

2013 RAM 1500



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WHY BUY A RAM 1500?

What started as a mild refresh of the Ram 1500 quickly rolled into an extensive re-engineering project, focusing on attaining best-in-class fuel efficiency and across-the-board upgrades in craftsmanship, comfort and capability. Customers are going to experience an entirely new truck with technology and features not offered anywhere else.

The all-new 2013 Ram 1500 is the latest innovation off Ram's full-size, body-on-frame truck architecture, designed and engineered to strike at the emotional chords of enthusiasts and potential buyers. In form and function, the new 2013 Ram 1500 embodies boldness, valour, virtue and power-oriented capability in a package that is designed – aesthetically and functionally – to exceed our customers' expectations.

BEST-IN-CLASS FUEL EFFICIENCY WITH UNCOMPROMISING PERFORMANCE

- Powertrains with outstanding fuel efficiency
 - New available Pentastar™ 3.6L VVT V6 (one of *Ward's* 10 Best Engines, two years running) – coupled with the new TorqueFlite™ 8 eight-speed automatic – delivers best-in-class fuel efficiency with 11.4 L/100 km (25 mpg) city and 7.8 L/100 km (36 mpg) highway
 - 4.7L V8 coupled with the 6-speed automatic delivers 15.0 L/100 km (19 mpg) city and 10.2 L/100 km (28 mpg) highway
 - Available 5.7L HEMI® V8 coupled with the 6-speed automatic delivers 15.4 L/100 km (18 mpg) city and 10.2 L/100 km (28 mpg) highway
- Class-exclusive TorqueFlite 8™ eight-speed automatic transmission – first 8-speed automatic transmission available in the segment features intelligent shift adaptability and close-ratio gearing to enable effortless acceleration and passing performance
- Pioneering systems combine for fuel efficiency and smooth, confident performance:
 - Class-exclusive available Stop/Start Technology improves fuel efficiency by shutting the engine down when it would normally idle
 - Intelligent energy management ensures that the electric power steering, fuel pump, alternator and engine cooling fans use only as much power as they need, further optimizing efficiency
 - Interactive Deceleration Fuel Shutoff (iDFSO) control deactivates the fuel injectors during deceleration to save fuel
 - Available class-exclusive active grille shutters close off the grille opening under normal use to reduce wind resistance and improve engine warm-up time. When full, heavy-duty cooling capacity is required, the grille shutters reopen to allow airflow to the radiator and other components
 - Aerodynamics also enhanced by a larger high-quality flexible lower front air dam



WHY BUY A RAM 1500? CONTINUED

ADVANCED CHASSIS TECHNOLOGIES

- Redesigned frame features a 20 percent increased yield strength while simultaneously reducing weight with advanced high-strength steels
- Enhanced Electronic Stability Control system
- Class-exclusive link-coil rear suspension
- Available Active-level™ Four-Corner Air Suspension:
 - Load-carrying confidence and stability: allows optimal levelling of vehicle, depending on load, by adjusting all four corners of the suspension
 - Automatic lowering for fuel efficiency: set automatically at highway speeds, enabling better fuel efficiency
 - Adjustable lowering for capability and convenience: ride height can be adjusted for ingress and egress
 - Ride comfort: improves Ram 1500's on-road ride comfort (particularly when the vehicle is loaded)
 - Performance and NVH quality: being a “closed” system, the air suspension performs well at higher altitudes, changes ride height quickly and operates quietly and smoothly

WORLD-CLASS FEATURES

- Ram is Canada's longest-lasting line of pickups
- Standard high-performance quad halogen headlamps provide exceptional performance
- Available bi-functional projector headlamps deliver exceptional forward lighting combine with LED taillamps – both uncommon in the truck category and a first-time Chrysler LLC application on a full-size pickup truck
- A new feature-enhancing PowerNet Electrical Architecture supports enhanced high-speed data communication among essential powertrain and electrical systems, as well as the low-speed data network that connects the remaining comfort and convenient systems
- Standard 3.5-inch Vehicle Information Centre display – previously available only on premium models – features sharp, crisp LED illumination and improved location of features
- Ram Control Centre – a new category-exclusive, cluster-positioned 7-inch Multiview Display with class-largest, most comprehensive vehicle information (available on premium models)
- New available auto high-beam headlamp control, Keyless Enter 'n Go™ and rain-sensing wiper systems
- Enhanced ParkView® Back-Up Camera System with higher resolution imaging and dynamic grid lines
- Lockable storage with RamBox® Cargo Management System – the unmatched cargo management system offered on 5' 7" and 6' 4" box configurations
- Class-exclusive AllSecure™ one-touch locking system locks and unlocks doors, tailgate and RamBox® cargo bins at the touch of a button



WHY BUY A RAM 1500? CONTINUED

STATE-OF-THE-ART CONVENIENCE AND CONNECTIVITY

- Available powerful Uconnect™ 8.4A (RA3) – an 8.4-inch colour touch screen and the flexibility to add navigation after the vehicle is manufactured
- Available Uconnect™ 8.4AN (RA4) – adds navigation with 3D city maps and local landmarks, HD radio and “1-step” voice address entry
- Available remote AllSecure™ central locking (RamBox® cargo bins, tailgate and door locks)
- Available Passive Entry and Keyless Enter 'n Go™ with push-button start
- New available dash-mounted rotary shifter for 8-speed automatic transmission (standard 6-speed automatic includes traditional column or floor console shifter, depending on model)
- Enhanced interiors – benchmark interior design improved for 2013; “the best is even better”
- More than 45 available active and passive safety and security features

CUSTOMER-FOCUSED MODEL PORTFOLIO

- Instantly recognizable full-size pickup ups the ante with aero enhancements and model-specific appointments
- Extensive lineup of customer-focused Ram models and packages meet the needs, desires and wants of virtually every personal and/or commercial light-duty, full-size pickup truck buyer:
 - ST, Tradesman, Express, SXT, SLT, HFE, Big Horn, Outdoorsman, Sport/R/T, Laramie and Laramie Longhorn



2013 RAM 1500 – WHAT'S NEW

Many interior enhancements, including high-quality interior appointments, multiple technology upgrades, an available high-definition radio, text-to-speech capability and a quieter cabin are just a few improvements that will get customer's "ooing" and "aahing." And, there will be much more where that came from.

Even though Ram 1500 features 12 available colours, it's always the perfect shade of green with the new available 3.6L Pentastar™ VVT V6 engine and new TorqueFlite™ 8 eight-speed automatic transmission. This combination delivers 305 hp/269 lb-ft of torque and a best-in-class 11.4 L/100 km (25 mpg) city / 7.8 L/100 km (36 mpg) highway on the HFE model.

While most of the sheet metal on the 2013 Ram 1500 is carryover from the 2012 model year, it's the details that make difference. An all-new 10-percent larger grille now offers four new distinct textures, including black Hex-Link and chrome-finished Billet-Perf, Wave-Perf or Wave-Mesh. And, all are packaged within a Ram-signature crosshair framework with a bolder, chamfered surface and beveled lower corners for a more durable appearance.

HERE'S WHAT ELSE IS NEW...

EXTERIOR:

- New Crew Cab with larger 6'4" bed model (late availability)
- New front grilles
- New front Express/Sport fascia
- New front upper fascia
- New front bumper (chrome and painted versions)
- New fog lamps
- New projector/LED headlamps
- New LED taillamps
- New 17x7" steel wheels for ST and Tradesman
- New 17x7" aluminum wheels for SXT, SLT, HFE and Outdoorsman
- New 17x7" chrome-clad aluminum wheels for Big Horn and Laramie
- New 20x8" aluminum wheels for Express, SLT and Outdoorsman

The new front fascia, stronger new front bumper and all-new wheel designs bring more chrome (on most models), while detailed surfacing finishes out the face and rims. High-performance quad headlamps are now standard equipment, and fog lamps now face vertically (vs. horizontally). Bi-functional projector headlamps contain LED supplemental high-beam lights and combine with 15-element LED taillamps on Sport, Laramie and Longhorn models – an uncommon offering in Ram 1500's competitive set.

