

2001 Ram



We've carved
chunk of tr



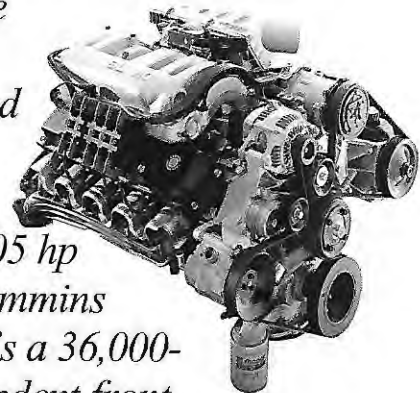
and out a big truck history.

competition to build bigger, stronger, harder-working trucks makes for a lot of "here today, gone tomorrow" shooting stars. Ram is different. Amidst all the muscle-flexing and torque-crunching, Dodge Ram Pickups stay at the head of the pack. Ram is continuing to make its mark in the racing world. In 1999, Ram Pickups competing in the NASCAR® Craftsman Truck Series captured pole positions in nine races, and achieved four race victories. Two Ram drivers ranked among the top five in series points. The Ram lineup

of fierce Magnum® engines includes an available 8.0-liter V10 that kicks out 310 horsepower (305 hp in California). There's also a high-torque Cummins Intercooled Turbo Diesel. Underneath, there's a 36,000-psi steel frame fitted with a rugged independent front suspension, and heavy-duty components. Ram Pickups are job-rated to fit your needs, and sized to fit you and your crew. Check out the regular cab, chassis cab or Quad Cab,™ with 4x2 or 4x4 wheel drive. Choose the 6½-foot short box, or eight-foot long box. Either size can be divided to carry multiple loads. Then there's the look. The strong-jawed, heavy-barred grille that's become the national symbol of truck dominance. Add a roomy interior, authoritative handling, and the dependability, versatility, and strength to be among the longest-lasting, full-size pickups.* In truck territory, the benchmark is awfully hard to reach.

Unless you're different.

*Based on the percentage of 7/90 through 7/99 new pickup registrations as of 7/1/99 (Data Source: The Polk Company)






RAM 1500 V8

TRANGLED



Rambu



ram independent suspension systems designed and job-rated for specific work loads. handle them well. Off-Road Ram Pickup's suspension has upgraded heavy front coil and rear springs that increase ride height by two inches.



The view's nice up there. Good-looking, hard-traveling Goodyear Wrangler GS-A tires on 17x8-inch aluminum wheels build up your ride height when you're at the wheel of the Off-Road Ram.

front and rear axles for the Off-Road Ram have a higher gear ratio to compensate for larger tires while helping maintain steering response. The front differential housing is reinforced with extra webbing to handle the punishment a rough road can dish out. The limited-slip rear differential divides engine power evenly to both rear wheels. Both front and rear axles are reinforced.



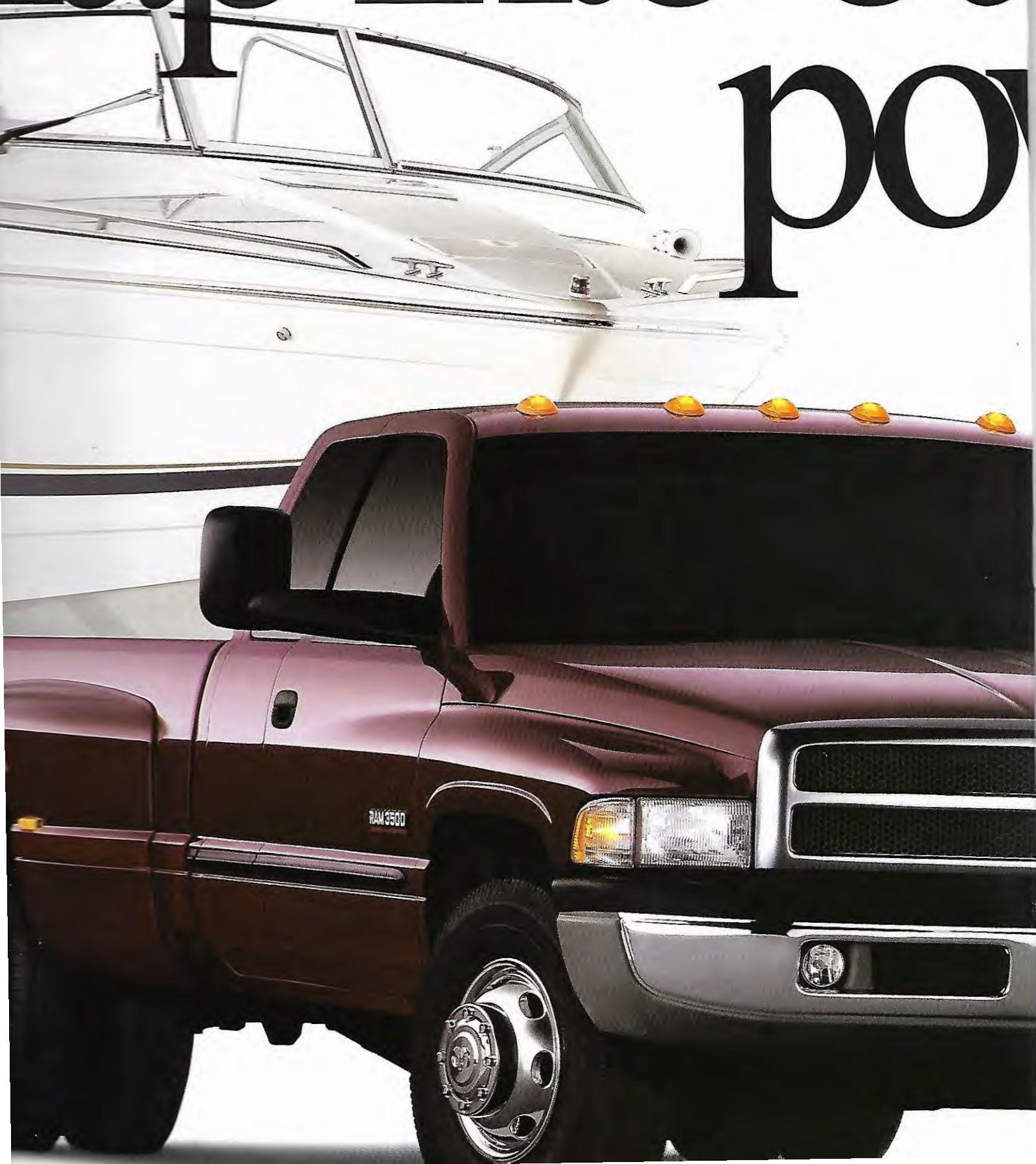
nctious.



