



RAM

2012 RAM COMMERCIAL VEHICLES



OUR TERMS OF ENGAGEMENT: QUALITY AND RELIABILITY.

ONE LOOK AT THE ECONOMY, AND IT'S CLEAR: TODAY IT'S ALL ABOUT WORKING SMART FROM THE GET-GO. RAM TRUCKS PUT IT ALL ON THE LINE, WITH MAXIMIZED UPTIME, UNQUESTIONED CAPABILITY FROM PROVEN CHASSIS AND POWERTRAINS, AND A RAZOR-SHARP FOCUS ON LOW COST OF OWNERSHIP. QUALITY? IN THIS FAMILY, IT'S A BIRTHRIGHT: EVERY RAM BACKS YOU WITH A COMPREHENSIVE 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY.^{[1]*}

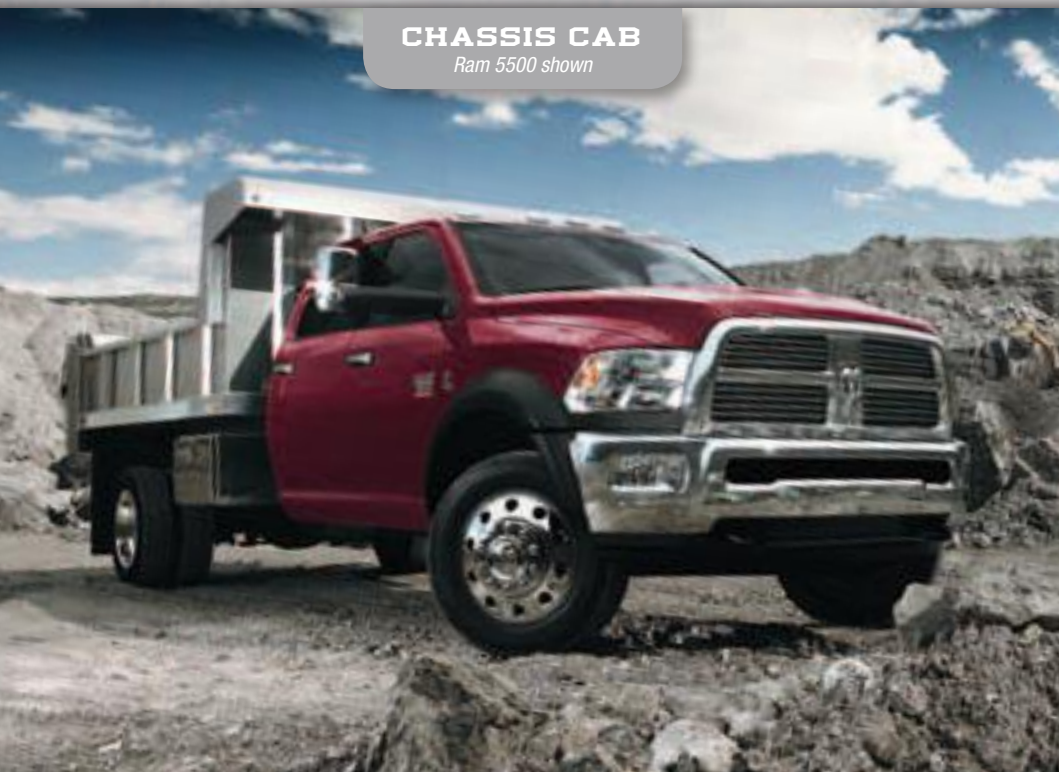
*A note about this brochure: All disclaimers and disclosures can be found on the back page.

THIS IS HOW RAM DRIVES YOUR BUSINESS.



RAM

CHASSIS CAB
Ram 5500 shown



HEAVY DUTY
Ram 2500 shown



RAM 5500/4500 CHASSIS CABS



6.7-liter Cummins® Turbo Diesel with intercooler (305 hp/610 lb-ft of torque)

- Standard 6-speed manual with driver-side PTO access
- With new available MAX Tow Package: max GCWR: 30,000 lb^[2] (both models); max trailer tow figures 5500: 22,200 lb;^[2] 4500: 22,250 lb^[2]
- Available 6-speed AISIN® automatic with passenger-side PTO access
- 2-speed manual part-time or 2-speed electronic shift-on-the-fly transfer case, available
- 34-inch-wide C-channel frame rated at 50,000 psi yield strength

RAM 3500 CHASSIS CABS



5.7-liter gas V8 with Variable Valve Timing (VVT) with standard 66RFE 6-speed automatic (383 hp/400 lb-ft of torque)

- Available 6.7-liter Cummins Turbo Diesel with intercooler (305 hp/610 lb-ft of torque)
- 6-speed manual (standard, Cummins only)
- 6-speed AISIN automatic (available, Cummins only)
- 2-speed manual transfer case or 2-speed electronic transfer case, available
- 34-inch-wide C-channel frame rated at 50,000 psi yield strength
- Max GCWR 26,000 lb^[2]
- Max trailer tow 18,750 lb^[2]

RAM 3500/2500 PICKUPS



6.7-liter Cummins Turbo Diesel with intercooler (350 hp/610 lb-ft of torque: standard on 3500; available for 2500)

- Unsurpassed torque^[3] from the 6.7-liter Cummins High Output Turbo Diesel (350 hp/800 lb-ft of torque; available for both models with the 68RFE 6-speed automatic)
- 5.7-liter HEMI® V8 with VVT (2500 models only; 383 hp/400 lb-ft of torque)
- RamBox® Cargo Management System now available for select models^[4]
- Best-in-class interior volume^[3] for a heavy-duty pickup, with Ram Mega Cab®
- 3500 max GCWR 30,100 lb^[2]
- 3500 max trailer tow 22,750 lb^[2]

RAM 1500 PICKUPS



3.7-liter V6 with 4-speed automatic, standard

- Available 4.7-liter Flex Fuel V8 with 65RFE 6-speed automatic
- Available 5.7-liter HEMI V8 with VVT and MDS Fuel Saver Technology with 65RFE 6-speed automatic
- Nine different trim levels
- Electric-shift part-time or on-demand transfer cases
- RamBox Cargo Management System now available for all trim levels and all cab configurations^[4]
- Ram 1500 Tradesman model for work-specific commercial use

NEW RAM C/V



3.6-liter Pentastar® V6 with Flex Fuel calibration (283 hp/260 lb-ft of torque)

- 6-speed automatic transmission
- Commercial-grade suspension
- Flat aluminum load floor with antiskid mat floor covering
- Available premium load floor with in-floor storage
- Upfit-friendly, with available packages and items from Mopar®
- Max interior room: 144 cu ft
- Max payload: 1,800 lb
- Max trailer tow: 3,600 lb^[2]

Properly secure all cargo.

RAMTRUCKS.COM

LIGHT DUTY Ram 1500 Tradesman shown



CARGO VAN New Ram C/V



THIS IS THE NEW INDUSTRIAL REVOLUTION.

HEMI 5.7 LITER



Properly secure all cargo.

DISTINGUISHED HISTORY. ENDURING LEGEND.