An all-new lineup of 17- and 20-inch wheels, along with the carryover 22-inch wheels, range from a lightweight steel wheel (approximately four pounds lighter) that's more stylized and finished in appearance for the ST and Tradesman, to one of the first-in-Chrysler, multi-clad finished offerings for the Laramie Longhorn.

And many of these features do more than just look great. They work in conjunction with other exterior aero-enhancing technologies, including an active airflow shutter system behind the grille that helps some models achieve a lower drag coefficient and improved mpg.

- New 20x8" chrome-clad aluminum wheels for Big Horn
- New 20x9" polished aluminum wheels for Sport
- New 20x9" chrome-clad aluminum wheels for Laramie
- New 20x9" multi-insert polished aluminum with white gold-clad wheels for Laramie Longhorn with monotone paint
- New 20x9" multi-insert polished aluminum with silver-clad wheels for Laramie Longhorn

NEW COLOURS

- Copperhead Pearl Coat
- Prairie Pearl Coat
- Western Brown Pearl Coat
- Black Gold Pearl Coat
- Maximum Steel Metallic



2013 RAM 1500 – WHAT'S NEW CONTINUED

INTERIOR

- Redesigned interiors for all trim levels
- New Black interior for Sport, Laramie
- New Black/Diesel Grey interior for ST, SXT, Tradesman, Express, SLT, HFE, Big Horn and Outdoorsman
- New Canyon Brown/Light Frost Beige interior for SLT, HFE, Big Horn, Outdoorsman, Laramie and Laramie Longhorn
- New Black/Cattle Tan interior for Laramie Longhorn
- New instrument panel design
- New IP-mounted rotary shifter and 4WD controls
- AllSecure™ central locking of doors, tailgate and RamBox®, if equipped
- New multi-switch bank featuring controls for Active-Level™ Four-Corner Air Suspension
- Enhanced 3.5" LCD Display – previously standard only on high-line trims, is now standard on ST, Tradesman, Express, SLT and Big Horn
- New premium Ram Control Centre features a 7" TFT Multiview Display
- New radio lineup: Uconnect™ 3.0 (RA1), Uconnect™ 5.0 (RA2) touch screen, Uconnect™ 8.4A (RA3) touch screen, and Uconnect™ 8.4AN (RA4) touch screen with Navigation

PERFORMANCE/FUNCTIONAL

- New Engine Stop/Start Technology (HFE only)
- New Active Grille Shutters
- New larger flexible air dam
- New thermal management system
- New electronic power steering (EPS)
- New Active-Level™ Four-Corner Air Suspension
- New power folding 6x9" mirrors

ENGINES/TRANSMISSION

- New 3.6L Pentastar™ VVT V6 with 305 hp/269 lb-ft of torque
- New ZF 8HP45 8-speed automatic transmission paired only with 3.6L VVT V6
- New ZF 8HP70 8-speed automatic transmission paired only with 5.7L HEMI® V8 (late availability)

SAFETY AND SECURITY

- New Rain Brake Support system
- New Ready Alert Braking system

SUVPS

SAFETY/SECURITY

- More than 45 available active and passive safety and security features
- Standard quad lens headlamps
- New available premium bi-functional halogen projector headlamps for improved nighttime visibility
- Available fog lamps
- Standard incandescent taillamps
- New, uniquely styled 15-element LED taillamps are available on certain models
- Electronic Stability Control with four-wheel multichannel antilock brake system, all-speed traction control, Electronic Brake Force Distribution, Rain Brake Support, Ready Alert Braking, Brake Assist, Electronic Roll Mitigation, Hill Start Assist, Trailer Sway Damping
- Available rain-sensitive windshield wipers
- Sentry Key® anti-theft engine immobilizer
- Available security alarm
- Fuel pump inertia shutoff shuts down the fuel pump in the event of an accident
- Redesigned frame offers improved 20% yield strength
- Side intrusion door beams help add protection in the event of a collision
- Tire Pressure Monitoring System with display
- Child seat anchor system (LATCH)
- Available Park-Sense® Rear Park Assist System
- Available enhanced ParkView® Rear Back-Up Camera with higher resolution imaging and dynamic gridlines (not available with base model rearview mirror)
- Advanced multi-stage front air bags
- Supplemental side-curtain air bags
- Front seat-mounted side air bags for driver and front passenger

UTILITY

- New available interior mirror technology supports hands-free microphones, auto high-beam headlamp control and rain-sensitive wipers
- New factory-installed tri-folding tonneau system is available for all box configurations and enhances vehicle aerodynamics
- Available class-exclusive RamBox® Cargo Management System includes two dry, lockable, lit, drainable integrated storage bins large enough to carry a golf bag and features a bed divider that converts to a bed extender and a cargo rail system with four adjustable cargo cleats (available on Crew Cab with 5'7" or 6'4" bed and Regular and Quad Cab® with 6'4" bed; not available on 8' bed; can be linked to Remote Keyless Entry system)
- Choice of three cargo boxes (5'7", 6'4" or 8') with two-tier loading, bulkhead dividers and four cargo tie-downs (8' bed is not available with RamBox®)

- Load fits 4'x8' plywood with tailgate down:
 - 5'7" bed = 91.5 inches (length at floor with tailgate down)
 - 6'4" bed = 100.2 inches (length at floor with tailgate down)
- Available bed step (from Mopar®) makes it easier to access the truck bed from the back
- Available spray-in bed liner (standard on some models)
- Excellent interior storage features:
 - Store-in-the-floor insulated storage bins with removable liners located in the second-row floor (Crew Cab)
 - Available 60/40 split-folding rear bench seat and under-the-rear-seat storage with lids so the surface can also serve as a load floor (Quad Cab® and Crew Cab)
 - Available front centre in-cushion storage (select models)
 - New, fold-down armrest consoles have three upholders and under-lid access to media port
 - Floor-mounted behind-the-seat storage tray (Regular Cab)
 - Available "Business Console" folding armrest large enough to support a computer
 - Available dual glove boxes
 - In-door cup holders
- Forward-hinged rear doors open wide (nearly 90° on Quad Cab® and Ram Crew Cab)
- New feature-enhancing PowerNet Electrical Architecture allows faster communication of all electronics
- Available updated premium navigation system with 3D imaging
- Standard Ram Control Centre with 3.5-inch Vehicle Information Centre – previously available only on premium models – features sharp, crisp LED illumination and improved location of features
- Available new, segment-first, premium Ram Control Centre featuring 7-inch TFT Multiview Display helps driver monitor essential system temperatures and engine, transmission, cooling system pressure, trip and maintenance information at a glance
- All radios are equipped with SiriusXM Satellite Radio and include a free, one-year subscription (optional on ST, Tradesman and Express models)
- Uconnect 3.0 (RA1) features four-line LCD display and AM/FM radio with AUX/USB/Media Hub
- Uconnect 5.0 (RA2) features 5-inch colour touch-screen display, AM/FM radio with AUX/USB Media Hub, steering wheel audio controls, Bluetooth® connectivity for hands-free calling, streaming audio, voice commands, text reader, EVIC personalization and rearview camera readiness
- Uconnect 8.4A (RA3) features 8.4-inch colour touch-screen display, AM/FM radio with AUX/USB/SD Media Hub, customer-activated navigation, steering wheel audio controls, Bluetooth® connectivity for hands-free calling, streaming audio, voice commands, text reader, HVAC controls, EVIC personalization, SMS response (for dictation) and rearview camera readiness