*The
Off-Road
Ram's bright
red shock absorbers
do more than look good.
They're larger in diameter
to hold more fluid, which lets
them run cooler. Progressive
shock valving senses shock
piston speed automatically to
compensate for rough terrain.*



lap into our
power





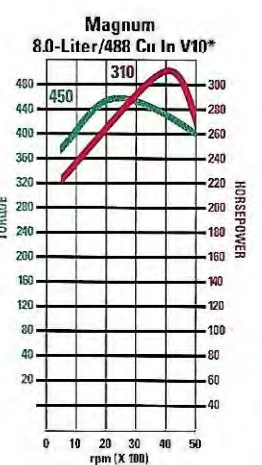
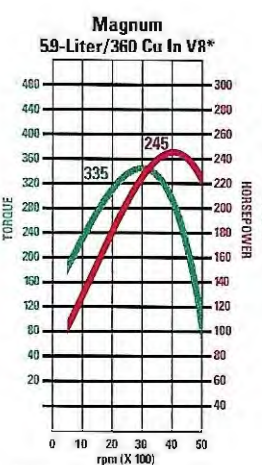
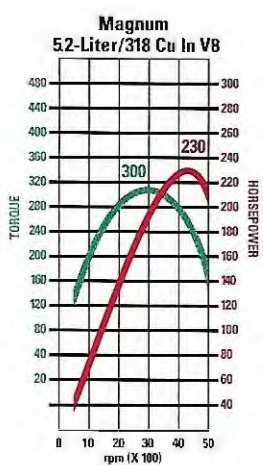
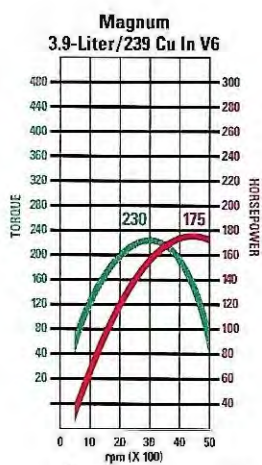
ver line.



All work and no play just wouldn't be Ram Pickup's style. In 1999 Ram Pickups proved tough competitors in the NASCAR® Craftsman Truck Series. Ram trucks took pole positions in nine out of 25 races, with four race wins. Two Ram Pickup drivers were among the top ten in series points. Competition is fun. Ram will be seeing more of it.



Fierce four. Whatever you do, whatever you need, Dodge has a Magnum® engine for it. Choose from two available V8s (3.9-liter and 5.2-liter engines not available on chassis cab models), a masterful V6, and a 310-horsepower (305-horsepower in California) 8.0-liter V10. Magnum engines have advanced electronic control modules that monitor engine performance and adjust the fuel/air mixture for consistently smooth performance.



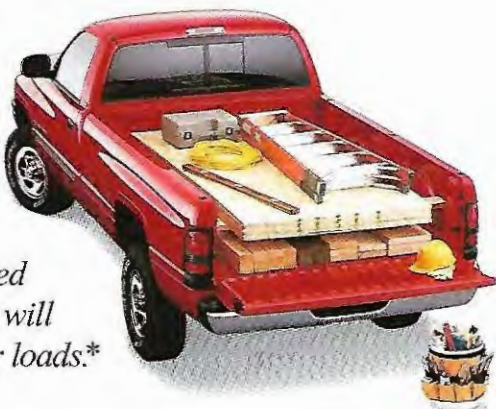
Standing tall from the ground up.



*Get organized. Vertical dividers chop the full-size Ram bed into constructive spaces for different types of stuff. Pockets in the double-wall cargo box let you use 2x8 bulkheads to build three separate sections.**



*Organized again. There's more than one way to haul more than one load. Horizontal pockets in the cargo box let you use two-by-fours to build two tiers: one load on top, the other below. Need to go higher? Spaced vertical stakes in the cargo bed rail are slots that will hold taller loads.**



*When you come right down to it, a pickup is a power pack in front, and a big stretch of space out back. Dodge Ram fills the bill. Carrying extra special cargo? Use the firmly mounted tie-downs fore and aft to secure that bike or that antique. The two up front hold from side-to-side. The rear tie-downs are high-strength U-brackets bolted in the left and right bed corners.**

*Properly secure all cargo.

suspension system on Dodge Ram is fully designed and job-rated to handle load for which the vehicle is rated. control arms, and shock absorbers or suspension components. Rear are available in single stage, progres-

of the most powerful 10 cylinder offered on a pickup, the Magnum⁵ V10 (488 cubic inches) pumps horsepower (305 in California) rpm and 450 lb-ft of torque (440 in California) (5.9L V8 engine shown).

a Pickup's reputation for longevity with its frame. It's formed with 36,000. All models have a boxed front cross- for strength. On 1500s, the center is seven inches. On 2500 HD/3500 the center section is 9.5 inches for stiffness. Chassis cab models get every C channel crossmembers, rear ls and an 11-inch center section.

transmission case and clutch housing e-piece cast aluminum housing e weight and sion noise.

5 All Magnum gas engine-powered Ram Pickups have a full stainless steel exhaust system, including the hangers, to resist corrosion.

6 The fuel tank is mounted securely between the frame rails for protection in side impacts. It is formed with polyethylene plastic to be puncture- and rupture-resistant. All long-wheelbase models have a 35-gallon fuel tank. A 34-gallon tank is standard on the 2500 HD Quad Cab™ short bed and a 26-gallon tank is standard on 1500 short-wheelbase models.

7 Some pickups "hobby horse," or pitch, with or without loads on rough surfaces because of compromised

rear suspensions. Ram Pickups control this with a 60-inch rear spring to reduce its rate and smooth out the ride. Ram 2500 HD and 3500 Chassis Cab models have heavy-duty auxiliary rear springs and a rear stabilizer bar (optional on 2500 HD and 3500 regular and Quad Cab models).

8 All Ram 2500 and 3500 Pickup and Chassis Cab models have a heavy-duty universal joint mounted in cross-bolted fashion for rigidity. Rear axles are rugged hybrid Dana 80s.



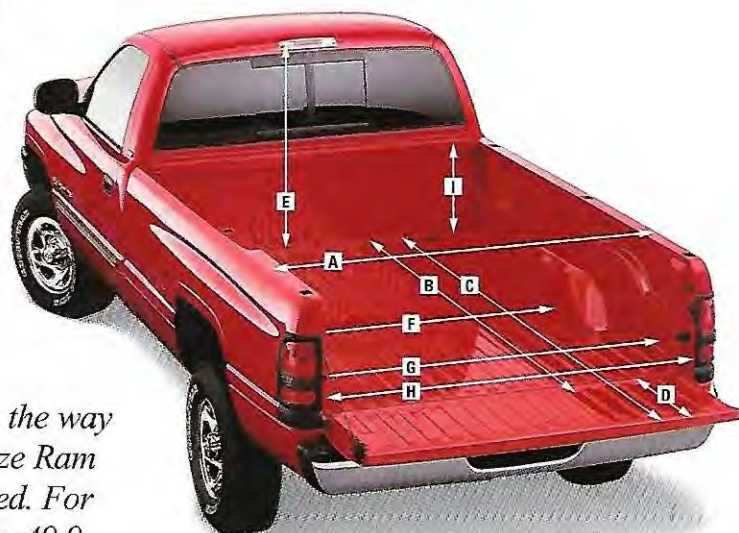
9 An H-shaped rear frame crossmember adds more resistance against frame twisting and bending.