The hemispherical head has a history more than a century old, with a heritage so rich, it helped define the distinctively American Muscle Car Era. Today, with its dual spark plug technology and unique hemispherical combustion chambers burning fuel with outstanding efficiency, the 5.7-liter HEMI® V8 offers compelling reasons as the engine of choice when gas is the preferred fuel.



EFFICIENT AND INGENIOUS: MDS FUEL SAVER TECHNOLOGY ON RAM 1500.

Under a wide range of conditions, the 5.7-liter HEMI V8 transformation from a powerful V8 into an efficient 4-cylinder goes unnoticed — with one sole exception: the increase in fuel efficiency.

ABOVE ALL, IT CARRIES AN IMPECCABLE REPUTATION. The available HEMI V8 for Ram 1500 features both Variable Valve Timing (VVT) and the innovative MDS Fuel Saver Technology, which seamlessly shuts down four cylinders to transform the mighty V8 into a fuel-sipping four cylinder. The standard 5.7-liter HEMI V8 on Ram 2500 pickup and Ram 3500 Chassis Cab models also features VVT — technology that increases engine breathing, with resultant gains in torque and efficiency. For towing, hauling, and acceleration, this is a legend at work.



**5 YEAR/100,000 MILE
POWERTRAIN WARRANTY**

WARRANTIES AS TOUGH AS THE POWERTRAINS THEY PROTECT. The business of a Ram truck is to deliver quality. All Ram powertrains cover you with a 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]



CUMMINS + RAM. THERE IS NO EQUAL.

CUMMINS.® BIG-RIG CAPABILITY JUST GOT BIGGER. With enough strength to power a semi, the Cummins Turbo Diesel easily assumes leadership for Ram Heavy Duty pickups. Credit goes to the available Cummins High Output and its extraordinary torque. While both versions of the Cummins are the only diesels in the class^[3] to not require a Diesel Exhaust Fluid (DEF) system, the available 6.7-liter Cummins High Output Turbo Diesel increases strength exponentially. With the available MAX Tow Package, a properly equipped Ram 3500 Regular Cab ST Dually 4x2 achieves a maximum GCWR of 30,100 lb,^[2] along with towing that now reaches a stunning 22,750 lb.^[2]



ELECTRONIC CONTROL MODULE (ECM): This proprietary Cummins engineering enables the engine to respond faster to throttle and acceleration. Its expanded electronic features were specifically designed to meet the more rigorous demands of the commercial market.

PEAK TORQUE AT 1,600 RPM, 350 MAX HP AT 3,000 RPM: The engine control module features upgraded software, resulting in improved performance mapping for the engine. Specifically, it allows the available Cummins High Output Turbo Diesel to reach peak torque at only 1,600 rpm, which exceeds the output of the standard Cummins in the 1,200-2,800 rpm range.

TOUGH TORQUE CONVERTER: The available 68RFE automatic transmission coupled to the available Cummins High Output Turbo Diesel also contributes to performance; it houses the torque converter, which was specifically designed to help improve engine/transmission integration; by maintaining peak torque rpm, towing capability on grades shows dramatic improvement.

30,100-LB GCWR:^[2] Ram 3500 offers an outstanding trailer tow rating. For commercial purposes, it's ideal: with the available Cummins High Output in Ram 3500 pickup, all Ram towing figures ramp up. There is, however, a leader: Ram 3500 Regular Cab ST Dually 4x2 with the available MAX Tow Package grabs a 30,100-lb GCWR,^[2] with the impressive ability to tow up to 22,750 lb.^[2] Credit an upgraded rear axle, a 4.10 axle ratio, rear differential cover with cooling fins to dissipate heat, strengthened rear axle pinion and helical gears, engine-mounted water-to-oil transmission cooler, upgraded power steering cooler, and a crankshaft damper to reduce engine noise and vibration.

INTEGRATED GRID HEATER: This technical accomplishment results in unexpected and totally reliable cold-starting ability. Cummins Turbo Diesel engines start without glow plugs or an ancillary block heater in temperatures as low as -20°F.



**UNSURPASSED
TORQUE,^[3]
OUTSTANDING
TOWING CAPABILITY.^[2]**

The available Cummins High Output Turbo Diesel raises torque to 800 lb-ft and towing up to 22,750 lb.^[2]



CUMMINS + RAM. IN EVERY WAY, A HIGH-OUTPUT PARTNERSHIP.

Ram and Cummins have worked together for nearly a quarter of a century; this is team playing that just flat-out works. While the technical differences between Cummins Turbo Diesels and competitive engines are substantial (and involve every aspect of engineering and materials, even down to the placement of the oil pan), the true value is found where it counts: in real-life bottom-line business issues. Think incontestable durability and quality. Think workhorses designed and built for a life of hard labor — and which you can reliably count on, day after day — a sure indication of proven dependability. And think quality so exceptional, it's measured in terms of time and space: a 5-Year/100,000-Mile Powertrain Limited Warranty!^[1]

OUR BEST STRENGTHS RUN IN THE FAMILY.



Late availability feature shown. Properly secure all cargo.

RAM CHASSIS CABS

5500

SHOWN BELOW: Ram 5500 Crew Cab SLT in
Flame Red with aftermarket Dump Body upfit.

PERFORMANCE-ENHANCED BY DESIGN.



THE ULTIMATE IN BODY-BUILDING CHARACTER.

Some strengths you count. Others you weigh. The designers behind Ram 5500 Chassis Cabs took it all into consideration. The results give you a distinctively upfit-friendly and versatile truck, with all components below the flat 34-inch frame rails, and a DEF-filler neck independent of the cab. Here's where outstanding handling combines with rear frame capability so good, it carries best-in-class^[7] strengths. Above all, it's engineering focused on low cost of ownership — and that's an advantage you can build on.

RAM 5500 CHASSIS CABS

- HARDER**
- > 6.7L CUMMINS® TURBO DIESEL WITH STANDARD DIESEL EXHAUST BRAKE
 - > LARGEST BRAKE ROTORS IN THE CLASS^[6]
 - > AVAILABLE COMMERCIAL-GRADE AISIN® 6-SPEED AUTOMATIC TRANSMISSION

- SMARTER**
- > BEST-IN-CLASS^[6] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[11]
 - > CERTIFIED CLEAN IDLE FOR ALL 50 STATES
 - > STANDARD 52-GALLON TANK WITH EXCELLENT FUEL EFFICIENCY FOR EXCEPTIONAL RANGE

THE FORMIDABLE 6.7L CUMMINS TURBO DIESEL.



At only 1,600 rpm, you've got 610 lb-ft of eminently capable torque ready to be put to work.

BEST-IN-CLASS STANDARD 18,750- OR 19,500-LB GVWR.^[5]

Properly equip a Ram 5500 Chassis Cab, and its best-in-class standard GVWR^[5] accommodates just under 10 tons, giving you unparalleled confidence and capability.

BEST-IN-CLASS REAR FRAME STRENGTH.^[7]

Ram Chassis Cabs utilize super-capable rear frames with a C-channel design. Rated at 50,000 psi, they're ready for the toughest jobs and upfits.

AN INTELLIGENT DEF SYSTEM.

From the get-go, the design of the Ram 5500 Chassis Cabs took the SCR/DEF system into consideration. All components for this emissions system are below the cab and out of the way of upfit zones.