SUVPS CONTINUED

UTILITY CONTINUED

- Uconnect 8.4AN (RA4) features 8.4-inch colour touch-screen display, AM/FM radio with AUX/USB/SD Media Hub, Bluetooth® connectivity for hands-free calling, steering wheel audio controls, streaming audio, voice commands, text reader, HVAC controls, EVIC personalization, SMS response (for dictation) and rearview camera readiness
- 6-, 7- and 10-speaker audio system configurations:
 - 6-speaker system (standard/base system)
 - Alpine® 7-speaker system with amplifier (available on Regular Cab configurations only)
 - Alpine® 10-speaker system with amplifier (46 watts per channel) incorporates surround sound and a subwoofer (on four-door models) (not available on Regular Cab configurations)
- Available Media Hub, located either in the armrest storage bin or in the centre fold-down bin on vehicles with bench seat configurations, keeps your customer's various digital devices fully charged and operating (depending on Uconnect radio selected)
 - Auxiliary jack
 - USB port 1.5-amp fully functional port for personal devices
 - Available USB port 2.5-amp for fast charging only
 - Available SD card slot
 - Available 12-volt auxiliary power outlet fed from battery and/or ignition
 - Available Bluetooth® wireless connectivity

VALUE

- 5-year/100,000-kilometre Powertrain Limited Warranty and Corrosion Protection Warranty along with 3-year/60,000-kilometre Basic Bumper-to-Bumper Warranty with Roadside Assistance
- Intelligent energy management optimizes efficiency by ensuring electric power steering, fuel pump, alternator and engine cooling fans use only as much power as they need
- 270-degree door hem sealing further improves corrosion resistance
- Available Keyless Enter 'n Go™ allows passive entry for the front door handles and includes push-button start
- Available remote start system
- New available power-sliding back-light rear window is the only rear window in its class to offer defrost function whether the window is open or closed
- Standard one-touch up/down driver window and one-touch down passenger front window (Quad Cab® and Ram Crew Cab)
- Available Dual-Zone Automatic Temperature Control (ATC)
- Available heated steering wheel
- Available ventilated, heated front seats with 10-way power adjustment and heated rear seats
- Available mud and slush mats
- Available power adjustable pedals
- Available power sunroof

PERFORMANCE

- New, class-exclusive, available TorqueFlite™ 8 eight-speed automatic transmission with rotary shifter control and advanced thermal management plus close-ratio gearing to enable effortless acceleration and passing performance (eliminates need for Tow/Haul mode)
- Engines and Drivetrains:
 - New available 3.6L Pentastar™ VVT V6 engine – two-time winner of *Ward's* 10 Best Engines award – with new TorqueFlite™ 8 eight-speed automatic transmission delivers 305 hp/269 lb-ft of torque and a best-in-class V6 fuel economy of 11.4 L/100 km (25 mpg) city and 7.8 L/100 km (36 mpg) highway (4x2 HFE model)
 - 4.7L Flex Fuel V8 engine with 6-speed automatic transmission delivers 310 hp/330 lb-ft of torque and up to 15.0L/100 km (19 mpg) city and 10.2L/100 km (28mpg) highway
 - 5.7L HEMI® V8 and 6-speed automatic transmission delivers 395 hp/407 lb-ft of torque and up to 15.4 L/100 km (18 mpg) city and 10.2 L/100 km (28 mpg) highway
 - 5.7L HEMI® V8 with new 8-speed automatic transmission delivers 395 hp/407 lb-ft of torque and is projected to deliver best-in-class V8 mpg on the HFE model (late availability)
- Structural refinements result in a lighter weight vehicle with better NVH quality without compromising performance
- Standard link-coil rear suspension provides exceptional ride quality and is not available on any other truck
- New available, segment-exclusive Active-Level™ Four-Corner Air Suspension provides enhanced ride/handling/load management capabilities, improved NVH, outstanding off-road capability/exceptional ground clearance and contributes to improved fuel-efficiency. Features push-button height adjustment for easier navigation through terrain conditions and a step-in height of 21 inches (533.4 mm).
- Excellent Towing Capability (maximum when properly equipped):
 - 3.6L with 8-speed A/T: 6,500 lb
 - 4.7L with 6-speed A/T: 7,700 lb
 - 5.7L with 6-speed A/T: 10,450 lb
- Excellent Payload/Hauling Capability (maximum when properly equipped):
 - 3.6L with 8-speed A/T: 1,930 lb
 - 4.7L with 6-speed A/T: 1,750 lb
 - 5.7L with 6-speed A/T: 1,710 lb

SUVPS CONTINUED

PERFORMANCE CONTINUED

- New HFE model is available with either the 3.6L Pentastar™ VVT V6 and TorqueFlite™ 8 eight-speed automatic transmission or with the 5.7L HEMI® V8 and TorqueFlite™ 8 eight-speed automatic transmission (late availability), and includes several fuel efficiency features such as:
 - Stop/Start Technology with intelligent battery charging
 - Electric power steering
 - Active grille shutter (closes off airflow to engine compartment when not required)
 - Engine Stop/Start Technology reduces idling to conserve gasoline
 - Interactive deceleration fuel shutoff (iDFSO) deactivates the fuel injectors during deceleration
 - Engine and transmission thermal management systems for improved warm-up
 - Pulse width modulation for “on-demand” regulated fuel pump
 - Air dams and Tonneau cover (improves aerodynamics)
 - Weight reductions such as light weight steel wheels and aluminum hood
- Electronic Range Select helps carry heavy loads with confidence
- Tow/Haul Mode “Overdrive off” switch located in the centre stack of the instrument panel changes transmission shift schedule to better suit towing and hauling (6-speed transmission only)
- Exceptional aerodynamic performance contributes to fuel efficiency and quiet ride
- Available tow hooks
- Available integrated trailer brake controller
- Standard 4-pin connector and 7-pin wiring harness
- Available Class IV receiver hitch
- First Ram 1500 models to offer 4x4 with V6 engine
- Choice of two 4WD systems: On-Demand or Part-Time
- Heavy-duty cooling and auxiliary transmission cooler
- Available ParkView® Rear Back-Up Camera eases trailer hitch hookup
- Heavy-duty front and rear shocks and front stabilizer bar on all models
- Choice of four rear axle ratios (3.21, 3.55, 3.92, 4.10) provides a range of performance capabilities
- Limited-slip differential is available on all axles and enhances traction without sacrificing fuel economy
- Electric power steering optimizes steering feel and precision and only draws power from the vehicle when required, resulting in fuel savings
- Improved torque converter hardware and control for lower lockup speeds

STYLING

- Exterior Appearance Group for Tradesman is available, featuring fog lamps, chrome bumpers, chrome surround with Black Hex-Link grille, matte black upper fascia and 17-inch cast aluminum wheels
- New exterior appointments include larger grille (and four distinct grille insert textures), front fascia, bumper design, wheel designs, detailed surfacing and richer finishes throughout the face and rims
- Cabin enhancements include a quieter interior thanks to improved design, sealing and sound-deadening acoustic applications and materials; a more harmonious layout of controls and lighting (LED lights in some models); enhanced storage; updated door panels, instrument panel and colours; richer materials used throughout, including more leather surfacing on vehicles equipped with leather seating
- Huge emphasis on aerodynamics, including:
 - Segment-exclusive available active grille shutters opens/closes front intake depending on need and maximizes performance and efficiency
 - Extended, larger flexible front air dam
 - Available tonneau cover
 - Optional wheel-to-wheel tubular side step
 - Aero-optimized front corners
 - Aero-shaped rearview mirrors
 - Optimized taillamps
- 12 available models:
 - Laramie Longhorn — available in Crew Cab
 - Laramie — available in Quad and Crew Cabs
 - Sport — available in Quad and Crew Cabs
 - R/T — available in Regular 4x2
 - Big Horn — available in Quad and Crew Cabs
 - Outdoorsman — available in Quad and Crew Cabs
 - SLT — available in Regular, Quad and Crew Cabs
 - HFE — available in Regular Cab
 - Express — available in Regular Cabs
 - Tradesman — available in Regular Cabs
 - SXT — available in Regular, Quad and Crew Cabs
 - ST — available in Regular, Quad and Crew Cabs
- Available factory dual exhaust (a segment-exclusive), dramatically styled into the full wraparound rear bumper and offers two variations of exhaust notes (on select models with the HEMI® V8)
- New lineup of 17" and 20" wheels (plus carryover 22" wheels) for a fresh, distinctive look with new lightweight steel wheel (approximately four pounds lighter) with deeper offset design, which contributes to overall weight reduction