10 The spare tire is carried securely under the cargo bed and is lowered for use with a winch-type device.

Large Ram Pickup Basic Dimensions

	6.5' Box	8' Box
Maximum Width at Outside of Fender	79.4	78.0 ⁱⁿ
Overall Length of Box	82.0	102.2
Front of Box to End of Open Tailgate	98.5	118.6
Tailgate Height	16.5	16.5
Box Floor to Top of Cab	42.5	42.3
Width between Wheelhouses	49.9	49.9
Maximum Width at Floor	66.8	66.8
Tailgate Opening	62.9	62.9
Depth of box	19.4	19.4

Really full-size is the way to describe full-size Ram Pickup's cargo bed. For instance, there are 49.9 inches between wheelhouses, more than enough for 48-inch plywood or drywall.







RAM 1500 V8

Start som



An armrest with high ambitions. Talk about multitasking, the available fold-down center armrest on Ram Pickup's 40/20/40 bench seat opens up to hold everything from tech tools like a laptop and cellular phone to stone-age gear like wrenches, flashlights, and paper and pens. It's big.



thing big.

The Travel Convenience Group's console has finger-touch reading lamps, compass and outside temperature displays, and a trip computer that monitors estimated time-to-empty, fuel economy and time elapsed.

Comfort is the key. Working or traveling, you need your own fuel, whether it's coffee, cola, or bottled water. In quantities up to a quart, Ram Pickup can hold it in size-adjustable cup holders.







Welcome to the board



Putting it together. Behind the front seat is some of the most important space in Ram Pickup regular cab models. There's plenty of convenient storage. And driver's and passenger seats fold forward far enough so you can fill it up with everything you need.



Sitting pretty. Ram Pickup seats are positioned high to give you all-around visibility. Height-adjustable front seat belts keep out of the way of backseat riders entering or exiting.



Packed Ram. Ram Pickup's driver's seat has the comforts of a car seat, including available power adjustment and lumbar support. Both the driver's and front outboard passenger seats recline. The 40/20/40 front seat configuration comfortably holds three adults across, and both seatbacks fold forward to let you stow plenty of gear in a well-organized space.

Extra storage? You're sitting on it. Beneath the folding rear bench seat in Quad Cab™ models you'll find extra storage space for extra tools or toys. The folding bench locks open while you arrange your gear.



Properly secure all cargo.

room.





RAM 2500 V10



Torque



Talk Cummins diesel and you're talking about a genuine trucking legend. For twelve years, Cummins has supplied Dodge Ram owners with the power, durability, and efficiency they need — whether it's hauling an RV over the Rockies, or hauling hay bales down on the farm. That's the reason Dodge has sold over 700,000 Cummins Rams. Dependability comes from its design. Cummins turbo diesel's simple inline-6 design means fewer parts — and less to go wrong. The direct-injection fuel system gives the Cummins great fuel economy, and when properly equipped, the Cummins Ram can tow 15,150 pounds.

More than 15,000 Cummins-powered Ram advocates have formed the Turbo Diesel Register. They meet regularly and drive their Cummins-powered Rams to roundups nationwide. Call 1-770-844-1600 to find out more, or visit them at www.turbodieselregister.com.



now.



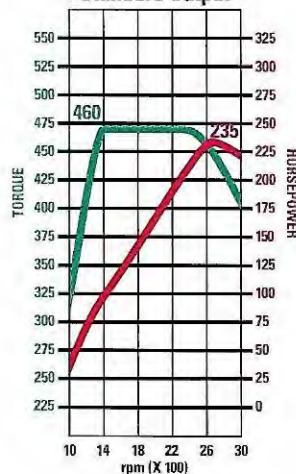
Talking torque. The Cummins High-Output diesel engine is mated with a six-speed manual transmission with close-ratio gearing, which is perfect for towing heavy loads or light cargo — and special equipment like lift and boom platforms — while maintaining great fuel efficiency.



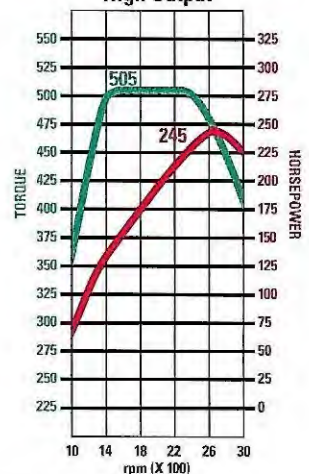
Dodge Ram offers two Cummins Intercooled Turbo Diesel engines. Besides the High-Output Turbo Diesel, Ram offers a Cummins 24-valve Turbo Diesel. The Cummins High-Output diesel produces 245 horsepower at 2,700 rpm and a gutsy 505 pound-feet of torque at 1,600 rpm. The 5.9-liter 24-valve in-line produces 235 horsepower at 2,700 rpm and 460 pound-feet of torque at only 1,400 rpm with a choice of either four- or five-speed transmission.



**5.9-Liter Cummins Engine
Standard Output**



**5.9-Liter Cummins Engine
High Output**



(Charts are for representational purposes only)

It just flat



Why is Ram Pickup the commercial truck of choice for so many? Because it works. And works. And works. Ram Pickups and Chassis Cabs have the dependability, versatility, and strength to be placed among the longest-lasting full-size pickups on the road. Part of the reason is a lineup of powerful Magnum® gas engines, including an 8.0-liter V10 with 310 horsepower (305 horsepower in California) and two high-torque Cummins Intercooled Turbo Diesels. Job-rate a Ram to fit your needs through a range of choices, including regular cab, chassis cab, four-door Quad Cab,™ 4x2 or 4x4, short box (6.5 feet), long box (8 feet) and 1500, 2500 HD and 3500 models. Rams are available with gross combination weight ratings (GCWR) up to 21,500 pounds.*

*Based on percentage of 7/90 through 7/99 new pickup registrations still registered as of 7/1/99. Data source: The Polk Company.

Properly secure all cargo.

