTRONIC STABILITY CONTROL ⁽⁵⁾ — ESC (includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control ⁽⁵⁾) (BNB)	•	•	•	•	•	•	•	•	•
PARKSENSE® — Rear Park Assist System ⁽⁴⁾ (XAA)				P	P	P	P	0	•
PARKVIEW® — Rear Back-Up Camera ⁽⁸⁾ (requires Media Center touch-screen radio) (XAC)				0	0	0	0	•	•
REMOTE KEYLESS ENTRY — Controls for power door locks, illuminated entry system, panic alarm, includes two transmitters (included with Power and Remote Entry and ST Popular Equipment Groups) (GXM)	P	P	P	•	•	•	•	•	•
REMOTE START SYSTEM — Included with Remote Start and Security Group (XBM)				P	P	•	P	0	•
SECURITY ALARM — Included with Remote Start and Security Group (LSA)	P	P	P	P	P	•	P	•	•
TIRE PRESSURE MONITOR — (LAB)	•	•	•						
TIRE PRESSURE MONITOR WITH DISPLAY — Included with EVIC (XGM)	P	P	P	•	•	•	•	•	•
TRAILER BRAKE CONTROL — Fully integrated electronic (included with Trailer Brake Control Group) (XHC)	P	P	P	0	0	0	0	0	0
PACKAGE GROUPS									
CHROME ACCENTS GROUP — Includes chrome tubular side steps, chrome body-side molding, and chrome exhaust tip (NA with dual exhaust) (AEE)	0	0		0	0			0	0
CHROME APPEARANCE GROUP — Includes chrome front and rear bumpers, chrome grille surround, and 17-inch chrome-clad steel wheels (AED)	0	0							
CHROME TUBULAR SIDE STEPS AND BED SIDE RAIL GROUP — Not available with 8-ft box or RamBox® System (ACZ)	0	0	0	0	0	0	0	0	0
LUXURY GROUP — Includes overhead console, sun visors with illuminated vanity mirrors, auto-dimming rearview mirror, power heated auto-dimming mirrors with exterior courtesy lamps and supplemental turn signal, Universal Garage Door Opener, glove box lamp, ashtray lamp, underhood lamp, rear dome lamp with on/off switch, and leather-wrapped steering wheel with audio controls (ADA)				0	0	•	•	•	•
POPULAR EQUIPMENT GROUP — Includes premium cloth 40/20/40 bench seat, fog lamps, and 20-inch painted wheels (Regular Cab only) (ALW)				0					
POWER AND REMOTE ENTRY GROUP — Includes Remote Keyless Entry, power heated mirrors, power windows, and power locks (AJH)	0	0	0						
PROTECTION GROUP — Includes tow hooks and skid plates for the front suspension and transfer case (4x4 models only) (ADB)	0	0		0	0	•		0	0
REMOTE START AND SECURITY GROUP — Includes security alarm and remote start system (AJB)				0	0	•	0		
SMOKER'S GROUP — Includes ashtray and cigar lighter (AWS)	0	0	0	0	0	0	0	0	0
SPORT PREMIUM GROUP — Includes Dual-Zone Automatic Temperature Control, premium 10-speaker system, ParkSense Rear Park Assist ⁽⁴⁾ (Quad Cab and Crew Cab only) (ANF)							0		
ST POPULAR EQUIPMENT GROUP — Includes cloth 40/20/40 bench seat, carpeted flooring, speed control, Remote Keyless Entry, floor mats, and SiriusXM Satellite Radio ⁽⁹⁾ (AJY)	0	0	0						
TECHNOLOGY GROUP — Includes ParkSense Rear Park Assist ⁽⁴⁾ and Premium surround sound audio speakers (Quad Cab and Crew Cab only)				0	0	0			
TRAILER BRAKE CONTROL GROUP — Includes Trailer Brake Control, instrument cluster with Electronic Vehicle Information Center (EVIC) and speed control (AHE)	0	0	0						



17-INCH DROP-CENTER STEEL WHEEL
WITH BLACK CENTER CAP
(STANDARD ON ST)



17-INCH PAINTED STEEL WHEEL
(STANDARD ON TRADESMAN)



17-INCH CHROME-CLAD STEEL WHEEL
(AVAILABLE ON ST, TRADESMAN)



17-INCH PAINTED ALUMINUM WHEEL
(STANDARD ON SLT, OUTDOORSMAN)



17-INCH CHROME-CLAD ALUMINUM WHEEL
(AVAILABLE ON LARAMIE)



20-INCH PAINTED ALUMINUM WHEEL
(STANDARD ON EXPRESS,
AVAILABLE ON SLT, OUTDOORSMAN)