SUVPS CONTINUED

STYLING CONTINUED

- 12 available exterior colours, including five new colour choices:
 - Copperhead Pearl Coat
 - Western Brown Pearl Coat
 - Black Gold Pearl Coat
 - Prairie Pearl Coat
 - Maximum Steel Metallic
- New available tubular side steps are offered in both cab and wheel-to-wheel lengths, allowing easy cab entry and box access, as well as improved aerodynamics
- New available power, heated, power-folding 6"x9" exterior mirrors with turn signal markers provide exceptional visibility — especially with items in tow
- New high-strength steel in the box floor assembly and high-strength stamped steel front bumper shell
- Triple-sealed doors, integrated air dam, side-window offset and several other well-thought-out features help deliver exceptionally quiet ride
- Laramie Longhorn exterior features a body-colour upper fascia with chrome grille surround and Wave-Mesh grille insert, an available white gold or chrome front bumper and lower side panels, chrome exterior mirrors and door handles, premium dual-function projector LED headlamps with vertical fog lamps, 20-inch six-spoke polished cast-aluminum wheels with silver (with monotone paint) or white gold-clad inserts and Longhorn branding
- Laramie exterior features a body-colour upper fascia with chrome grille surround and Wave-Perf grille insert, chrome front/rear bumpers, chrome exterior mirrors and door handles, two-tone bright silver lower side panels, premium dual-function projector LED headlamps with vertical fog lamps and 20-inch six-spoke chrome-clad aluminum wheels
- Sport models feature body-colour front fascia with lower intake and aero chin spoiler, body-colour grille surround with chrome Billet-Perf grille insert and body-colour exterior mirrors and door handles; also features premium black-bezel dual-function projector LED headlamps with vertical fog lamps and 20-inch five-spoke polished cast-aluminum wheels with tech-silver painted pockets
- R/T models feature body-colour front upper fascia with lower intake and aero chin spoiler, body-colour grille surround with black Hex-Link grille, body-colour exterior mirrors and door handles; also features premium black-bezel dual-function projector LED headlamps with vertical fog lamps, Sport Performance Hood and 22-inch polished forged aluminum wheels
- Big Horn model features a body-colour fascia with chrome bumper, chrome grille surround and Billet-Perf grille insert, chrome exterior mirrors, chrome front/rear bumpers and door handles, quad headlamps with vertical fog lamps, 20-inch five-spoke chrome cast-aluminum wheels and new distinct badging
- Outdoorsman features a body-colour upper front fascia, body-colour grille surround and Hex-Link insert, Mineral Grey front/rear bumper and lower side panels, quad headlamps, black mirrors, black door handles and 17-inch Tech Silver aluminum wheels
- SLT models feature a body-colour upper fascia and chrome grille surround with black Hex-Link grille insert, black exterior mirrors, chrome door handles and front/rear bumpers, quad headlamps with optional vertical fog lamps, 17-inch Tech Silver aluminum wheels and new distinct badging
- HFE models feature a body-colour upper fascia and chrome grille surround with black Hex-Link grille insert, black exterior mirrors, chrome door handles and front/rear bumpers, quad headlamps, 17-inch Tech Silver aluminum wheels, a flexible front air dam, tri-fold tonneau cover and new distinct badging
- Express model features fog lamps, 20-inch aluminum wheels, body-colour front fascia, grille surround with black Hex-Link grille and body-colour front/rear bumper (rear bumper with step pad)
- Tradesman model features a black front fascia; grille surround with Hex-Link insert; black front/rear bumpers, exterior mirrors and door handles; quad headlamps and 17-inch styled steel wheels. Available Sport Performance Hood (Sport models)
- SXT features a black front upper fascia, chrome grille surround with Hex-Link insert, chrome front/rear bumper, quad headlamps, black mirrors, black door handles and 17-inch Tech Silver aluminum wheels
- ST features a black front fascia, black grille surround with Hex-Link insert, black front/rear bumper, black exterior mirrors, black door handles, quad headlamps and 17-inch styled steel wheels
- Premium leather bucket seats, shift-lever cover and centre console cover for Laramie Longhorn
- Available Canyon Brown or Cattle Tan seats (Laramie Longhorn)



MODEL LINEUP

ST - REGULAR CAB / QUAD CAB® / CREW CAB

ENGINE/TRANSMISSION

- 4.7L Flex Fuel V8 with 6-speed automatic (23A)
- 3.6L Pentastar™ Variable Valve Timing (VVT) V6 with 8-speed automatic (22A)
- 5.7L HEMI® VVT V8 with FuelSaver Multi-Displacement System (MDS) and 6-speed automatic (25A)

STANDARD EQUIPMENT

Performance

- Front suspension with upper and lower control arms, coil springs, HD shock absorbers
- Rear suspension with multilink coil spring and heavy-duty shock absorbers
- 4- and 7-pin trailer wiring harness
- Electronic shift-on-the-fly part-time transfer case (4x4 only)
- 3.55 rear axle ratio
- Power rack-and-pinion steering
- Front stabilizer bar
- Rear stabilizer bar on all Quad Cab, Crew Cab, and 4x4 models
- Full-size spare tire with steel wheel

Interior Amenities

- Heavy-duty vinyl 40/20/40 split bench seat
- Rear heavy-duty vinyl flip-up bench seat (Quad Cab/Crew Cab)
- Front seat centre armrest with cup holders
- Front seat storage tray (Crew Cab)
- Air conditioning
- Cruise control
- Uconnect™ 3.0
- 1.5-amp USB port for personal devices
- Electronic Vehicle Information Centre
- 12-volt auxiliary power outlets
- Instrument panel with Black bezel
- Power door locks and front windows with one-touch up/down (Quad Cab/Crew Cab)
- Behind-the-seat storage bin (Regular Cab)
- Rear in-floor storage (Crew Cab)
- Rear underseat storage bins (Quad Cab/Crew Cab)
- Tilt steering column



MODEL LINEUP

ST - REGULAR CAB / QUAD CAB® / CREW CAB CONTINUED

Safety & Security

- Advanced multistage driver and front passenger air bags
- Supplemental side-curtain air bags
- Supplemental front-seat side air bags
- Four-wheel disc antilock brakes with Brake Assist
- Sentry Key® antitheft engine immobilizer
- Automatic headlamps
- Tire pressure monitoring system with display screen
- Driver and front passenger knee bolsters
- Electronic Stability Control with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, Ready Alert Braking, and Traction Control

Exterior Features

- 17-inch lightweight steel wheels
- P265/70R17 BSW All-Season Goodyear® tires
- Power, heated 6- x 9-inch Black mirrors, manual folding (Quad Cab/Crew Cab)
- Quad halogen headlamps
- Black grille, door handles, and bumpers
- Grey upper fascia

SXT - REGULAR CAB / QUAD CAB / CREW CAB

DIFFERENCES/UPGRADES VS. ST

Interior Amenities

- Cloth 40/20/40 bench seat
- SiriusXM Satellite Radio with one-year subscription
- Carpet floor covering
- Front and rear floor mat

Safety & Security

- Remote keyless entry

Exterior Features

- Chrome grille with Black hex-link insert
- Power, heated 6- x 9-inch Black mirrors, manual folding
- 17-inch Tech Silver aluminum wheels
- Chrome front and rear bumpers

SLT - CAB/ QUAD CAB®/ CREW CAB

DIFFERENCES/UPGRADES VS. SXT

Performance

- 180-amp alternator

Interior Amenities

- Overhead console
- Premium door trim with map pocket
- Rear power sliding window (Quad Cab/Crew Cab)
- Instrument panel colour-keyed bezel
- Passenger-side sun visor with mirror
- Temperature and compass gauges
- Power door locks and front windows with one-touch down (Regular Cab)
- Traveller and mini trip computer
- Remote USB port (for charging only)