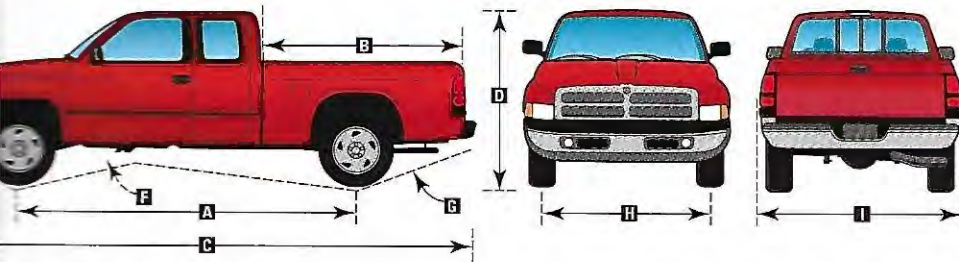


out works.

Ram to work for you, and save. You can save money when you choose Ram trucks for your business by taking advantage of ON THE JOB bonuses. There are Ram Chassis Cab models available with beds from eight feet to 12 feet which can carry up to 11,000 pounds gross vehicle weight. All chassis cab, Ram 2500 and 3500 regular cab and Quad Cab™ models have standard four-wheel disc brakes. These are heavy-duty machines, and ON THE JOB can make them affordable for you to put them to work. For detailed information about ON THE JOB, see your friendly Dodge dealer or call 1-877-ON-THE-JOB.



ON THE JOB



Ram Pickup Dimensions

	Regular Cab				Quad Cab				
	1500	2500 HD	3500 DRW	1500	2500 HD	3500 DRW	1500	2500 HD	3500 DRW
Wheelbase (4x2/4x4)	118.8/118.7	134.8/134.5	135.0/134.7	135.0/134.7	138.9/138.6	154.9/154.6	139.0/138.7	155.0/154.7	155.0/154.7
Wheel length (ft)	6.5	8.0	8.0	8.0	6.5	8.0	6.5	8.0	8.0
Wheel length to rear bumper	204.1	224.1	224.1	224.1	224.1	244.1	244.1	244.1	244.1
Wheel Height (Empty) (4x2/4x4)	71.8/74.6	71.6/74.5	72.9/77.2	73.7/77.9	71.6/74.8	71.5/74.7	73.1/77.2	72.9/77.1	73.7/77.8
Steering Angle (Degrees) (4x2/4x4)	19.4/25.2	19.5/25.2	20.9/29.5	21.7/30.3	19.6/25.9	19.7/26.0	21.0/29.5	21.1/29.6	21.9/30.4
Trailer Angle (Degrees) (4x2/4x4)	16.6/21.2	15.2/19.1	17.4/23.8	18.8/25.0	14.8/19.2	14.0/17.8	17.1/23.3	16.1/21.7	17.3/22.8
Trailer Angle (Degrees) (4x2/4x4)	24.2/27.2	22.2/24.7	24.5/28.2	26.1/29.5	23.8/27.1	21.8/24.9	26.5/30.6	24.3/28.1	25.9/29.3
Ground clearance — front (4x2/4x4)	67.6/68.6	67.6/68.6	68.6	70.3	67.6/68.6	67.6/68.6	68.6	68.6	70.3
Ground clearance — rear	66.9	66.9	68.0	74.7	66.9	66.9	68.0	68.0	74.7
Overall Width	79.3	79.3	79.3	93.5	79.3	79.3	79.3	79.3	93.5

Dimensions in inches unless otherwise noted.

Ram Chassis Cab	4x2			4x4		
	2500 HD	3500 DRW	3500 DRW	2500 HD	3500 DRW	3500 DRW
Wheelbase	134.6	138.6	162.6	134.7	138.6	162.6
Rear of cab to axle	55.6	59.7	83.7	55.7	59.7	83.7
Overall length	216.5	220.0	244.0	216.5	220.0	244.0
Overall height	72.6	77.1	76.9	77.0	77.1	76.9
Overall width of cab	79.3	79.3	79.3	79.3	79.3	79.3
Track — front	68.6	69.8	69.8	69.8	69.8	69.8
Track — rear	68.0	73.0	73.0	68.0	73.0	73.0
Rear track inside	58.4	53.8	53.8	58.4	53.8	53.8
Rear track outside	77.7	92.2	92.2	77.7	92.2	92.2
Overhang — front	37.9	38.0	38.0	38.0	38.0	38.0
Axle to end of frame	44.0	43.4	43.4	43.4	43.4	43.4
Center of front wheel back cab	79.0	79.0	79.0	79.0	79.0	79.0
Z bracket top of cab	43.2	44.9	44.9	43.2	44.9	44.9
Top of Z bracket to ground	31.8	34.1	34.0	35.7	34.1	34.0
Inside width of frame rails	31.7	29.4	29.4	31.7	29.4	29.4
Outside width of frame rails	37.4	37.7	37.7	37.4	37.7	37.7
Front bumper to back of cab	116.9	116.9	116.9	116.9	116.9	116.9
Ground clearance — front	10.4	8.0	7.9	7.9	8.1	8.1
Ground clearance — rear	8.3	8.2	8.2	8.3	8.2	8.2

Note: All dimensions in inches unless otherwise noted. DRW = Dual rear-wheel.



Fixed drawbar hitch has permanent ball platform. For Class I through Class III towing (2,000 to 5,000 pounds).

Removable drawbar hitch. Popular among recreational users for Class I through Class III towing.

Pintle hook for trailers with a halette, or ring, on the tongue. Popular in the construction trades for Class I through Class III towing.

