

# RAM FACT Special Bulletin

## Perfect Truck



- With all of the competitive pricing and product plans now available we have identified for you the 2009 Ram 1500 “sweet spots” in the market.
- We have equipped our new Ram with content and features that truck buyers are looking for and at prices the competition can’t touch.
- When you equip our Ram with these select options, GM and Ford trucks cannot even come close to your Ram value.

### Price Advantage

Ram 1500 Quad SLT	\$2,100 MSRP under Ford F150 \$4,200 MSRP under Chevrolet Silverado
Ram 1500 Crew SLT	\$2,200 MSRP under Ford F150 \$3,100 MSRP under Chevrolet Silverado
Ram 1500 Laramie	\$4,500 MSRP under Ford F150 \$6,100 MSRP under Chevrolet Silverado

**Huge Volume  
Opportunity in the Heart  
of the Truck Market**

- Competitive advantages are endless – If you can sell these features, you can sell a Ram every time!
- Even the most loyal truck buyers can’t ignore the features & value that Ram delivers
- See how the **Perfect Trucks** stack up against the competition.

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#### Ram 1500 "Perfect Truck"

#### Quad Cab 4x4 SLT with XFH, ALW, ADA

Base	2_G	\$36,145
Options		
Hemi (EZH/EZD)		\$1,150
<b>390 HP</b>		
<b>407 lb/ft Torque</b>		
Trailer Hitch (XFH)		\$200
Pop Equip Group (ALW)		\$1,250
20" Aluminum wheels		
40/20/40 Prem Cloth		
Fog Lamps		
Fold Flat Load Floor		
P275 20" BSW AS		
Power 10-way Drv Seat		
Rear 60/40 Folding Seat		
Light Group (ADA)		\$400
Overhead Console w/Trip Computer/UGDO		
Sun Visors w/Illuminated Vanity Mirrors		
Rear View Auto Dim Mirror		
Glove Box Lamp		
Ash Tray Lamp		
Underhood Lamp		
Universal Garage Door Opener		
Exterior Mirrors w/Supplemental signals		
Exterior Mirrors Courtesy Lamp		
Leather Wrapped Steering Wheel		
Steering Wheel Mounted Audio Controls		
<b>Total MSRP</b>		<b>\$39,145</b>

#### Ford F-150

#### Super Cab XLT

		\$36,499
5.4L V8		\$650
<b>320 HP</b>		
<b>390 lb/ft Torque</b>		
Trailer Tow Pkg		\$480
Pwr Sliding Rear window		\$400
Illuminated mirrors		inc
Pwr Drv Seat		\$370
XTR Package		\$2,370
20" Chrome clad wheels		
P275 20" OWL AT		
Chrome Running boards		
Chrome Exhaust tip		
Fog Lamps		
Keypad		
LWSW		
Heated side mirror		
Turn signal indicator		
Rear 60/40 Folding seat		std
SYNC		\$500
Steering wheel audio controls		
<b>Total MSRP</b>		<b>\$41,269</b>

#### Chevy Silverado 1500

#### Ext Cab LT

		\$36,945
5.3L V8		\$1,125
<b>315 HP</b>		
<b>338 lb/ft Torque</b>		
Trailer Tow Pkg		\$475
Pwr Sliding Rear window		\$505
20" Chrome Clad wheels		\$1,895
P275 20" BW AS		inc
LT Interior Package		\$1,005
Bluetooth		
Steering wheel audio controls		
6 way power driver seat		
Dual zone auto air		
Rear 60/40 Folding seat		std
LWSW		std
LT Exterior Package		\$1,400
Remote Start		
Fog Lamps		
UGDO		
Uplevel ext mirrors		
Auto dimming rearview mirror		
<b>Total MSRP</b>		<b>\$43,350</b>

**Ram Price Advantage**

**VS FORD**

**\$2,124**

**VS CHEV**

**\$4,205**

With this Ram 1500 equipment, you can win everytime!