Exterior Features

- Body-colour upper fascia
- Body-colour and chrome door handles

OUTDOORSMAN QUAD CAB/ CREW CAB

DIFFERENCES/UPGRADES VS. SLT

Performance

- Rear extra-heavy-duty shock absorbers
- 3.92 rear axle ratio
- Antispin differential rear axle
- 121-litre fuel tank

Interior Amenities

- Front and rear rubber floor mats
- Chrome accent shift knob

Exterior Features

- Body-colour grille
- Lower two-tone paint in Mineral Grey Metallic
- Painted front/rear bumper in Mineral Grey Metallic
- Painted fender flares in Mineral Grey Metallic
- Tow hooks
- Transfer case skid plate shield
- Front suspension skid plate
- Fog lamps
- LT265/70R17E OWL Goodyear® On-/Off-Road tires
- Class IV hitch receiver

MODEL LINEUP

BIG HORN - QUAD CAB®/CREW CAB

DIFFERENCES/UPGRADES VS. SLT

Performance

- Electronic shift-on-demand transfer case (4x4 models)
- Dual rear exhaust with bright tips

Interior Amenities

- Uconnect™ 5.0
- Premium 7-inch Thin Film Transistor instrument cluster
- Overhead console with universal garage door opener
- Sun visors with illuminated vanity mirrors
- Auto-dimming rearview mirror with display
- Rear dome lamp with on/off switch
- Leather-wrapped steering wheel with audio controls
- Chrome accent shift knob
- Glove box, underhood, and ashtray lamps

Exterior Features

- 20-inch chrome-clad cast aluminum wheels
- Power-folding, 6- x 9-inch chrome heated mirrors with supplemental turn signals and courtesy lamps
- Chrome grille with chrome billets
- Mopar® Chrome Tubular Side Steps
- Fog lamps
- P275/60R20 BSW All-Season Goodyear® tires

SPORT - QUAD CAB/CREW CAB

DIFFERENCES/UPGRADES VS. SLT

Interior Amenities

- Cloth high-back bucket seats
- LED interior lighting
- Full-length floor console
- Rear 60/40 split-folding seat
- Power 10-way driver's seat, including two-way lumbar adjuster
- Fold-flat load floor storage
- Uconnect 8.4A
- Uconnect Hands-Free Communication
- Auto-dimming rearview mirror with microphone
- 115-volt auxiliary power outlet
- Rear dome lamp with on/off switch
- Leather-wrapped steering wheel with audio controls
- Sun visors with illuminated vanity mirrors
- Universal garage door opener

Exterior Features

- 20-inch polished aluminum wheels
- Active-Level Four-Corner Air Suspension
- Body-colour grille with bright billets
- Body-colour front fascia and rear bumper
- Body-colour exterior mirrors
- Power folding, 6- x 9-inch heated, auto-dimming, body-colour mirrors with supplemental turn signal and courtesy lamp
- Premium bi-function halogen projector headlamps with Black surround
- Premium LED taillamps (turn/stop/tail/running lights) with Black surround
- Dual rear exhaust with sport rumble
- Fog lamps
- P275/60R20 OWL All-Season Goodyear tires

R/T - REGULAR CAB

DIFFERENCES/UPGRADES VS. SPORT

- 4.10 rear axle ratio with antispin differential
- Premium I speakers
- 22-inch forged polished aluminum wheels
- Sport Performance Hood
- Body-colour grille with Black mesh insert and R/T badge
- P285/45R22 BSW All-Season Goodyear tires

MODEL LINEUP

LARAMIE - QUAD CAB® / CREW CAB

DIFFERENCES/UPGRADES VS. SPORT

Interior Amenities

- Leather-faced 40/20/40 bench seat
- Heated and ventilated front seats
- Automatic dual-zone temperature control
- Front armrest with cup holders
- Front centre-seat cushion storage
- Deluxe door trim panel
- Storage tray (Crew Cab)
- Instrument panel woodgrain bezel
- Power 10-way with memory driver and six-way passenger seats
- Front and rear door accent lighting
- Memory feature for radio/driver's seat/mirrors/pedals
- Heated steering wheel
- Ten amplified-speaker system including subwoofer and 552-watt amplifier

Safety & Security

- Security alarm
- ParkView® Rear Back-Up Camera

Exterior Features

- Chrome grille with chrome hex-perforated insert
- Chrome front and rear bumpers
- Lower two-tone paint and fender flares in Bright Silver Metallic
- Body-colour/chrome door handles
- Accent fender flares
- Power folding 6- x 9-inch multifunction, heated, chrome mirrors with position memory, auto-dimming, supplemental turn signal, and courtesy lamps
- Premium LED taillamps (turn/stop/tail/running lights) with chrome surround
- P275/60R20 BSW All-Season Goodyear® tires

LARAMIE LONGHORN - CREW CAB

DIFFERENCES/UPGRADES VS. LARAMIE

Interior Amenities

- Premium leather bucket seats with laser etching
- Full-length premium floor console
- Premium instrument cluster
- Premium interior accents
- Heated second-row seats
- Mopar® Bright Door Entry Guards
- Uconnect 8.4AN
- Premium leather-wrapped steering wheel with audio controls
- Premium door trim panel
- Luxury front and rear floor mats

Safety & Security

- Park-Sense Rear Park Assist System
- Remote start system

Exterior Features

- Lower two-tone paint, front/rear fascias, fender flares, and running boards in White Gold Metallic
- 20-inch chrome-clad aluminum wheels
- Chrome grille with chrome wave-mesh
- Tow hooks
- Spray-in bedliner

RAM 1500 ESTIMATED FUEL ECONOMY L/100 km (mpg)

	Engine	Transmission	Horsepower	Torque (lb-ft)	City	Highway
4x2	3.6L VVT V6 (HFE Model)	8-Speed Automatic	305	269	11.4 (25)	7.8 (36)
	3.6L VVT V6	8-Speed Automatic	305	269	12.3 (23)	8.0 (35)
	4.7L FFV V8	6-Speed Automatic	310	330	15.0 (19)	10.2 (28)
	5.7L HEMI® V8	6-Speed Automatic	395	407	15.4 (18)	10.2 (28)
4x4	3.6L VVT V6	8-Speed Automatic	305	269	13.0 (22)	8.5 (33)
	4.7L FFV V8	6-Speed Automatic	310	330	15.3 (18)	10.5 (27)
	5.7L HEMI V8	6-Speed Automatic	395	407	15.8 (18)	10.8 (26)

Based on 2013 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Refer to the EnerGuide for further information.

For additional vehicle information, inventory search and build and price functions please visit the Vehicle Knowledge area located on DealerCONNECT under the Marketing tab.

PRODUCT PRESENTATION

The following presentation for the 2013 Ram 1500 is your guide to matching this vehicle's many trim levels and features to your customer's buying motivations. It is intended to help you focus the conversation on the key features that will influence your particular customer's purchase decision. Remember to emphasize the benefits of each feature to the customer — the reasons why the 2013 Ram 1500 is their best purchase choice. Not all of these features are standard, or available, on all models. To determine which features are available, please consult the Features, Options & Package Groups charts or the Code Guide.