What are you

	Engine	Rear Axle Ratio	GVWR ⁽¹⁾ (Pounds)	Maximum Trailer Weight Rating ⁽²⁾ (Pounds)	Maximum GCWR ⁽³⁾ (Pounds)
Regular Models					
2500 4x2 Regular Cab	3.9-liter Magnum® V6	3.21/3.55	6,400	3,500	7,800
	5.2-liter Magnum V8	3.21/3.55/3.92	6,400	7,950	12,500
	5.9-liter Magnum V8	3.55/3.92	6,400	7,900	12,500
2500 4x2 Quad Cab™	5.2-liter Magnum V8	3.21/3.55/3.92	6,400	7,500	12,500
	5.9-liter Magnum V8	3.21/3.55	6,400	7,500	12,500
2500 4x4 Regular Cab	5.2-liter Magnum V8	3.55/3.92	6,400	7,600	12,500
	5.9-liter Magnum V8	3.55/3.92	6,400	7,550	12,500
2500 4x4 Quad Cab	5.2-liter Magnum V8	3.55/3.92	6,600	7,150	12,500
	5.9-liter Magnum V8	3.55/3.92	6,600	7,150	12,500
HD Models					
2500 HD 4x2 Regular Cab	5.9-liter Magnum V8	3.55/4.10	8,800	8,850	14,000
	8.0-liter Magnum V10	3.55/4.10	8,800	13,450 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	8,800	14,100 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	3.55/4.10	8,800	13,950 ⁽³⁾	20,000 ⁽⁵⁾
2500 HD 4x2 Quad Cab	5.9-liter Magnum V8	3.55/4.10	8,800	8,550	14,000
	8.0-liter Magnum V10	3.55/4.10	8,800	13,150 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	8,800	13,800 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	3.55/4.10	8,800	13,650 ⁽³⁾	20,000 ⁽⁵⁾
2500 HD 4x4 Regular Cab	5.9-liter Magnum V8	3.55/4.10	8,800	8,400	14,000
	8.0-liter Magnum V10	3.55/4.10	8,800	12,950 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	8,800	13,650 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	3.55/4.10	8,800	13,450 ⁽³⁾	20,000 ⁽⁵⁾
2500 HD 4x4 Quad Cab	5.9-liter Magnum V8	3.55/4.10	8,800	8,150	14,000
	8.0-liter Magnum V10	3.55/4.10	8,800	12,700 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	8,800	13,400 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	3.55/4.10	8,800	13,200 ⁽³⁾	20,000 ⁽⁵⁾



...distributing
for Class III
loads (up to
... spreads
... between tow
trailer wheels.



Fifth-wheel
hitch includes a
coupling platform
mounted over Ram
Pickup's rear axle. For trailers
over 10,000 pounds.



Special Group offers added support
and stability with heavy-duty rear
springs and rear stabilizer bar.

For slide-in
campers,
the Camper

Flip mirrors are
a Ram towing
option. Flip to
vertical for a trailer view while a
smaller mirror provides a wide angle.
Go horizontal for normal viewing.



Trying to pull?

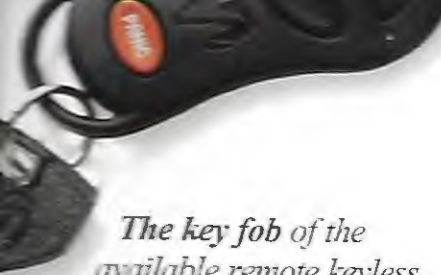
Models	Engine	Rear Axle Ratio	GVWR ⁽¹⁾ (Pounds)	Maximum Trailer Weight Rating ⁽²⁾ (Pounds)	Maximum GCWR ⁽³⁾ (Pounds)
2500 4x2 Cab	5.9-liter Magnum® V8	3.55/4.10	10,500	9,450	15,000
	8.0-liter Magnum V10	3.55/4.10	10,500	13,100 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	10,500	13,800 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	4.10	10,500	15,150 ⁽¹⁾	21,500 ⁽⁵⁾
2500 4x2 Cab™	5.9-liter Magnum V8	3.55/4.10	10,500	9,000	15,000
	8.0-liter Magnum V10	3.55/4.10	10,500	12,700 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	10,500	13,400 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	4.10	10,500	14,700 ⁽¹⁾	21,500 ⁽⁵⁾
2500 4x4 Cab	5.9-liter Magnum V8	3.55/4.10	10,500	9,000	15,000
	8.0-liter Magnum V10	3.55/4.10	10,500	12,650 ⁽⁴⁾	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	10,500	13,350 ⁽¹⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	4.10	10,500	14,700 ⁽¹⁾	21,500 ⁽⁵⁾
2500 4x4 Cab	5.9-liter Magnum V8	3.55/4.10	11,000	8,600	15,000
	8.0-liter Magnum V10	3.55/4.10	11,000	12,250	19,000
	5.9-liter 24-valve Diesel I-6	3.55/4.10	11,000	12,950 ⁽⁴⁾	20,000 ⁽⁵⁾
	5.9-liter High-Output Diesel I-6	4.10	11,000	14,300 ⁽¹⁾	21,500 ⁽⁵⁾

⁽¹⁾Gross vehicle weight rating: Maximum allowable GVW. GVW = Total weight of a truck with cargo (including camper body, driver and passengers, fuel, water, equipment, etc.). ⁽²⁾These trailer tow ratings are designed to provide acceptable... ⁽³⁾GCWR — Gross combination weight rating: Maximum allowable GCW. GCW = Total weight of a truck and trailer with cargo (including camper body, driver and... ⁽⁴⁾GVWR — Gross vehicle weight rating: Maximum allowable GVW. GVW = Total weight of a truck with cargo (including camper body, driver and... ⁽⁵⁾GCWR — Gross combination weight rating: Maximum allowable GCW. GCW = Total weight of a truck and trailer with cargo (including camper body, driver and... ⁽⁶⁾To determine the trailer tongue weight, multiply the gross trailer weight by 15% for each combination. For king pin weight multiply by 25%.









*The key fob of the available remote keyless entry is your key to controlling power door locks, illuminated entry system, panic alarm, and available security system. The ignition key may be used in the passenger air bag switch to disable the front passenger air bag.**



Stare without the glare. An available deep-tinted solar-control glass sliding rear window prevents glare and provides ventilation.

Body



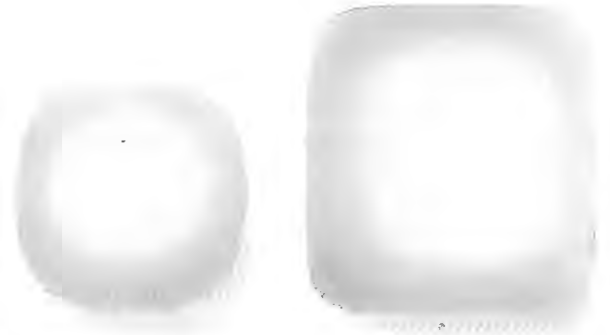
From its high-strength steel side-guard door beams to the double-wall construction of the cab roof, to the corrosion- and fracturing-resistant polyethylene fuel tank mounted between the frame rails, Ram is constructed with a view toward keeping you well guarded, on the road or off it.





Ram's sliding caliper front disc brakes are extra durable and provide reliable stopping power. Rear-wheel drum antilock brakes are standard on all 1500 models. Ram 2500 HD and 3500 models have standard four-wheel disc antilock brakes. Ram 2500 HD and 3500 Pickups have larger braking spaces for improved stopping power while hauling loads. The Electronic Variable Brake Proportioning System on Ram 2500 HD and 3500 models helps balance braking for surer, smoother straight-line stopping.

guard.



Next Generation driver and front-passenger air bags deploy when needed without mistaking the jumps and bumps of work or play for an emergency. Use them along with the height adjustable shoulder seat belts to protect front outboard travelers.*

*Certified to the Federal Regulations that allow less forceful front air bags. Children 12 and under can be in the front seat only with the passenger air bag turned off in Ram Pickups correctly using an infant or child restraint system, or a seat belt that is right for their age and size.