EXTERIOR APPEARANCE



BLACK



BRIGHT SILVER METALLIC



BRIGHT WHITE



DEEP MOLTEN RED PEARL



DEEP CHERRY RED PEARL



FLAME RED



MINERAL GRAY METALLIC



SADDLE BROWN PEARL



SAGEBRUSH PEARL



TEQUILA SUNRISE PEARL
(LATE AVAILABILITY)



TRUE BLUE PEARL



20-INCH POLISHED ALUMINUM WHEEL
WITH PAINTED POCKETS
(STANDARD ON BIG HORN/LONE STAR)



20-INCH CHROME-CLAD ALUMINUM WHEEL
(STANDARD ON SPORT, AVAILABLE ON
BIG HORN/LONE STAR, EXPRESS)



20-INCH CHROME-CLAD ALUMINUM WHEEL
(STANDARD ON LARAMIE AND LARAMIE LONGHORN)



20-INCH POLISHED FORGED ALUMINUM
WHEEL WITH PAINTED GOLD POCKETS
(AVAILABLE ON TWO-TONE LARAMIE LONGHORN)



20-INCH POLISHED FORGED ALUMINUM WHEEL
WITH PAINTED SILVER POCKETS
(AVAILABLE ON LARAMIE LONGHORN WITH MONOTONE PAINT)



22-INCH POLISHED FORGED
ALUMINUM WHEEL
(STANDARD ON REGULAR CAB R/T)

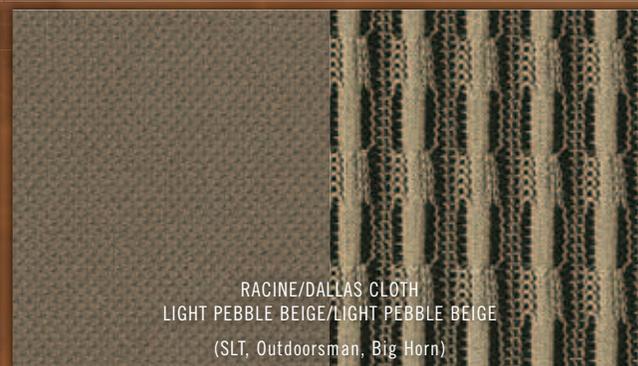
INTERIOR FABRICS



BRISTOL VINYL/BRISTOL VINYL
DARK SLATE GRAY/MEDIUM GRAYSTONE
(ST, Tradesman, Express)



RACINE/DALLAS CLOTH
DARK SLATE GRAY/MEDIUM GRAYSTONE
(ST, Tradesman, Express, SLT, Outdoorsman, Big Horn)



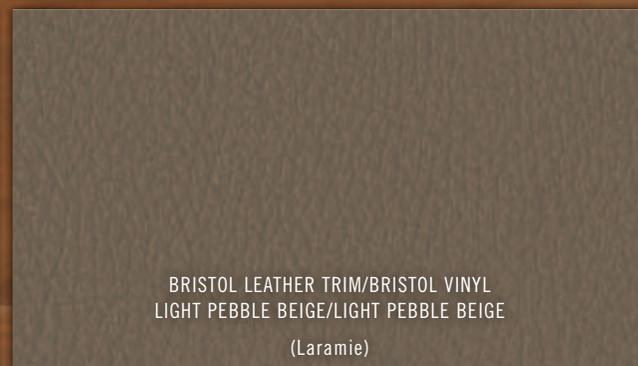
RACINE/DALLAS CLOTH
LIGHT PEBBLE BEIGE/LIGHT PEBBLE BEIGE
(SLT, Outdoorsman, Big Horn)



ALIAS CLOTH/CAPRICE VINYL
DARK SLATE GRAY/DARK SLATE GRAY
(Sport)



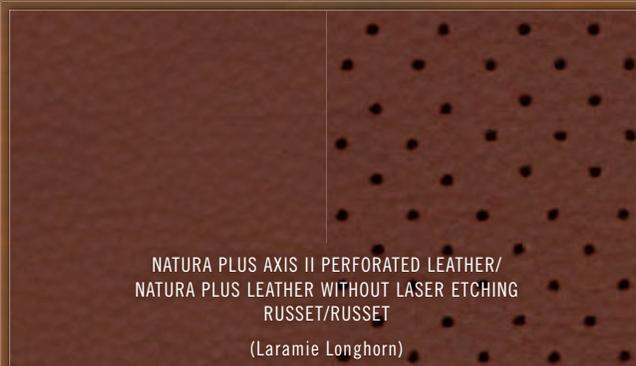
BRISTOL VINYL/BRISTOL AXIS II LEATHER TRIM
DARK SLATE GRAY/DARK SLATE GRAY
(Sport)



BRISTOL LEATHER TRIM/BRISTOL VINYL
LIGHT PEBBLE BEIGE/LIGHT PEBBLE BEIGE
(Laramie)



BRISTOL LEATHER TRIM/BRISTOL VINYL
DARK SLATE GRAY/DARK SLATE GRAY
(Laramie)