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
NEW 2013 RAM 1500 – AWARDS AND EXCLUSIVES	
<ul style="list-style-type: none"> • Available 3.6L Pentastar™ VVT V6 – one of <i>Ward's</i> 10 Best Engines in 2011 and 2012 – delivers best-in-class fuel efficiency with up to 7.8 L/100 km (36 mpg) highway • Available class-exclusive TorqueFlite™ 8 eight-speed automatic transmission <i>Automotive News</i> PACE award winner in 2012 • Available new High Fuel Efficiency (HFE) models (5.7L HEMI® HFE late availability) • Available, class-exclusive Active-Level™ Four-Corner Air Suspension • Class-exclusive multi-link coil-spring rear suspension • Available class-exclusive active grille shutters • Available class-exclusive Stop/Start Technology (excluding hybrid pickups) • Available, class-exclusive 8.4-inch touch-screen display • Available, class-first 7-inch TFT Multiview display • Available class-exclusive RamBox® Cargo Management System • Available class-exclusive AllSecure™ central locking system 	<ul style="list-style-type: none"> • 3.6L/8-speed HFE model delivers best-in-class fuel efficiency • Delivers effortless acceleration and passing performance • The most fuel-efficient offering of its kind (V6 or V8) • Offers automatic leveling for load-carrying confidence • Provides automatic aerodynamic vehicle lowering for enhanced fuel efficiency • Provides exceptional ride quality • Reduces wind resistance and improves engine warm-up time • Improves fuel efficiency by shutting down engine when it would be idling • Makes infotainment system easy/intuitive to use • Shows vehicle operations including maintenance, temperature and performance • Offers waterproof, lockable and lighted versatile storage for sports, hunting and camping equipment • Allows locking of doors, tailgate and available RamBox® right from the key fob
ENHANCED FRONT-END DESIGN	
<ul style="list-style-type: none"> • Larger Ram grille with 4 distinct grille inserts: <ul style="list-style-type: none"> – Mold-in colour black Hex-Link – Chrome-finish Billet-Perf – Chrome Wave-Perf – Chrome-finish Wave-Mesh • Single-piece front fascia with integrated lower intake and large air dam (Express, Sport and R/T models) 	<ul style="list-style-type: none"> • Improves the stylish appeal of an already great-looking truck • Enhances aerodynamic performance
IMPROVED HEADLAMP TECHNOLOGY	
<ul style="list-style-type: none"> • Featuring standard quad halogen headlamps – previously reserved for higher-end models <ul style="list-style-type: none"> – High-efficiency, single-filament halogen bulbs provide exceptional performance – High-beam “four-bulb burn” mode allows all four bulbs to light at once for maximum brightness • Available all-new premium bi-functional 70-mm projector headlamps feature: <ul style="list-style-type: none"> – Halogen infrared reflecting (HIR) bulbs, uncommon in pickup segment, is Chrysler LLC first in a pickup – Supplemental high beams and LED parking/turn signal/daylight running lamps – Ram's Head logo etched on inside of lens and on the side facing of the projector cannon housing (Laramie & Longhorn) 	<ul style="list-style-type: none"> • Provides excellent standard forward-lighting performance • Responds directly to request from customers for brighter forward lighting • Provides available premium halogen infrared reflecting (HIR) lighting feature not usually available for pickup

PRODUCT PRESENTATION

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE AUTO HIGH-BEAM HEADLAMP CONTROL	
<ul style="list-style-type: none"> • Available auto high-beam headlamp control can "read" oncoming lights and taillamps • Instantly adjusts light output in response to ambient light and surrounding traffic • Requires no driver interaction 	<ul style="list-style-type: none"> • Delivers maximum lighting for safer driving
AVAILABLE TOW HOOKS	
<ul style="list-style-type: none"> • Available on 4x2 and 4x4 models • Included in Protection Group 	<ul style="list-style-type: none"> • Provide added utility
3-YEAR/60,000-KILOMETRE BASIC LIMITED WARRANTY	
<ul style="list-style-type: none"> • Includes Roadside Assistance • Covers the complete vehicle against defects in factory-supplied materials and workmanship • Excludes tires, wiper blades, clutch discs or module clutch assembly, brake linings, brake rotors, pads and drums, windshield, rear window, wheel alignment, wheel balancing and normal maintenance items • Stays with the vehicle and transfers automatically to subsequent owners at no cost during the warranty period 	<ul style="list-style-type: none"> • Provides total peace-of-mind confidence
5-YEAR/100,000-KILOMETRE POWERTRAIN LIMITED WARRANTY	
<ul style="list-style-type: none"> • Includes subsequent owner coverage transfer at no cost, towing and elimination of the 5-year powertrain inspection requirement 	<ul style="list-style-type: none"> • Delivers excellent coverage for a positive ownership experience
CORROSION PROTECTION WARRANTY	
<ul style="list-style-type: none"> • 3-year corrosion protection 	<ul style="list-style-type: none"> • Emphasizes product quality and durability
AVAILABLE LEGENDARY 5.7L HEMI® V8 WITH FUEL SAVER MDS TECHNOLOGY	
<ul style="list-style-type: none"> • 395 hp @ 5,600 rpm • 407 lb-ft of torque @ 3,950 rpm • Fuel Saver Technology allows engine to operate on four cylinders • Variable Valve Timing (VVT) • Refined air intake design with integrated Short Runner Valve (SRV) • Available on all models 	<ul style="list-style-type: none"> • Delivers outstanding combination of power and fuel efficiency • Provides strong appeal as one of the most recognizable and reputable name brands in automotive history
AVAILABLE 4.7L FLEX FUEL V8 WITH ELECTRONIC THROTTLE CONTROL	
<ul style="list-style-type: none"> • 310 hp @ 5,650 rpm • 330 lb-ft of torque @ 3,950 rpm • Flex Fuel capability 	<ul style="list-style-type: none"> • Offers quiet idling, solid low-speed torque and outstanding responsiveness throughout the power band • Allows the additional flexibility of operating with E85 flex fuel
AVAILABLE 3.6L PENTASTAR™ VVT V6	
<ul style="list-style-type: none"> • 305 hp @ 6,400 rpm • 269 lb-ft of torque @ 4,175 rpm 	<ul style="list-style-type: none"> • One of <i>Ward's</i> 10 Best Engines in 2011 and 2012
NEW, AVAILABLE CLASS-EXCLUSIVE TORQUEFLITE™ 8 EIGHT-SPEED AUTOMATIC TRANSMISSION	
<ul style="list-style-type: none"> • Class-first 8-speed automatic • More than 40 intelligent shift maps eliminate the need for separate tow/haul mode • Adapts on-the-fly to changes in operating conditions • 2010 <i>Automotive News</i> PACE Innovation Award 	<ul style="list-style-type: none"> • Provides smooth, effortless acceleration with reduced emissions • Enables best-in-class fuel efficiency

PRODUCT PRESENTATION

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
INNOVATIVE ROTARY TRANSMISSION SHIFTER	
<ul style="list-style-type: none"> • Industry-first for a pickup • Perfectly placed on instrument panel – within grasp without looking • Found on luxury imports and heavy-duty Class 6-8 commercial vehicles • Similar to Ram 4x4 transfer case switch packaged with 6-speed transmission 	<ul style="list-style-type: none"> • Easy to operate; great feel, even with gloves
FIVE-LINK COIL-SPRING REAR SUSPENSION	
<ul style="list-style-type: none"> • Five links consist of two pairs of upper/lower control arms and single track bar • Coil springs add to improved ride while maintaining load-carrying capabilities • Shock absorbers are forward-facing and outboard-mounted for optimum damping • Control arms are angled outward to support load-sharing with track bar • Rear stabilizer bar helps maintain solid cornering • Contributes to a 40-lb weight savings compared to conventional Hotchkiss design 	<ul style="list-style-type: none"> • Delivers exceptional ride quality • Supports load-carrying capability with less friction than leaf springs for smoother ride quality • Contributes to more secure, confident handling when loaded and unloaded • Provides equal or better payload and towing capability • Virtually eliminates rear-axle hop on rough roads • Not offered on any other class competitors
AVAILABLE ACTIVE-LEVEL™ FOUR-CORNER AIR SUSPENSION	
<ul style="list-style-type: none"> • Class-exclusive technology • Higher ride height for off-road capability (Off-Road 1 and 2) • Lower ride height for improved aerodynamics and fuel efficiency (Aero mode) • Low entry/exit height for easier access and loading/unloading of the vehicle (Park mode) • Key fob can lower vehicle while you are approaching • Stable headlamp aim in all loading conditions: during lifting, rear raises first; during lowering, front lowers first • Closed-type system moves stored pressurized air from reservoir to and from the air springs • Operates with low power and weight with optimal NVH characteristics 	<ul style="list-style-type: none"> • Delivers exceptional ride comfort while offering immediate and precise control over the vehicle's ride height when necessary
AVAILABLE STOP/START TECHNOLOGY	
<ul style="list-style-type: none"> • Class-exclusive technology • Improves fuel efficiency by shutting the engine down when it would normally idle • Operation is seamless: engine restarts instantly when it's time to go and is always ready simply by releasing the brake pedal • All secondary systems (i.e., air conditioning, radio) stay on • Unique high-durability starter is tested to a 250% higher cycle rate and is combined with an 800-amp battery and a stout 220-amp alternator • Featured on Ram 1500 HFE V6 and V8 models (HFE V8 is late availability) 	<ul style="list-style-type: none"> • Supports improved fuel efficiency
TOW/HAUL MODE	
<ul style="list-style-type: none"> • Included with 6-speed automatic transmission 	<ul style="list-style-type: none"> • Alters the shift points, while decreasing gear searching for reduced heat buildup when towing