STOP HERE FOR EXCEPTIONAL BRAKE FIGURES. Ram 5500 Chassis Cab carries it all — a bold statement justified by the fact that these massive brake rotors are the largest in the class.^[6]

ONLY RAM: A NEW GCWR OF 30,000-LB.^[2] With the available tough MAX Tow Package, the Ram 5500 Chassis Cabs achieve new and impressive capability for the job — 30,000-lb GCWR.^[2]

AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER. This is towing with total control: panel-mounted digital controller allows the driver to manage the ideal brake force to the trailer.



RAM CHASSIS CABS

4500

SHOWN BELOW: Ram 4500 Regular Cab SLT
in Bright White with aftermarket upfit.

LIMITED ONLY BY YOUR IMAGINATION.



EAGERLY TAKES ON A LIFETIME OF HARD LABOR.

We subjected our trucks to rigorous preproduction testing, and they met those demands with flying colors — giving you quality that's custom-made for business. By measuring cost of ownership and by increasing capability, Ram 4500 Chassis Cabs with the available MAX Tow Package deliver a 30,000-lb^[2] maximum GCWR for your work. And while factors like extended brake life may help reduce costs, we underscore Ram reliability with superb quality: a best-in-class^[6] 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]

Properly secure all cargo.

RAM 4500 CHASSIS CABS

HARDER

- > BEST-IN-CLASS^[6] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[1]
- > MAX GVWR OF 16,500 LB^[2]
- > NEW AVAILABLE MAX GCWR OF 30,000 LB^[2]
- > LARGEST BRAKE ROTORS IN THE CLASS^[6]

SMARTER

- > BEST-IN-CLASS^[6] STANDARD ALTERNATOR — 180-AMP
- > AVAILABLE B-20 BIODIESEL COMPATIBLE (FLEET ONLY)
- > IMPRESSIVE PTO CAPABILITY FOR HYDRAULIC UPFIT APPLICATIONS
- > FORMIDABLE TIRE SPEED RATINGS

CLASS-EXCLUSIVE^[7] 6-SPEED MANUAL TRANSMISSION.

The standard transmission with the 6.7-liter Cummins[®] Turbo Diesel. Its durability cannot be overestimated, and it permits greater operator control over its automatic counterparts.



AISIN[®] 6-SPEED AUTOMATIC TRANSMISSION.

Available only with the Cummins, the PTO capability of this transmission is matched by its strength: it was designed to specifically handle the output of the 6.7-liter Cummins Turbo Diesel.



PTO-FRIENDLY FROM THE GET-GO.

Power Take-Off capability is critical. Both transmissions mated to the Cummins Turbo Diesel in Ram Chassis Cabs support a variety of upfits — hydraulic and other — making Ram versatile at every turn.



THIS IS WHAT IT TAKES. AVAILABLE 30,000-LB^[2] GCWR. Hands-down, this is the one to come to when you're looking at towing big-rig packages. Measure your capability up to 15 tons. Ram 4500 Chassis Cabs equipped with the available MAX Tow Package pull it off with ease.



BUILT-IN UPFITTER SWITCHES. No need to install extra switches here: the smart Ram Chassis Cab design gives you four upfitter switches mounted in the instrument panel. Two can run a 25-ampere load; the other two can run 40-amp loads. The system also includes large-gauge wires (continuous) and a dedicated under-the-hood power distribution center.



THREE AVAILABLE AXLE RATIOS. These trucks are all about the work. With Ram 4500 Chassis Cabs, you'll choose the precise job-rated axle ratio that's right for you. The choice of a 4.10, 4.44, or a 4.88 axle ratio is based on the transmission you select, and gives you enormous latitude and versatility for the job at hand.

RAM CHASSIS CABS

3500

SHOWN BELOW: Ram 3500 Crew Cab SLT in Bright Silver Metallic with aftermarket Service Body upfit. Properly secure all cargo.

**IF ONLY ALL PARTNERS
WERE THIS RELIABLE.**



THESE ASSETS COME WITH GENEROUS DIVIDENDS.

The capability of Ram 3500 Chassis Cabs has been proven beyond doubt. Standard powertrain: 5.7-liter gas V8 mated to the 66RFE 6-speed automatic. The 6.7-liter Cummins® is available with two transmission choices. Coming to the job with sharp exterior styling, unassailable power, and an ultra-comfortable interior, Ram 3500 Chassis Cabs warrant top-tier consideration for virtually any upgrade. The list of upfitter-friendly assets starts with clean, flat frame rails and a free-standing DEF filler neck positioned independent of the cab. The available front GAWR of 5,500 lb^[2] — ideal for snowplows — is convincing proof that these Chassis Cabs are built to handle it all.

RAM 3500 CHASSIS CABS

- HARDER**
 - > BEST-IN-CLASS STANDARD HORSEPOWER AND TORQUE^[8] WITH THE 5.7L GAS V8
 - > AVAILABLE 6.7L CUMMINS DIESEL
 - > AVAILABLE COMMERCIAL-GRADE AISIN® 6-SPEED AUTOMATIC TRANSMISSION
 - > BEST-IN-CLASS REAR FRAME STRENGTH^[7]
- SMARTER**
 - > BEST-IN-CLASS REAR FUEL TANK SIZE^[7] AND EXCELLENT FUEL EFFICIENCY FOR EXCEPTIONAL RANGE
 - > ELECTRONIC RANGE SELECT (ERS) STANDARD ON 6-SPEED AUTOMATIC TRANSMISSIONS
 - > LARGE 7x11-INCH TRAILER TOW MIRRORS, STANDARD ON EVERY 3500 CHASSIS CAB



BEST-IN-CLASS REAR FRAME STEEL STRENGTH.^[7]

It's rated at 50,000 psi, offering impressive strength for the aftermarket body application and load requirements you need.

LARGEST REAR FUEL TANK IN THE CLASS.^[7]

Ram 3500 Chassis Cabs come with a standard 52-gallon rear fuel tank, reducing downtime spent refueling.



MASSIVE BRAKES. Ram 3500 Chassis Cab models feature large brake rotors that measure up to spec: they're over 14 inches in diameter.

EIGHT-BOLT LUGS. There's no stopping us when it comes to brake development. Ram 3500 Chassis Cabs feature eight lugs to maximize clamping force.



BEST-IN-CLASS STANDARD HP AND TORQUE^[8]: 5.7L GAS V8 WITH VVT.

Few engines in the working world carry the authority of the 5.7-liter gas power plant, offering features like VVT (Variable Valve Timing) to open up engine breathing, with welcome gains in torque.



AVAILABLE 6.7L CUMMINS DIESEL AND 6-SPEED MANUAL TRANSMISSION.

Built to power semi trucks, the Cummins paired with the available six-speed manual delivers extreme pulling power, helps decrease fuel consumption, and offers increased control over an automatic.

RAM PICKUPS

3500 HEAVY DUTY

SHOWN BELOW: Ram 3500 Crew Cab
SLT in Bright White. Properly secure all cargo.

**WHEN IT COMES TO TOWING,
YOU'VE COME TO THE RIGHT PLACE.**



FAR AND ABOVE THE REST.