Over 85 years, Dodge has earned a reputation for building cars, trucks, and minivans that are truly different. We bring new designs into production fast. We create innovations — Dodge Caravan, for example, the original minivan — that serve people better than before. Dodge is original in its thinking, aggressive in its technology, bold in vision, and responsible in its commitment to safety.



Why Dodge.



Everyone is Different.

We're proud to be able to fulfill the differing needs of ALL drivers — kids of families, first-time owners, spirited adventurers, and hard-working men and women whose own dependability demands cars, trucks and vans as tough as the jobs they do.

Things you can count on.

When you choose Dodge, you can count on innovations created especially to give you of a family-safe, quality-built, performance-confident driving experience. Ask your dealer about fuel savers, 100,000-mile scheduled maintenance, and air filtration that helps keep the air fresh, just as temperature control helps keep you comfortable.

Shopping resources.

We've even reinvented the way we get our vehicles to you. We post the very latest national incentive information on our Web site, www.4adodge.com, and we send it to you in the mail. We're also ready to talk to you any time at 1-888-4-A-Dodge, or ask your dealer about money-saving offers or special financing that may be available on certain models for eligible customers.

Special Programs.

Dodge recognizes the unique needs of small businesses. **BusinessLink™** is a full-service program for small-business owners. Select Dodge **BusinessLink** dealers offer special financing and

to commercial customers. These dealers are committed to selling and servicing your business-related vehicles to save you time, money and hassles. Call (877) 2-THE-LINK to learn more.

ON THE JOB is a special incentive program for qualified commercial buyers. Small businesses are eligible for cash discounts or allowances on upfit equipment for trucks and vans. To learn more about incentives for which your business may be eligible call (877) **ON THE JOB**.

Commercial Finance Options (CFO)

Dealer Financial provides special financing terms including TRAC leases, special payment plans and preferred financing to eligible businesses. Call 1-800-9-CFO-NOW for more information.

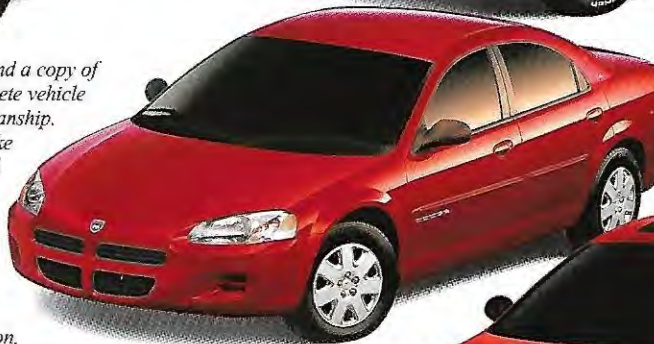
Automobility program is another innovation that provides cash reimbursement to qualified retail buyers for adaptive equipment on new Dodge vehicles. For information on incentives and factory approved upfitters of

repairs. Every new Dodge vehicle is covered by a 3-year or 36,000-mile Bumper-To-Bumper Warranty* that includes Roadside Assistance† — 24 hours a day, seven days a week. And please ask your dealer about Dodge Service Contracts, and our Customer Call Center, where you can get practical service advice 24/7.

the beginning of a new era in racing excitement. Watch for the Neon Charity Challenge, Barber Dodge Pro Series, NASCAR Craftsman Truck Series,® the Viper Le Mans Series, and more. Dodge is asserting a bold and powerful presence in the motorsports world, and millions of fans are loving it.

Benefits of ownership.

Being a Dodge owner also means you'll receive timely information on the newest Dodge products, dealership service pricing, and Dodge-



dealer for additional details and a copy of the warranty. Covers the complete vehicle for defects in materials and workmanship. Includes: suspension, steering, brakes, clutch disc, brake pads, rotors, motors and drums, normal wear items (these items are excluded for 12 months or 100,000 miles, whichever comes first). Some truck parts are warranted by their manufacturer. © 2001 Chrysler Corporation. *Warranty provided by Cross Country Motor Insurance Co. (California, Cross Country Motor Insurance Co., Inc.)

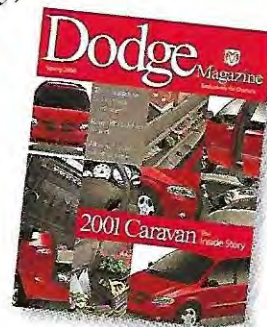
sponsored events. You can take part in exclusive Dodge-only activities, like vacation events you'll remember all your life.

You'll also receive **Dodge Magazine** three times a year — a wealth of owner stories, industry news, and valuable parts and service offers.



Millions of Dodge owners like to accessorize their vehicles. And eventually, most vehicles need parts.

At Dodge, **Mopar** is your resource for parts and accessories made specifically to deliver perfect fit and finish for your Dodge vehicle.



We want you to be a part of Dodge. We want you to share our history of industry firsts and industry and consumer group awards. And we think you'll be proud to own a vehicle honored for excellence.

adaptive driving devices including wheelchair lifts, call Automobility headquarters at (800) 255-9877.

Warranty and service.

As a member of the Dodge family, you've got a powerful advocate in vehicle

Sponsorship.

Intrepid R/T's entry in the 2001 Daytona 500 marks the Dodge return to

Choose Dodge. For nearly a century, we've dedicated ourselves completely to being worthy of your trust.

Accessories exclusive



Dodge Accessories from Mopar are specially designed by Dodge to fit your Ram exactly. For information on Mopar comfort, convenience and appearance accessories, ask your dealer for a copy of the Dodge Truck Mopar brochure.

Working protection. This unique Mopar one-piece Brush Guard design is constructed of high-impact PO plastic, allowing for a brush guard that is lighter and more impact resistant than traditional guards. The Mopar Molded Brush Guard is designed to meet Federal Motor Vehicle Safety Standards for front-end protection and side-impact protection. Available in all body colors.

Step up. Mopar's Tubular Bumper feature extra-wide, non-slip stepping surfaces. They mount securely to the body of the truck with E-coated steel mounting brackets. Available in black or silver brushed metal, or black steel.



made y for Ram.



Keep your bed covered. The Mopar Fiberglass Tonneau Cover is factory engineered and is constructed with a resin-reinforced honeycomb design for durability and a corrosion-resistant aluminum frame for added strength. It features a smooth-finished edge, noise-reducing antivibration bumpers, and a moisture-resistant lock cover. One-hand operation with new gas-assisted struts and a piano-style hinge makes access easier. A sturdy lock controls both tonneau cover and tailgate access. Available for 6.5-foot bed in select factory-matched body colors.