PRODUCT PRESENTATION

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
CHOICE OF TWO AVAILABLE 4X4 SYSTEMS	
<ul style="list-style-type: none"> • Part-Time (BW 44-45) <ul style="list-style-type: none"> – 2WD: any surface, any time – 4WD LOCK: slick surface or off-road – 4WD LOW: more challenging conditions – N (Neutral): towing • On-Demand (BW 44-44) <ul style="list-style-type: none"> – 4WD AUTO: engages two-wheel drive or four-wheel drive, depending on road conditions – 2WD, 4WD LOCK and 4WD LOW: same as part-time transfer case • Both feature an electric-shift transfer case that is operated by: <ul style="list-style-type: none"> – Rotary dial shifter with 6-speed automatic floor console or column shifter – Button control panel with TorqueFlite™ 8 rotary shifter 	<ul style="list-style-type: none"> • Provides always-ready four-wheel-drive capability with on-demand system
CHOICE OF FOUR AXLE RATIOS	
<ul style="list-style-type: none"> • Four gear ratios (3.21, 3.55, 3.92 and 4.10) • Available helical gear limited-slip differential 	<ul style="list-style-type: none"> • Contributes to overall performance improvements with smooth, easy-handling capability at each ratio • Designed to deliver solid reliability due to stronger materials and heavier construction
ELECTRIC POWER STEERING	
<ul style="list-style-type: none"> • Tuned to deliver light parking efforts without compromising steering performance at highway speeds • Optimum steering feel and precision 	<ul style="list-style-type: none"> • Provides precise control when parking and solid on-road feel at highway speeds • Only draws power from the vehicle when required (maximizes fuel savings)
EXTERIOR STYLING	
<ul style="list-style-type: none"> • Four distinct grille insert textures • New wraparound bumper design with more durable high-strength steel integrated visually with the new grille's shape • Improved headlamp design and premium LED taillamps • New lineup of 17" and 20" wheels join carryover 22" wheels 	<ul style="list-style-type: none"> • Supports greater pride in ownership, as the best-looking pickup on the road becomes even better
EFFECTIVELY DESIGNED AERODYNAMICS	
<ul style="list-style-type: none"> • Most aero-optimized pickup in Ram history • Closed grille areas, optimized front corners, lighter bumper and larger extended flexible front air dam • Aero-shaped mirrors • Available tonneau cover 	<ul style="list-style-type: none"> • Support improved aerodynamic performance and contributes to fuel efficiency

PRODUCT PRESENTATION

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
STANDARD SAFETY/SECURITY FEATURES	
<ul style="list-style-type: none"> • Two-fold approach involving active and passive features: • Active safety and security items help drivers avoid accidents with features such as Electronic Stability Control (see below for specific ESC subsystems) • Passive safety and security items help protect occupants in the event of a crash, with features such as advanced multi-stage driver and front-passenger air bags with knee bolsters, supplemental side-curtain air bags and supplemental seat-mounted pelvic-thorax side air bags • Ready-alert braking • All-speed traction control • Electronic Roll Mitigation • Trailer Sway Damping • Hill Start Assist 	<ul style="list-style-type: none"> • Deliver one of the most comprehensive safety and security packages in the segment • Contribute to a new level of confidence and peace of mind behind the wheel
ANTILOCK BRAKING SYSTEM (ABS)	
<ul style="list-style-type: none"> • Monitors and compares wheel speed to vehicle speed • Automatically modulates brake pressure during hard braking to prevent wheel lockup 	<ul style="list-style-type: none"> • Provides improved steering control under extreme braking and/or slippery conditions
BRAKE ASSIST	
<ul style="list-style-type: none"> • Overcomes the tendency of not applying the brakes hard enough in an emergency braking situation by using the ESC system to instantly apply the maximum available brake pressure • A component of the ESC system 	<ul style="list-style-type: none"> • Helps vehicle stop sooner in emergency situations by reacting faster than the driver is able to in applying maximum brake pedal pressure • Helps provide the shortest possible stopping distance in emergency braking situations
ELECTRONIC ROLL MITIGATION	
<ul style="list-style-type: none"> • Monitors the driver's steering wheel input and the speed of the vehicle to sense the potential for wheel lift • Detects when the sudden buildup of lateral force during a severe turn or evasive maneuver can cause the vehicle to start to tip • Applies the brakes with a high burst of pressure to cause the outside tire to slip and the vehicle's weight to transfer back over the inside tires and helps keep all four tires solidly on the ground • A component of the ESC system 	<ul style="list-style-type: none"> • Provides an enhancement to the Electronic Stability Control system to help reduce the likelihood of a vehicle side rollover • Reduces the chance of a rollover in sudden maneuvers and evasive events • Provides additional security and confidence by keeping all four tires solidly on the ground • Especially useful in vehicles with a higher centre of mass
HILL START ASSIST	
<ul style="list-style-type: none"> • Enhancement to ESC • Automatically maintains brake pressure when driver releases the brake pedal while driving uphill • Prevents vehicle rollback on a steep grade when the driver is transitioning from the brake to the accelerator 	<ul style="list-style-type: none"> • Allows the driver time to transition from brake to throttle to achieve smooth launch on grade • Contributes to ease of use and safety by preventing vehicle rollback on steep grades

PRODUCT PRESENTATION

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
TRAILER SWAY DAMPING	
<ul style="list-style-type: none"> • Enhancement to ESC • The ESC yaw sensor recognizes when there are alternating forces on the vehicle that aren't caused by steering input • The sway could be caused by strong wind gusts or an improperly loaded trailer • Trailer Sway Damping activates stabilizing effects by using brake pressure on alternating wheels to help stabilize the vehicle's path and, if necessary, adjusting the electronic throttle to help bring the vehicle and trailer under control 	<ul style="list-style-type: none"> • Reduces trailer sway and provides improved trailer stability • Contributes to increased towing safety, driver assurance and confidence
MORE THAN 45 AVAILABLE SAFETY AND SECURITY FEATURES	
<ul style="list-style-type: none"> • Bi-functional halogen infrared reflective (HIR) headlamps • AllSecure™ central locking system • Keyless Enter 'n Go™ with passive entry • Integrated Trailer Brake Controller • Vehicle security alarm • Park-Sense® Rear Park Assist System • ParkView® Rear Back-up Camera • Remote start system • And more 	<ul style="list-style-type: none"> • Offer owners an extensive selection of advanced features designed to provide enhanced safety and security
AVAILABLE POWER ADJUSTABLE PEDALS	
<ul style="list-style-type: none"> • Allow brake and accelerator pedals to move toward or away from the driver to fit their stature • For safety, pedals cannot be adjusted while cruise control is active or vehicle is in Reverse 	<ul style="list-style-type: none"> • Allow the pedals to be positioned so that the driver can sit a safe, comfortable distance from the driver air bag while still having complete access to the pedals • Help to reduce driver fatigue
AVAILABLE KEYLESS ENTER 'N GO™ WITH PASSIVE ENTRY	
<ul style="list-style-type: none"> • Works via a radio frequency (RF) hub located under the centre/rear of the vehicle • With the fob in a pocket or purse within 5' of vehicle, all operations function <ul style="list-style-type: none"> – Grab and pull the door handle to unlock vehicle (NOTE: DO NOT press the lock button on the handle at the same time; this could trigger the LOCK function) – Press door handle lock button and wait two seconds to lock vehicle (NOTE: DO NOT place hand around the door handle; this could trigger the unlock function) • With shifter in PARK or NEUTRAL and BRAKE PEDAL depressed, press ENGINE START/STOP button to start engine 	<ul style="list-style-type: none"> • Allows owner to lock/unlock and start the vehicle without physically touching the key fob
NEW CENTRAL LOCKING SYSTEM	
<ul style="list-style-type: none"> • Remote central locking controls doors, tailgate and RamBox® Cargo Management System (when included) • Available on remote keyless entry and Keyless Enter 'n Go™ fobs 	<ul style="list-style-type: none"> • Provides a convenient solution for locking down the truck with the push of a button • Contributes to peace of mind, knowing the contents of the entire vehicle, including the RamBox®, are secure