Compare a Ram 3500 pickup to any competitive model, and the differences stand out with brilliant clarity. Other diesel-powered pickups in the class^[3] require the money, time, and hassles to support their Diesel Exhaust Fluid (DEF) systems. Not this one. Capability is, of course, built into the design. With the available 6.7-liter Cummins® High Output Turbo Diesel paired with the 6-speed automatic transmission, you've got torque measured at an unsurpassed 800 lb-ft.^[3] Add the available MAX Tow Package, and you're looking at stand-out towing: a Ram 3500 Regular Cab ST Dually 4x2 delivers a maximum GCWR of up to 30,100 lb,^[2] with the ability to tow trailers up to 22,750 lb,^[2] with payload up to 5,180 lb.^[2] You want pull. Ram 3500 Heavy Duty pulls its weight — and you can count on it.

Properly secure all cargo.



RAM 3500 HEAVY DUTY

- HARDER**
- > AVAILABLE CUMMINS HIGH OUTPUT: 800 LB-FT OF TORQUE, FOR OUTSTANDING 22,750-LB MAX TOW CAPACITY^[2] AND A MAXIMUM GCWR OF 30,100 LB^[2]
 - > STANDARD 6.7L CUMMINS TURBO DIESEL WITH 6-SPEED MANUAL TRANSMISSION DELIVERS 610 LB-FT OF TORQUE
 - > AVAILABLE 6-SPEED AUTOMATIC TRANSMISSION WITH ROBUST TORQUE CONVERTER
- SMARTER**
- > STANDARD DIESEL EXHAUST BRAKE ENABLES GREATER CONTROL OVER HEAVY LOADS
 - > AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER WITH ELECTRIC-OVER-HYDRAULIC CAPABILITY
 - > STANDARD ELECTRONIC STABILITY CONTROL (ESC)^[12] ON ALL SINGLE REAR WHEEL MODELS



RAM HEAVY-DUTY MEGA CAB.[®] THE LARGEST INTERIOR VOLUME IN THE CLASS.^[3]

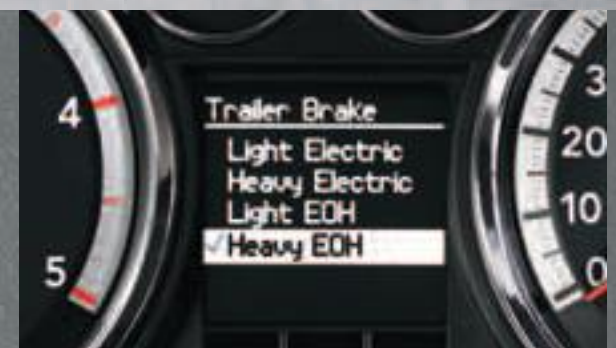
Sure, it'll easily tow tons, but with the largest interior volume in its class,^[3] there's tons of room for passengers and — with the fold-flat rear seat area — for cargo you want to keep inside.



SERIOUS CAPABILITY. When you're looking at one-ton pickup capability, grab 15-ton capacity right with it. The Ram 3500 Heavy Duty pickup with the available Cummins High Output Turbo Diesel and MAX Tow Package handles GCWRs up to 30,100 lb.^[2] The Ram 3500 Regular Cab ST Dually 4x2 with the same package maxes out towing at 22,750 lb.^[2]



FIFTH-WHEEL HITCH. An Authentic Accessory by Mopar[®], this tough Fifth-Wheel Hitch assembly considerably ramps up towing possibilities with your Ram 3500 pickup. The Fifth-Wheel Hitch is recommended across the Ram truck line when towing weights exceed 12,000 lb.



NEW CHOICES GIVE YOU EXCEPTIONAL TRAILERING.

The new available electric-over-hydraulic trailer controls offer enormous latitude and precision when using trailers up to four axles. Choose from multiple modes on the EVIC to precisely adjust the controller to the specific properties of your trailer — including travel, livestock, cargo, car hauler, and even gooseneck and transport trailers.

RAM PICKUPS

2500 HEAVY DUTY

SHOWN BELOW: Ram 2500 Crew Cab Big Horn in Flame Red with aftermarket Snowplow.

BUILT TO EXCEL. IN EVERY FIELD.

UP TO 5,500-LB
FRONT GAWR⁽²⁾. IDEAL
FOR SNOWPLOWS

Look at these front GAWR ratings, and “bulldozer” capability instantly comes to mind. For northern latitudes, this is front axle strength designed for heavier snowplow applications.



A COMFORTABLE MEANS TO MOVE MOUNTAINS.

Three cab sizes, three-quarter-ton capability — and 100% fervor. Ram 2500 pickups feature the standard 5.7-liter HEMI® V8, with the available 6.7-liter Cummins® High Output Turbo Diesel providing an unsurpassed 800 lb-ft of torque.^[3] Unlike competitive diesel-powered pickups,^[3] Ram 2500 with either available Cummins Turbo Diesel requires no DEF whatsoever — of course, while still meeting all 50-state emissions standards. And the Ram 2500 Power Wagon® stands alone in the field — as the most capable off-road full-size pickup. Whether you're moving men or mountains, Ram 2500 is the right move.

Properly secure all cargo.



RAM 2500 PICKUPS

- HARDER**
- > AVAILABLE 6.7L CUMMINS TURBO DIESEL ENGINES IN EITHER STANDARD OUTPUT OR HIGH OUTPUT VERSIONS
 - > MODELS INCLUDE THE OFF-ROAD LEADER: THE FORMIDABLE RAM POWER WAGON
 - > 6-SPEED AUTOMATIC TRANSMISSION
 - > AVAILABLE, UNSURPASSED 800 LB-FT OF TORQUE^[3]
- SMARTER**
- > ELECTRONIC RANGE SELECT (ERS) ON 6-SPEED AUTOMATIC TRANSMISSIONS
 - > NO DEF SYSTEM REQUIRED WITH EITHER AVAILABLE CUMMINS ENGINE
 - > AVAILABLE INTEGRATED ELECTRIC-OVER-HYDRAULIC TRAILER BRAKE CONTROLLER
 - > STANDARD ELECTRONIC STABILITY CONTROL (ESC)^[12] ON ALL 2500 MODELS
 - > UNSURPASSED^[3] 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[1]



RAM ONLY: NO DEF SYSTEM HERE. YOU'LL SAVE MONEY, TIME, AND HASSLES.

The difference between a Ram with a Cummins and other diesel-powered pickups in the class^[3] is substantial. They all require a DEF system — with all the associated expense of money, time, and hassles. Only Ram and Cummins offer this freedom.

RAM ONLY: THE CLASS-EXCLUSIVE^[3] RAMBOX® CARGO MANAGEMENT SYSTEM.

Innovative, practical, and versatile, the RamBox System is now available for Ram Heavy Duty models with 6'4" beds.^[4] Includes two dry, lit, lockable and drainable side-bed boxes, cargo rails, and a cargo bed extender/divider.