Carry just about every tool you'll need in the Mopar super durable, bright-tread Diamond Plate Toolbox. This aluminum toolbox features three-piece weld construction with continuous body welds, protective seal coat, full-width riveted stainless steel hinges and a stainless steel locking handle with keys. It holds up to 300 pounds of cargo, and mounts in the front of the bed with exclusive Mopar support brackets. Available in single or double bed.



Jacobs Exhaust brake. For Cummins-powered Rams with a manual transmission, it increases driver control in both downhill situations and level surfaces, and is available in single or double bed.

and options.

Ram Pickup

	1500			2500 ⁽¹⁾			3500			
	WS ⁽²⁾	ST	SLT	SLT+	ST	SLT	SLT+	ST	SLT	SLT+
	W	A	G	H	A	G	H	A	G	H
... (cost)										
... (includes storage bin and reading)		P	●		P	●		P	●	
... (includes reading courtesy lamps)										
... (includes reading courtesy lamps, mirror and display for outside temperature)			P	●		P	●		P	●
... (Travel Convenience Group)										
... (Rear, mounted to rear of front seat)										
... (Quad Cab [™] only, not available with vinyl seat trim)										
... (Electronic speed control and tilt steering column)	O	O	●	●	O	●	●	O	●	●
... (Power Locks)			●	●		●	●		●	●
... (Heavy-duty (Standard on 2500 Chassis Cab))		O	O	O	O	O	O	●	●	●
... (Black Heater)	O	O	O	O	O	O	O	O	O	●
... (Covering)	●	●	O		●	O		●	O	
... (Heavy-duty vinyl mat)		O			O			O		
... (Flooring)			●	●		●	●		●	●
... (Mat — Front, carpeted)			●	●		●	●		●	●
... (Locks — "Laramie SLT" located on B-Pillars)									P	
... (Body color (included in Sport Group))			P	P		P	P		P	P
... (Leather Interior Group — Includes the Travel Convenience Group, leather-trimmed 40/20/40 seat, vinyl-trimmed rear bench on Regular Cab models, and power driver's seat)			O			O			O	
... (Group — Full deluxe headliner, mini overhead console, glove box lamp, reading lamps)		O	●	●	O	●	●	O	●	●
... (Lighting)										
... (Hood lamp with integrated center high-mounted stop lamp)	O	●	●	●	●	●	●	●	●	●
... (Side clearance lamps (standard on 3500 models))			O	●		O	●		O	●
... (Lighting Lamps)									O	●
... (Reading lamps (included with Light Group))		P	●	●	P	●	●	P	●	●
... (Power windows)										
... (Power windows, heated, 6"x7" black vinyl manual, 7"x10" Trailer-Tow, black (Standard on 2500 Chassis Cab))		O	●	●	O	●	●	O	●	●
... (Automatic dimming rearview day/night (included in Travel Convenience Group))										
... (Passenger side covered visor vanity)			●	●		●	●		●	●
... (Driver side covered visor vanity (included in Travel Convenience Group))			P	●		P	●		P	●
... (Lower bodyside, black (Not available on Sport))			●	●		●	●		●	●
... (Group — Includes the Heavy-Duty Service Group, limited-slip rear differential, unique suspension, special skid plates, tow hooks, 17" wheels, fog lamps, special graphics, hood trim, and 17" cast aluminum wheels)			O	O		O	O		O	O
... (Two-tone treatment, lower break, black, secondary color on lower bodyside (available on 3500 or Chassis Cab models))		O	O	O	O	O	O		O	O
... (Keyless Entry — Controls for power door locks, illuminated entry system, panic alarm, vehicle security system, includes 2 transmitters (See seat chart))										
... (Seat, driver's and front-passenger)										
... (Seat, driver's and front-passenger)										
... (Power driver's seat (Regular Cab models) and with SLT and in Leather Interior Group)			O/P			O/P			O/P	
... (Power driver's seat with lumbar support and Cab models)			O/P	●		O/P	●		O/P	●
... (Rear seat (Quad Cab models only))		O				O			O	
... (Group — Heavy-Duty, includes 136-amp alternator, 750-amp battery, auxiliary automatic transmission oil cooler (not available with 3.9L or manual transmission), transfer case skid plate (4x4 models only) and heavy-duty engine oiling (Standard on 2500 and 3500 Chassis Cab models))										

Ram Pickup

	1500			2500 ⁽¹⁾			3500			
	WS ⁽²⁾	ST	SLT	SLT+	ST	SLT	SLT+	ST	SLT	SLT+
	W	A	G	H	A	G	H	A	G	H
SLT Decor Group — Premium cloth trim, carpeting, floor mats (front), leather-wrapped steering wheel, passenger-side visor vanity mirror, dual power heated exterior mirrors, bodyside molding (deleted if Sport), front bumper sight shields			●			●			●	
Snow Plow Prep Group — Height-adjustment springs, automatic transmission overheat warning lamp and heavy-duty transfer case (4x4 models only)		O	O		O	O		O	O	
Sound Insulation										
— Hood, inner panel (packaged with diesel engine)			●	●	P	●	●	P	●	●
— Heavy Duty, packaged with diesel engine					P	P	P	P	P	P
Sound System										
— AM/FM stereo radio with full-logic cassette player and 4 speakers	O	●	●		●	●		●	●	
— AM/FM stereo radio with CD player, graphic equalizer, Infinity [®] Sound System and 6 speakers			O			O			O	
— AM stereo/FM stereo radio with combination cassette/CD player, graphic equalizer, Infinity Sound System and 6 speakers			O	●		O	●		O	●
— Delete standard radio	●									
Sport Group — Body-color front bumper and sight shields, body color rear bumper body color grille, Sport badge, quad-headlamps and fog lamps, outlined white letter tires (1500 and 2500 only), and cast aluminum wheel (1500) or forged aluminum wheels (2500)			O	O		O	O		O	O
Steering Wheel										
— Leather-wrapped			●	●		●	●		●	●
— With integrated radio controls (with combined cassette and radio only) (requires Travel Convenience Group)			O	●		O	●		O	●
Storage										
— Cab back panel storage system (Regular Cab only)	O	●	●		●	●		●	●	
— Rear underseat compartment (Quad Cab models only)		O	●		O	●		O	●	
Sun Visors — Driver and passenger			●	●		●	●		●	●
— Cloth, with covered vanity mirror			●	●		●	●		●	●
Tires — (See dealer for details)										
Trailer Towing Prep Group — Class IV hitch receiver, heavy-duty flasher, and 7-lead wiring connector (not available on Chassis Cab)		O	O	O	O	O	O	O	O	O
Transfer Case — Ram-Trac part-time 4x4, with shift-on-the-fly										
— NV241 HO (available on 2500 HD 4x4 models, standard on 3500 4x4 models)								O	O	O
Transmission Cooling — Auxiliary, automatic transmission oil cooler (included in Heavy-Duty Service Group) (standard on 2500 Chassis Cab)		P	P	P	P	P	P		●	●
Travel Convenience Group — Overhead console with compass, display for outside temperature, reading lamps, dual visor vanity mirrors, and automatic dimming rear view mirrors (must have Light Group)			O	●		O	●		O	●
Vehicle Security System — Monitors doors, ignition and trunk key cylinders (requires remote keyless entry and Travel Group)			O	●		O	●		O	●
Wheel Plus Group — Includes P245/75R16 tires, 16" Chrome wheels, rear sliding window (requires 3.9L V6 or 5.2L V8 engine)		O								
Wheels — (See wheel chart)										
Windows										
— Power			●	●		●	●		●	●
— Rear, sliding, deep-tint	O	O	O	O	O	O	O	O	O	O