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#### Ram 1500 "Perfect Truck"

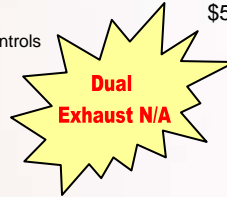
##### Crew Cab 4x4 SLT with XFH, ATK, \*M9

Base	2_G	\$37,640
Options		
Hemi (EZH)		\$1,150
<b>390 HP</b>		
<b>407 lb/ft Torque</b>		
Trailer Hitch (XFH)		\$200
SLT Plus Group (ATK)		\$1,250
20" Aluminum wheels		
Dual Rear Exhaust		
Fog Lamps		
P275 20" BSW AS		
LWSW		
Steering wheel Audio controls		
UGDO		
Chrome Door Handles		
Illuminated mirrors		
Supplemental signals		
Ext mirrors courtesy lamp		
*M9 Seat 40/20/40 Prem Cloth		\$700
40/20/40 Split bench seat		
Power 10-way Driver seat		
Rear 60/40 Split Folding seat		
<b>Total MSRP</b>		<b>\$40,940</b>

#### Ford F-150

##### Super Crew Cab XLT

		\$38,399
5.4L V8		\$650
<b>320 HP</b>		
<b>390 lb/ft Torque</b>		
Trailer Tow Pkg		\$480
Pwr Sliding Rear window		\$400
Illuminated mirrors		inc
Pwr Drv Seat		\$370
XTR Package		\$2,370
20" Chrome clad wheels		
P275 20" OWL AT		
Chrome Running boards		
Chrome Exhaust tip		
Fog Lamps		
Keypad		
LWSW		
Heated side mirror		
Turn signal indicator		
SYNC		\$500
Steering wheel audio controls		
<b>Total MSRP</b>		<b>\$43,169</b>



#### Chevy Silverado 1500

##### Crew Cab LT

		\$38,610
5.3L V8		\$1,335
<b>315 HP</b>		
<b>338 lb/ft Torque</b>		
m/h 6 Speed ATX		\$260
Trailer Tow Pkg		\$475
Pwr Sliding Rear window		\$505
20" Chrome Clad wheels		\$1,895
P275 20" BW AS		inc
LWSW		std
LT Interior Package		\$1,005
Bluetooth		
Steering wheel audio controls		
6-way power driver seat		
Dual zone auto air		
<b>Total MSRP</b>		<b>\$44,085</b>



**Ram Price Advantage**

**VS FORD**

**\$2,229**

**VS CHEV**

**\$3,145**

With this Ram 1500 equipment, you can win the sale every time!

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### Ram 1500 "Perfect Truck" Crew Cab Laramie 4X4

Base	2_H	\$45,640
Options		
	Hemi (EZH) <b>390 HP</b> <b>407 lb/ft Torque</b>	std
	Trailer Hitch (XFH)	\$200
	20" Chrome Clad Wheels	std
	Tires - P275 20" BSW AS	std
	Dual Exhaust	std
	Surround Sound	std
	Heated Steering Wheel	std
	Power Sunroof (GWA)	\$1,250
	<u>Limited time December offer:</u> NAV Radio (RER)	n/c with Sunroof



Total MSRP \$47,090

### Ford F-150 Super Crew Cab Lariat

		\$47,199
	5.4L V8 <b>320 HP</b> <b>390 lb/ft Torque</b>	std
	Trailer Tow Pkg	std
	20" Aluminum Wheels	\$800
	Tires - P275 20" OWL AT	inc
	Power Sunroof	\$1,300
	Nav Radio	\$2,300



Total MSRP \$51,599

### Chevy Silverado 1500 Crew Cab LTZ

		\$46,945
	5.3L V8 <b>315 HP</b> <b>338 lb/ft Torque</b>	std
	Trailer Tow Pkg	std
	20" Chrome Clad Wheels	\$1,495
	Tires - P275 20" BW AS	inc
	Power Sunroof	\$1,480
	Nav Radio	\$3,230



Total MSRP \$53,150

**Ram Price Advantage**

VS FORD

**\$4,509**

VS CHEV

**\$6,060**

With this Ram 1500 equipment, you can win the sale every time!