DURABILITY BACKED BY OUTSTANDING WARRANTIES. Go to work and rest assured, the quality of the standard 5.7-liter HEMI V8, available 6.7-liter Cummins Turbo Diesel and Cummins High Output, as well as every transmission in Ram 2500 pickups, is measured in reliability — demonstrated by our fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.^[1]

JOB-RATED, AND RIGHT-SIZED FOR IT ALL. For years, the rule of thumb for a work truck was a Ram Regular Cab with an enormous 8-foot bed. But we changed the rules, with cab sizes built to match large crews with large amounts of comfort and space. Ram 2500 Crew Cab offers enormous interior room, while Ram Mega Cab® stands alone, providing the most interior volume of any full-size heavy-duty pickup, period.^[5]

NEW FOR RAM HEAVY-DUTY: THE CLASS-EXCLUSIVE^[3] RAMBOX® CARGO MANAGEMENT SYSTEM. It was a runaway hit for Ram 1500 Crew Cab, and now it's available for select Ram Heavy Duty models.^[4] The RamBox Cargo Management System includes two dry, lockable and drainable storage bins on each side of the bed, along with a Cargo Bed Divider and bed rails. Additional available conveniences from Mopar® include the RamBox Holster — perfect for off-the-job leisure activities.



Late availability feature shown.

RAM PICKUPS

1500 LIGHT DUTY

SHOWN BELOW: Ram 1500 Tradesman in Bright White with available RamBox Cargo Management System.^[4]

JOB RATED FOR LIFE.

**CLASS-EXCLUSIVE:^[1]
THE AVAILABLE RAMBOX[®]
CARGO MANAGEMENT SYSTEM
FOR ALL TRIM LEVELS.^[4]**

Two lockable, drainable, and lit boxes for tools, equipment, or supplies. The system is completed by an ingenious extender/divider for the cargo bed and cargo rails with sliding tie-down anchors.

Late availability feature shown. Properly secure all cargo.

SKILL SETS MEASURED BY ECONOMIES OF SCALE.

Little doubt why Ram 1500 excels at so many jobs: when you consider all the advantages of this worker, perfection is mighty close at hand. Like the available 5.7-liter HEMI® V8 with MDS Fuel Saver Technology and Variable Valve Timing (VVT) delivering up to 20 hwy mpg.^[10] Like the versatile RamBox® Cargo Management System now available on all models with 5'7" and 6'4" beds.^[4] Like the class-exclusive^[11] rear suspension. Like standard ESC^[12] contributing to trailer control and impeccable road manners. Like the capable Ram 1500 Tradesman® built with the right work credentials. Put it all together, and Ram 1500 is off the charts.

Properly secure all cargo. The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.



RAM 1500 LIGHT DUTY

- HARDER**
 - > CHOOSE FROM 3 EFFICIENT ENGINES. ALL CAPABLE OF ACHIEVING 20 HWY MPG^[10]
 - > 5-YEAR/100,000-MILE POWERTRAIN LIMITED WARRANTY^[11]
 - > AVAILABLE 5.7L HEMI V8 WITH MDS FUEL SAVER TECHNOLOGY
- SMARTER**
 - > ELECTRONIC RANGE SELECT (ERS)
 - > UP TO 43 INNOVATIVE STORAGE AREAS (CREW CAB)
 - > AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER
 - > STANDARD INTEGRATED 4- AND 7-PIN TRAILER CONNECTORS
 - > CLASS-EXCLUSIVE^[11] RAMBOX SYSTEM IS NOW AVAILABLE FOR ALL TRIM LEVELS^[4]



PERFORMANCE AND VALUE: TRADESMAN. Take a 1500 Regular Cab ST and add exceptional features, all standard, and you've got a partner ready to work. 5.7-liter HEMI V8 with efficient 20 hwy mpg.^[10] Six-speed automatic. Heavy-duty engine and transmission cooling and shocks. Class IV trailer hitch. Factory-installed Spray-in bedliner. Authoritative 17-inch steel wheels. There's much more, plus impressive options — backed by a comprehensive Powertrain Limited Warranty.^[11]

1,909-LB^[2] MAXIMUM PAYLOAD. Some jobs demand hauling that exceeds half-ton capability. Ram 1500 was designed for those jobs, day-in, year-out, with payload capacity approaching a full ton.



CLASS-EXCLUSIVE:^[11] THE FIVE-LINK COIL SPRING REAR SUSPENSION. So durable, it's the preferred suspension system of freight trains. In Ram 1500, the improved ride comes from cutting friction and reducing weight when compared to conventional leaf spring systems.

This class-exclusive^[11] suspension delivers all the capability you need for hauling significant payloads — with no compromise whatsoever in comfort, handling, or maneuverability.



TWO AVAILABLE TRANSFER CASES. Ready for the job, with instrument panel-mounted switches for easy operation. The Ram 1500 part-time transfer case has three modes: 2WD, 4WD High, and 4WD Low; the driver sets the desired traction. The sophisticated on-demand transfer case adds 4WD Auto, a setting that automatically adapts to all conditions: wet or dry pavement, snow, even icy scenarios.

RAM C/V

CARGO VAN

SHOWN BELOW: Ram C/V in Stone White. Properly secure all cargo.

**NEW RAM C/V
CARRIES THE DAY, ALL YEAR LONG.**



ROOM TO MOVE. ROOM TO GROW.

Introducing the newest member of the Ram Commercial family: Ram C/V — the light-duty Ram Cargo Van with a heavy-duty attitude. With the best V6 in Ram history — the Pentastar® V6, with Variable Valve Timing (VVT) and Flex Fuel capability for added value — Ram C/V brings it all home with the advantages that count most: best-in-class^[1,3] horsepower and torque, cargo room and payload. Comprehensive Electronic Stability Control (ESC).^[12] 4-wheel ABS. Commercial-grade tough suspension. Tire Pressure Monitoring System. In every way, this is the exception that rules.

Properly secure all cargo.

NEW RAM C/V

- HARDER**
 - > PENTASTAR V6 WITH VARIABLE VALVE TIMING (VVT) AND E85 CALIBRATION
 - > STANDARD ESC^[12] WITH ALL-SPEED TRACTION CONTROL
 - > COMMERCIAL-GRADE HEAVY-DUTY SUSPENSION
- SMARTER**
 - > AVAILABLE PARKVIEW® BACK-UP CAMERA^[9]
 - > AVAILABLE HANDS-FREE PHONE^[14]
 - > WIDE VARIETY OF AVAILABLE WINDOW PANEL TREATMENTS FOR EXTRA SECURITY
 - > STANDARD ALUMINUM LOAD FLOOR WITH ANTISKID STRIPS
 - > AVAILABLE DELUXE ALUMINUM LOAD FLOOR WITH THREE IN-FLOOR BINS



BEST-IN-CLASS PAYLOAD^[1,3]
BEST-IN-CLASS CARGO CAPACITY^[1,3]
BEST-IN-CLASS POWER AND TORQUE^[1,3]

REAL-WORLD NUMBERS. The engineering that went into the new Ram C/V gives you measurable benefits that translate into dramatic advantages. Upgraded roof strength increases an already impressive safety factor. The fuel economizer mode communicates real-world fuel savings. Even the ESC^[12] system has been specially tuned for anticipated heavy-duty loads. In every way, the new Ram C/V is how to drive your business forward.