● = Included. P = Available within package noted in parenthesis. O = Optional.
 Note: SLT+ models are available on Quad Cab only.
⁽¹⁾ Heavy-duty application.
⁽²⁾ Available on 1500 Regular Cab 4x2 models only.
 * Some AM stereo broadcasting may not be compatible with this radio.
 Infinity is a registered trademark of Infinity Systems, Inc.

Colors shown will vary slightly from actual hues. See your dealer for accurate color chips. Clear Coat finish is standard on every Ram Pickup.

Colors, wheels and trim.

17" Aluminum (5-bolt) packaged with the Off-Road Group

16" Steel (5-bolt) with black center caps — standard on 1500 WS

16" Steel (5-bolt) with bright center caps and trim rings — standard on 1500 ST

16" Cast aluminum (5-bolt) — packaged with SLT and SLT+ on 1500 models

16" Cast aluminum (5-bolt) — packaged with Sport Appearance Group on 1500 models

16" Chrome Styled steel wheel (5-bolt) optional with 1500 ST (in AYB Package) and SLT

16" Steel (8-bolt) with bright center caps and trim rings — standard on 2500 ST

16" Forged aluminum (8-bolt) — packaged with SLT, SLT+ and Sport on 2500 models (not available on chassis cab)

16" Steel (8-bolt) with bright center caps and wheel skins — standard on all 3500 models

CAMPER SPECIAL GROUP — Rear stabilizer bar and heavy-duty auxiliary springs (Standard on 3500 Chassis Cab). Optional on 2500 and 3500 ST, SLT, and SLT+ models.

LEATHER INTERIOR GROUP — Includes the Travel Convenience Group, leather-trimmed 40/20/40 bench seat (vinyl-trimmed rear bench on Quad Cab™ models), and power driver's seat. Optional on SLT models.

OFF-ROAD GROUP — Includes the Heavy-Duty Service Group, limited-slip rear differential, unique suspension, special skid plates, tow hooks, 4.10 axle ratio, fog lamps, special graphics, off-road tires, and 17" cast aluminum wheels. Optional on 1500 SLT and SLT+ models.

SERVICE GROUP — Heavy-Duty, includes 136-amp alternator, 750-amp battery, auxiliary automatic transmission oil cooler (not available with 3.9L V6 or manual transmission), transfer case skid plate (4x4 models only) and heavy-duty engine cooling (Standard on 2500 and 3500 Chassis Cab models). Included on 3500 models; optional on 1500 and 2500 models.

SLT DECOR GROUP — Premium cloth trim, carpeting, floor mats (front), leather-wrapped steering wheel, passenger-side visor vanity mirror, dual power heated exterior mirrors, bodyside molding (deleted if Sport), front bumper sight shields. Included on SLT models.

SNOW PLOW PREP GROUP — Height-adjustment springs, automatic transmission overheat warning lamp and heavy-duty transfer case (4x4 models only). Optional on ST and SLT models.

SPORT GROUP — Body-color front bumper and sight shields, body color rear bumper body color grille, Sport badge, quad-headlamps and fog lamps, outlined white letter tires (1500 and 2500 only), and cast aluminum wheel (1500) or forged aluminum wheels (2500). Optional on SLT and SLT+ models.

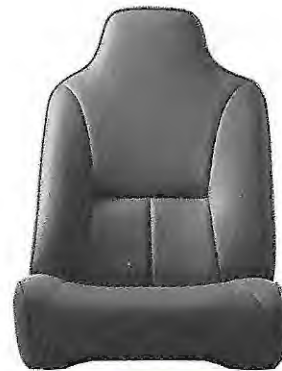
TRAILER TOWING PREP GROUP — Class IV hitch receiver, heavy-duty flasher, and 7-lead wiring connector (not available on Chassis Cab). Optional on ST, SLT, and SLT+ models.

TRAVEL CONVENIENCE GROUP — Overhead console with compass, display for outside temperature, reading lamps, dual visor vanity mirrors, and automatic dimming rear view mirrors (must have Light Group). Included on SLT+ models; optional on SLT models.

WHEEL PLUS GROUP — Includes P245/75R16 tires, 16" Chrome wheels, rear sliding window (requires 3.9L V6 or 5.2L V8 engine). Optional on 1500 ST models.



40/20/40 Premium cloth-trimmed front split bench. Standard with SLT. Shown in Mist-Gray, also available in Agate and Camel.



Vinyl-trimmed bench, solid-back with WS and 40/20/40 split with ST. Standard on WS and ST. Shown in Agate, also available in Mist Gray.



Leather-trimmed 40/20/40 front split bench (rear bench in vinyl). Standard with SLT Plus. Shown in Agate, also available in Camel/Tan.



Leather-trimmed 40/20/40 front split bench (rear bench in vinyl). Optional with SLT. Shown in Camel/Tan, also available in Agate.

Seat not shown: 40/20/40 Deluxe cloth-trimmed split bench. Optional

Dodge Different.

You won't find the obvious at Dodge. In fact, our designers and engineers pride themselves in exploring previously uncharted territory.

It's a path that began over 10 years ago with the creation of the Viper RT/10 concept car. That concept became a reality. And so did a different approach to the creation of automobiles. Today, all Dodge cars and trucks are created that way. By closely knit teams of talented people from every automotive-related discipline. Their assignment: Find different ways to be better. And drive better. That means producing vehicles that work better, thanks to innovations like minivans that are easier to get into and out of. Pickups that can haul and tow well, in many ways. Sedans that are sleek, yet spacious and exciting to drive. A sport utility that stakes out its own domain. And a sports car that's unrivaled on the road. And on the track. Each one embodies a totally different approach to the tried and true. And, like Dodge, each has become a quickly moving target the competition seeks to emulate.

You can reach us at 888-4-A-DODGE, or on our Web site, www.4adodge.com.