NATURA PLUS AXIS II PERFORATED LEATHER/
NATURA PLUS LEATHER WITHOUT LASER ETCHING
RUSSET/RUSSET
(Laramie Longhorn)



NATURA PLUS AXIS II PERFORATED LEATHER/
NATURA PLUS LEATHER WITH LASER ETCHING
(ALSO AVAILABLE WITHOUT LASER ETCHING)
BARK BROWN/BARK BROWN
(Laramie Longhorn)

5 YEAR/100,000 MILE
POWERTRAIN WARRANTY

Chrysler
Service
Contracts



uconnect

BUSINESS LINK

SiriusXM
SATELLITE RADIO

AUTOMOBILITY
PROGRAM
CHRYSLER | JEEP | DODGE | RAM



^[1]Based on *Automotive News* classification. ^[2]Transferable. See dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. ^[3]Based on EPA est. 14 city to 20 hwy mpg 4x2. Results depend on driving habits and conditions. ^[4]Always check entire surroundings before backing up. ^[5]No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice, and other conditions can affect. When the ESC warning lamp in the speedometer flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ^[6]Sold separately. Subscription required. Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. ^[7]Phone must support Bluetooth Phone Book Access Profile (PBAP). ^[8]Requires Uconnect Phone. ^[9]Sirius services require subscriptions, sold separately after the 12-month trial included with new vehicle purchase. See our Customer Agreement for complete terms at siriusxm.com. If you decide to continue your Sirius services at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. Programming subject to change. Sirius satellite service available only to those at least 18 and older in the 48 contiguous U.S., D.C., and PR (with coverage limitations). Traffic information not available in all markets. See siriusxm.com/traffic for details. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. ^[10]When properly equipped. ^[11]The Advanced Front Air Bags in this vehicle are certified to the new federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. ^[12]ON THE JOB is a retail incentive program. See your dealer for official program rules. Inquire about eligibility by calling 877-ONTHEJOB or by logging on to the chryslerbusinesslink.com/programs_incentives.html. The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of vehicle purchase. An official ON THE JOB Customer Acknowledgement Form must be signed by the customer (provided by the dealer).

5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY. Transferable. See your dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. **3/36 BASIC LIMITED WARRANTY.** Ram vehicles are covered by a Chrysler Group LLC 3-Year/36,000-Mile Basic Limited Warranty. See your dealer for a copy of this Limited Warranty. Excludes normal maintenance and wear items. **BUSINESSLINK** If your business relies on vehicles, BusinessLink can save you time, money, and hassles. For more, log on to chryslerbusinesslink.com or call us toll-free at 877-2THELINK (877-284-3546). **CHRYSLER SERVICE CONTRACTS.** Chrysler Group LLC has a vested interest in your satisfaction and owner experience with your new Ram vehicle. Chrysler Group LLC Service Contracts offer extended service plans to help ensure that you'll enjoy your Ram for many years down the road. For more information on comprehensive vehicle coverage, see your Ram dealer, call 800-442-2666, or visit dodge.com/csc specifically for your Ram vehicle for exceptional fit, finish, and performance. Visit your dealership or mopar.com. **Uconnect.** With Uconnect, you're always connected — to people, places, music, movies, and the Internet. **SiriusXM SATELLITE RADIO** delivers over 130 channels, including commercial-free music, plus the best sports, news, talk, comedy, and entertainment. Factory-installed SiriusXM Satellite Radio includes a one-year subscription. For more information, go to siriusxm.com. **RAM OUTFITTER** is a collection of handpicked items bearing the Ram name — from apparel to tools for work and play. It's all found at ramtrucks.com/outfitter. **AUTOMOBILITY.** Chrysler Group LLC's Automobility program provides aftermarket reimbursement incentives on adaptive vehicle upfit equipment in order to help provide safe and reliable vehicle modifications to enhance accessibility for all people. For more information, call 800-255-9877 or visit chryslerautomobility.com. **RAM® MASTERCARD.** Earn 3 points on qualifying purchases made at Chrysler Group LLC dealerships, 2 points per \$1 on qualifying travel purchases and 1 point per \$1 on qualifying purchases everywhere else with the new Ram MasterCard. Points may be redeemed at your local dealership for cash off your new or used vehicle, accessories, parts, or service — including your next oil change. Or choose from hundreds of other rewards, including travel, cash back to your account, merchandise, or gift cards.¹ For more information or to apply, visit RamCard.com. ¹Complete details, including restrictions, limitations, and exclusions, will be available when you become a Cardmember. This card is issued by First Bankcard, a division of First National Bank of Omaha, pursuant to a license by MasterCard International Incorporated.

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RAM ZONE

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Shown below: Ram 1500 Crew Cab Laramie in True Blue Pearl with Bright Silver Metallic lower.



Properly secure all cargo.