VERSATILITY IS VIRTUALLY LIMITLESS. Given the intelligence of the interior — a huge, larger than 4x8-foot floor and nearly vertical walls — Ram C/V is a natural when your work calls for a custom interior upfit. Need to make your Ram C/V a mobile workshop? You've come to the right space.



BEST-IN-CLASS PAYLOAD.^[1,3] Load it up — as in, up to the limit. New Ram C/V delivers outstanding payload capacity that gives you 1,800 lb of best-in-class capability.^[15] By contrast, its nearest competitor, Ford Transit Connect, maxes out with a 1,600 lb payload — 11% less.



BEST-IN-CLASS CARGO CAPACITY.^[1,3] This is room where you can grow a business. Compared to the Ford Transit Connect (with 129.6 cu ft), Ram C/V gives you 144.4 cubic feet of cargo area. Cargo area length measures 99 inches; width, 49 inches; again, best-in-class^[15] numbers to accommodate more cargo or a custom upfit.



BEST-IN-CLASS POWER AND TORQUE.^[1,3] The figures simply point to superior performance. 283 hp, 260 lb-ft of torque translate into numbers you can work with: towing capacity is impressive, maxing out at 3,600 lb.^[2] Even the Pentastar highway driving range is best-in-class,^[15] delivering 500 miles with the 20-gallon fuel tank.^[16]

RAM INTERIOR FEATURES

HARDER

- > RAM MEGA CAB® MODELS STILL HAVE THE LARGEST INTERIOR VOLUME OF ANY FULL-SIZE PICKUP^[3]
- > OVER 40 INNOVATIVE STORAGE SOLUTIONS, WITH EXCLUSIVE^[3] IN-FLOOR STORAGE (NOT AVAILABLE ON CHASSIS CABS)
- > AVAILABLE STEERING COLUMN-MOUNTED SHIFTER

SMARTER

- > UCONNECT® SYSTEM WITH AVAILABLE SIRIUSXM™ SATELLITE RADIO^[20]
- > EVIC: THE ELECTRONIC VEHICLE INFORMATION CENTER, WITH ITS CONVENIENT AT-A-GLANCE DISPLAY, IS AVAILABLE FOR ALL RAMS
- > IN-DASH INTEGRATED TRAILER BRAKE CONTROLLER AVAILABLE
- > STANDARD SIDE-CURTAIN AIR BAGS^[17] ON PICKUPS
- > AVAILABLE DUAL-POSITION FOLD-OUT TRAILER TOW MIRRORS

BRILLIANTLY APPOINTED FOR OVERALL COMFORT.

More and more, work trucks double as an office on-the-go — and that requires interior comfort that just flat-out works. The Ram interiors make convenience and comfort part of the job description. From the rear legroom-friendly Ram Crew Cab to the best-in-class interior volume^[3] of Ram Mega Cab to the multiple five-gallon bucket accommodation behind the front seats of every Ram Regular Cab, here's where you'll enjoy sophisticated standard and available electronics that keep you in touch with everyone: the guys on the job site, your customers, your friends, your family. Whether you're wearing overalls or a business suit, the Ram interior gives you the best.

Properly secure all cargo.

SMART BUSINESS ADDRESS.

WiFi

AVAILABLE WIFI^[18]
MAKES YOUR RAM TRUCK
A ROLLING OFFICE.

Hands-down, this is the smart way to do business, with wireless Internet^[18] access at broadband speeds. Use any mobile device up to 150 ft from the cab.



**CREW CAB: IN-FLOOR
BINS AND AVAILABLE
RAMBOX® SYSTEM.**

Crew Cab pickups feature removable, drainable, and waterproof in-floor bins to store tools, valuables, and even ice. Available RamBox System now smartly expands capability for all trim levels.^[4] See configurations page for details.



115 VOLTS OF ERGONOMIC POWER. The available dashboard-mounted 115-volt outlet gives you the power to operate any number of critical worksite peripherals. In addition, all buttons and switches are designed so you can operate them with a gloved hand.

COMMAND CENTRAL. Information and controls are at a glance and at your fingertips. Screens are easily read during daylight, and other controls — including upfitter switches on Chassis Cabs — are right there.

SURROUNDED BY STORAGE. It's generous and ingenious, with available dual glove boxes, pockets, and cubbies throughout. In Ram Crew Cab pickups, add in-floor bins and under-the-seat storage to stash valuables and small tools.

SPACIOUS CREW CAB. Second in interior room to the best-in-class interior volume^[5] of Ram Mega Cab,[®] Ram Crew Cab offers your team uncompromising comfort — especially with its superb and spacious rear seat and generous rear legroom.

Properly secure all cargo.



STAY CONNECTED. OUTFIT YOUR RAM TRUCK WITH AVAILABLE UCONNECT® SYSTEMS TO HELP STAY IN TOUCH WITH

THE PEOPLE, INFO, AND DEVICES THAT MATTER MOST. IT ACTS AS THE HUB FOR YOUR CELL PHONE, THE INTERNET,^[18] SIRIUSXM™ SATELLITE RADIO,^[20] NAVIGATION SYSTEM, AND EVEN YOUR PERSONAL DEVICES — SUCH AS A SMARTPHONE. ADD SIRIUSXM ADVANCED AUDIO,^[20] 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 MORE. UCONNECT INTUITIVE SYSTEMS ARE DESIGNED TO MAKE YOUR WORK LIFE EASIER, WHEREVER YOU ROAM.



PHONE. Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is a voice-activated system that allows you to pair up to seven Bluetooth® compatible phones and talk virtually hands-free. This clever system also synchronizes with your phone's address book^[19] — up to 1,000 entries — every time you get into your truck. The added capability of audible text messaging offers instant — and safe — texting.



WEB.^[18] Put the power of high-speed Internet in your vehicle with Uconnect Web!^[18] Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your vehicle a mobile Hotspot within a 150-ft range. Use multiple devices at the same time. There's no need for cell cards or software with this unique Authentic Accessory by Mopar[®] — connectivity is all done wirelessly.



NAVIGATION. Provides turn-by-turn guidance by Voice Command^[14] and visual display. It can also locate nearby restaurants, shopping, hospitals, or points of local interest. Add SiriusXM Traffic[™]^[20] for real-time traffic updates, including accident alerts, road closings, and traffic flow. Your first year of SiriusXM Traffic^[20] service is included. Add SiriusXM Travel Link[™]^[20] for local fuel and movie info, even sports and stock market figures.



VOICE COMMAND.^[14] It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Vocally select FM radio stations, SiriusXM Satellite Radio^[20] channels, make and receive calls, select navigation destinations, and record voice memos. This smart system technology can also be trained to better recognize your voice and can understand commands in English, French, and Spanish.



AN ARSENAL FOR YOUR RAM TRUCK.

These tough components and engineering advantages give Ram pickups and Chassis Cabs unquestioned clout throughout the working world.

**5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY**¹¹

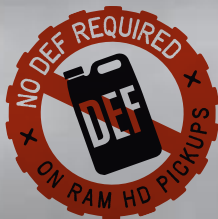
SERIOUS PROTECTION Every Ram pickup and Chassis Cab backs you with a fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.¹¹

ENGINES

THE 6.7L CUMMINS® TURBO DIESELS



The partnership of Cummins and Ram has been running 22 years strong, and now the going is better than ever. The available 6.7-liter Cummins High Output version powering Ram 2500/3500 pickups come to work with its unsurpassed 800 lb-ft of torque^[2] vaulting Ram 3500 into extreme trailer towing capability.^[2]



Clean by design: on Ram 2500 and 3500 pickups, the Cummins engines require no DEF, while meeting all 50-state emissions standards — a major difference between our pickups and those offered by Ford and Chevy. On Ram 3500 and 4500/5500 Chassis Cabs, the upfitter-friendly DEF system features the filler tube and tank clear of the rear frame upfit zone.

STD: 3500 PICKUP, 4500/5500 CC | OPT: 2500 PICKUP, 3500 CC

5.7L HEMI® V8 WITH VVT



In Ram models, the HEMI V8 features an Active Intake Manifold, along with Variable Valve Timing (VVT) to increase engine breathing and help improve torque and efficiency. On Ram 1500, the ingenious Fuel Saver Technology transforms the mighty V8 into a fuel-sipping 4-cylinder. Standard on Tradesman models.

STD: 1500 TRADESMAN, 2500 PICKUP, 3500 CC | OPT: 1500 PICKUP

4.7L V8 FLEX FUEL CAPABLE



V8 performance, but with Flex Fuel compatibility. This engine utilizes high-flow cylinder heads and exhaust manifolds, along with dual spark plug technology for clean burning of fuel. Utilizes E85 (ethanol) or gasoline, or any combination of the two.

OPT: 1500 PICKUP

3.7L V6

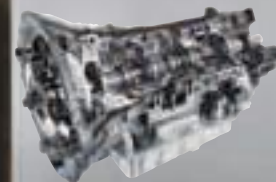


Not all work and towing requirements demand the strength of a 5.7L HEMI V8. When you need the efficiencies of a V6 engine and the capability of a Ram 1500, this workhorse is completely up to the job. Major features of the proven V6 include Electronic Throttle Control and SOHC.

STD: 1500 ST PICKUP

TRANSMISSIONS

AISIN® AS68RC 6-SPEED AUTOMATIC



Designed for use in semi trucks, the undeniable quality of the AISIN 6-speed automatic is evident in its design. This world-respected powertrain component was specifically engineered to handle the impressive torque output of the Cummins 6.7-liter Turbo Diesel and offers versatile PTO capability.

OPT: 3500/4500/5500 CC

6-SPEED MANUAL



Meet the standard drivetrain partner for the 6.7-liter Cummins Turbo Diesel. Formidable longevity is in part due to its high-ratio sixth gear, allowing lower highway rpm. PTO-capable, this transmission also offers inherent economies over automatics.

STD: 3500 PICKUP, 4500/5500 CC | OPT: 2500 PICKUP, 3500 CC

68RFE 6-SPEED AUTOMATIC



Electronic Range Select (ERS) adds efficient performance to the mix, but the 68RFE coupled to the 6.7-liter Cummins High Output Turbo Diesel also features a robust torque converter that improves towing on grades.

OPT: 2500/3500 PICKUP

66RFE 6-SPEED AUTOMATIC



Developed uniquely for the 2012 Ram 2500 Heavy Duty pickup and 3500 Chassis Cab, the 66RFE 6-speed was specifically engineered for a heavier duty rating. All gear ratios are higher than previous 545RFE ratings, with the added 6th gear showing a crisp 0.63 gear ratio. Features Electronic Range Select. Note the capable gear ratio in reverse: 4.44, an ideal number when moving large trailers.

STD: 2500 PICKUP/3500 CHASSIS CAB

65RFE 6-SPEED AUTOMATIC



The 65RFE is a sophisticated multirange electronically controlled transmission that provides optimized gear ratios for responsive performance along with good fuel efficiency. This transmission also features Electronic Range Select. Paired with the 4.7L and 5.7L V8s.

OPT: 1500 PICKUP

FUNCTIONALITY

UCONNECT® SYSTEMS



Choose from a variety of available radio, telecommunications, navigation and WiFi^[18] systems to stay connected with music, friends, clients, and the Internet.^[18] Subscription required; sold separately.

OPT: 1500/2500/3500 PICKUP, 3500/4500/5500 CC

TOWING

AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER



Improve your trailer braking and stability. The readout shows how much braking pressure is applied. It can even be customized for optimal performance: you can increase or decrease trailer brake pressure, depending on the weight of the load.

OPT: 1500/2500/3500 PICKUP, 3500/4500/5500 CC

PARKVIEW® REAR BACK-UP CAMERA^[9]



Available ParkView Rear Back-Up Camera^[9] reduces guesswork when backing up to a trailer, allowing the driver a clear view of the alignment of the hitch ball. No spotter or multiple trips in and out of the cab are needed.

OPT: 1500/2500/3500 PICKUP

ELECTRONIC VEHICLE INFORMATION CENTER (EVIC)



EVIC keeps you instantly informed about an important range of vehicle operations, with clear readouts located in the instrument cluster.

STD: 2500/3500 PICKUP, 4500/5500 CC | OPT: 1500 PICKUP, 3500 CC

NEW ELECTRIC-OVER-HYDRAULIC TRAILER BRAKE CONTROL CAPABILITY



Multiple modes shown in the EVIC let you customize the control to the properties of your trailer. Works with all trailers up to four axles, including conventional, travel, cargo, livestock and gooseneck.

OPT: 1500/2500/3500 PICKUP AND 3500/4500/5500 CC

TRAILER SWAY CONTROL^[12]



Part of the comprehensive Ram Electronic Stability Control (ESC)^[12] system, TSC detects trailer sway and automatically applies alternating braking force to counteract the sway, helping bring the trailer back to a stable condition.

STD: 1500 PICKUP, 2500/3500 SRW PICKUP

SPRAY-IN BEDLINER



A factory option for the ultimate in fit and finish, the Spray-in bedliner protects the bed of your Ram pickup, and offers a gentle touch for valuable cargo. Standard on Tradesman models.

STD: 1500 TRADESMAN | OPT: RAM 1500/2500/3500 PICKUP

ELECTRONIC RANGE SELECT (ERS)



All automatic transmissions for Ram include Electronic Range Select, which allows the driver to manually select the optimal gear for downshifting/engine braking – especially valuable when trailering.

STD: 1500/2500 PICKUP, 3500 CC | OPT: 3500 PICKUP, 4500/5500 CC

TRAILER TOW MIRRORS



Positioned on wide arms for outstanding views of trailered items, these tilt and fold in when not in use. Dual mirrors also feature ultra-wide angle views.

STD: 3500 PICKUP, 3500/4500/5500 CC | OPT: 1500/2500 PICKUP

RAMBOX® CARGO MANAGEMENT SYSTEM^[4]



System includes two lit, locking, and drainable compartments on each side of the cargo bed, a cargo bed extender/divider conveniently stored at the front of the bed, and cargo rails with four adjustable tie-down cleats.

OPT: 1500 PICKUP, 2500/3500 SRW PICKUP

INTEGRATED 4-PIN AND 7-PIN HARNESS PLUG



This built-in electronic port and harness directly affect towing convenience for Ram pickups. Intelligently designed over the bumper with convenient illumination nearby, it simplifies towing completely. Just hitch up, plug in, and go.

STD: 1500/2500/3500 PICKUP

INTEGRATED CLASS IV HITCH RECEIVER



This Class IV receiver is invaluable on any Ram full-size pickup when pulling trailers weighing more than 5,000 lb. Its importance is reflected in that it's standard on all Ram 2500/3500 pickups and 1500 Tradesman models.

STD: 1500 TRADESMAN, 2500/3500 PICKUP | OPT: 1500 PICKUP

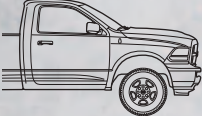
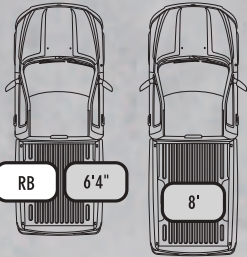
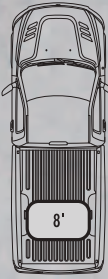

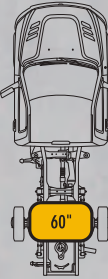
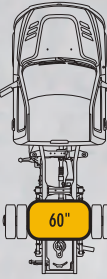
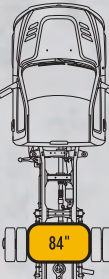
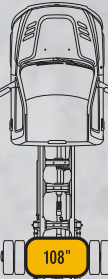
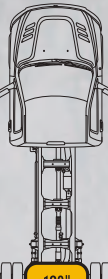
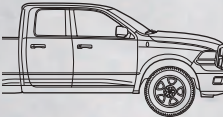



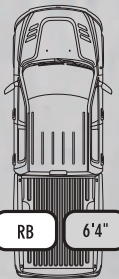
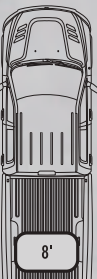
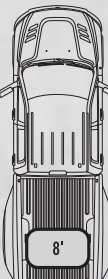
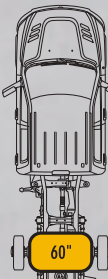
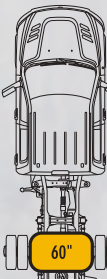
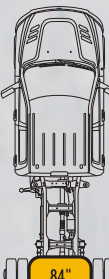
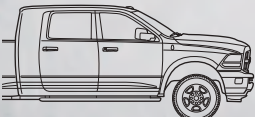
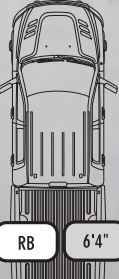
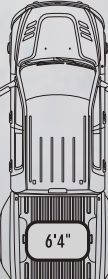
IN-FLOOR STORAGE BINS






Crew Cab models offer comfort for the whole crew, with spacious and convenient storage to boot. These in-floor compartments are ideal for valuables and small tools.

STD: 1500/2500/3500 CREW CAB PICKUP

CONFIGURE IT OUT.

	1500 PICKUPS	2500 AND 3500 PICKUPS		3500, 4500 AND 5500 CHASSIS CABS				
	SRW	SRW	DRW	SRW	DRW			
 <p>REGULAR CAB</p>	 <p>RB 6'4" 8'</p>	 <p>8'</p> <p>2500</p>	 <p>8'</p> <p>3500</p>	 <p>60"</p> <p>3500</p>	 <p>60"</p> <p>3500, 4500, 5500</p>	 <p>84"</p> <p>3500, 4500, 5500</p>	 <p>108"</p> <p>4500, 5500</p>	 <p>120"</p> <p>4500, 5500</p>
 <p>QUAD CAB®</p>	 <p>RB 6'4"</p>							
 <p>CREW CAB</p>	 <p>RB 5'7"</p>	 <p>RB 6'4" 8'</p> <p>2500, 3500</p>	 <p>8'</p> <p>2500, 3500</p>	 <p>8'</p> <p>3500</p>	 <p>60"</p> <p>3500</p>	 <p>60"</p> <p>3500, 4500, 5500</p>	 <p>84"</p> <p>4500, 5500</p>	
 <p>MEGA CAB®</p>		 <p>RB 6'4"</p> <p>2500, 3500</p>	 <p>6'4"</p> <p>3500</p>					

-  CARGO BED LENGTH
-  CAB TO AXLE LENGTH (CA)
-  RAMBOX® AVAILABLE
- SRW = SINGLE REAR WHEEL
- DRW = DUAL REAR WHEEL

BUSINESS SUPPORT THAT JUST FLAT-OUT WORKS.

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- **... and much more**

Learn more at chryslerbusinesslink.com
or call 877-2THELINK (877-284-3546).

*Some restrictions apply. See dealer for details.

**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**⁽²¹⁾ commercial incentive program provides enormous assistance in purchasing, customizing, and servicing your business vehicles. Among the most popular 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.

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



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5 YEAR/100,000 MILE
POWERTRAIN WARRANTY

RAM
OUTFITTER

Chrysler
Service
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BUSINESS LINK

SIRIUSXM
SATELLITE RADIO

AUTOMOBILITY
PROGRAM
CHRYSLER | JEEP | DODGE | RAM



^[1]Transferable. See dealer for complete details and a copy of the 5-Year/100,000-Mile Powertrain Limited Warranty. ^[2]When properly equipped. ^[3]Based on latest available competitive information. Class based on 250/2500 and 350/3500 pickups. ^[4]6'4" bed application is late availability. ^[5]Based on Class 5 pickup-based conventional cab chassis. ^[6]Based on Class 4-5 pickup-based conventional cab chassis. ^[7]Based on Class 3-5 pickup-based conventional cab chassis. ^[8]Based on Class 3 pickup-based conventional cab chassis, over 10,000 lb GVWR. ^[9]Always check entire surroundings before backing up. ^[10]Based on EPA estimates 14 city/20 hwy mpg for 4x2. ^[11]Based on *Automotive News* classification. ^[12]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 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. ^[13]Based on the latest available competitive information in the Small Commercial Van segment. ^[14]Requires Uconnect Phone. ^[15]Based on the latest available competitive information in the Small Commercial Van segment. EPA estimated 17 city/25 highway mpg. ^[16]EPA estimated 17 city/25 highway mpg. ^[17]The Advanced Front Air Bags in this vehicle are certified to the new U.S. 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. ^[18]Sold separately. Subscription required. Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. ^[19]Phone must support Bluetooth Phone Book Access Profile (PBAP). ^[20]Sirius services require subscriptions, sold separately after 12-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel. SiriusXM U.S. Satellite service available only to those at least 18 years of age in the 48 contiguous United States and D.C., with Sirius also available in PR. Go to www.siriusxm.com/traffic for available coverage. © 2011 SiriusXM Radio Inc. ^[21]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 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 or 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 truck. Chrysler Group LLC Service Contracts offer extended service plans to help ensure that you'll enjoy your truck 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. **AUTHENTIC RAM ACCESSORIES BY MOPAR** are designed specifically for your Ram truck 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 100% commercial-free music, sports, news, talk, entertainment, traffic and weather. 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 uplift equipment in order to help provide safe and reliable vehicle modifications to enhance accessibility for all people. For more information, call 800-255-9877. **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! For more information or to apply, visit RamCard.com. *Complete 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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