PRODUCT PRESENTATION

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE SECURITY ALARM	
<ul style="list-style-type: none"> • Monitors doors and ignition • Sounds horn and flashes lamps when activated • Activates if key cylinders are broken during a theft attempt • Included in remote start and Security Group 	<ul style="list-style-type: none"> • Helps to deter vandalism and theft in order to protect the vehicle • Can also contribute to lower insurance premiums
AVAILABLE REMOTE START SYSTEM	
<ul style="list-style-type: none"> • Conveniently starts engine from outside the vehicle by using the remote keyless entry fob • Operates when vehicle is locked and transmission is in Park • Activates heated steering wheel and heated/ventilated front seats when outside temperature is in proper range • Includes a back-up safety feature that turns off the vehicle after a predetermined period of time • Included in remote start and Security Group 	<ul style="list-style-type: none"> • Offers the convenience of starting the engine from outside the vehicle • Convenient control over important features (heated steering wheel, heated/ventilated front seats) • Maintains security by requiring vehicle to be locked and windows raised • Will warm or cool the interior prior to passengers entering the vehicle (if the HVAC controls were left on at last engine shutdown)
WHEEL LINEUPS	
<ul style="list-style-type: none"> • 17-inch lightweight steel – standard on ST and Tradesman • 17-inch Tech Silver aluminum – standard on HFE, SXT, SLT and Outdoorsman • 17-inch chrome-clad aluminum – optional on Big Horn and Laramie • 20-inch Tech Silver aluminum – standard on Express, optional on SLT and Outdoorsman, packaged on SLT with the SLT Plus Décor Group • 20-inch chrome-clad aluminum – standard on Big Horn • 20-inch polished aluminum with Tech Silver painted pockets – standard on Sport, optional on SLT with the SLT Plus Décor Group • 20-inch chrome-clad aluminum – standard on Laramie • 20-inch multi-clad polished aluminum with accent-painted inserts – standard on Longhorn • 20-inch polished aluminum with premium monotone inserts – standard on Longhorn with monotone paint • 22-inch polished forged aluminum – standard on R/T 	<ul style="list-style-type: none"> • Provide eye-catching appearance that adds to Ram's aggressive image

PRODUCT PRESENTATION

REAR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE PARK-SENSE® REAR PARK ASSIST SYSTEM	
<ul style="list-style-type: none"> • Uses ultrasonic sensors built into the rear-bumper fascia to detect objects at the rear of the vehicle that may be out of the line of sight • When vehicle is shifted into Reverse, sound wave signals are emitted and will detect stationary objects behind the vehicle that are at least 10 inches high • Audio and visual warnings are activated as vehicle approaches object 	<ul style="list-style-type: none"> • Assists in detecting objects behind the vehicle when backing up or parking
AVAILABLE PARKVIEW® REAR BACK-UP CAMERA	
<ul style="list-style-type: none"> • The image from a small wide-angle camera is displayed through the radio screen • Creates a view of what is immediately behind the vehicle • Features new dynamic grid lines • Operates when the transmission is in Reverse 	<ul style="list-style-type: none"> • Further assists the driver in determining if an obstacle is in the rear path of the vehicle when maneuvering in tight spaces in Reverse
AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER	
<ul style="list-style-type: none"> • Towing-experienced drivers insist on a trailer brake controller to confidently “dial in” the precise truck/trailer brake balance for the specific load and road speed • Controller activates trailer's electric brakes based upon the driver's action with the vehicle's brakes • The controller also allows manual control power to the trailer's electric brakes independent of the tow vehicle's brakes 	<ul style="list-style-type: none"> • Not “cobbled” into system as with aftermarket installation • Factory-installed, factory-backed for increased safety on the road
CHOICE OF THREE CARGO BOXES	
<ul style="list-style-type: none"> • 5-foot, 7-inch (Crew Cab only) • 6-foot, 4-inch (Regular Cab and Quad Cab® models; Crew Cab late availability) • 8-foot (Regular Cab only) • Features two-tier loading, bulkhead dividers and four cargo tie-downs 	<ul style="list-style-type: none"> • Allows for excellent flexibility in configuring box size and customization for hauling cargo
AVAILABLE PAYLOAD	
<ul style="list-style-type: none"> • Maximum available payload of 1,930 lbs (depending on model and when properly equipped) 	<ul style="list-style-type: none"> • Offers excellent load-carrying capabilities for passengers, as well as in-cabin and in-the-box cargo
EXCELLENT TOWING CAPABILITY	
<ul style="list-style-type: none"> • Standard Class III trailer-towing capability (bumper hitch) • All models include a four-pin and seven-pin hitch wiring harness and connector with a convenient plug-in connection at the rear bumper • Maximum available trailer-towing capability of 10,450 lbs (depending on model and when properly equipped) 	<ul style="list-style-type: none"> • Delivers the capability needed to handle the toughest jobs
AVAILABLE SPRAY-IN BEDLINER	
<ul style="list-style-type: none"> • Factory-installed spray-in bedliner is standard on Tradesman and Laramie Longhorn, optional on all other models • Note: An under-rail bedliner is optional on Tradesman 	<ul style="list-style-type: none"> • Helps protect box from scratches and scrapes from loading, unloading and shifting cargo
AVAILABLE SEGMENT-EXCLUSIVE RAMBOX® CARGO MANAGEMENT SYSTEM	
<ul style="list-style-type: none"> • Two dry, lockable, lit, drainable integrated storage bins • Bed divider that converts to a bed extender • Cargo rail system with four adjustable cargo cleats • Automatic lock/unlock via key fobs (RKE or Passive Entry/Keyless Enter 'n Go™) • RamBox® is optional on all 5-foot, 7-inch and 6-foot, 4-inch beds (all price classes) 	<ul style="list-style-type: none"> • Provides dry, lockable storage for items that the truck owner does not want to keep in the cab

PRODUCT PRESENTATION

REAR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE TRAILER TOW HITCH	
<ul style="list-style-type: none"> • Class IV hitch receiver • Trailer hitch attachments are designed to reduce torsion on the frame • Also contributes to overall vehicle NVH improvement 	<ul style="list-style-type: none"> • Improves trailer-towing capability and is required for towing trailers between 5,001 lbs and 10,450 lbs
AVAILABLE SEGMENT-EXCLUSIVE FACTORY DUAL EXHAUST	
<ul style="list-style-type: none"> • Stylish 4-inch chrome tips • Dramatically styled into the full-wraparound rear bumper • Designed and tuned for optimal engine performance • Features a larger diameter size than standard exhaust pipe for quiet operation and reduced back pressure • Offers two variations of exhaust notes (aggressive for Sport models and more subdued for Express, Big Horn, Laramie and Longhorn models) • Available on select models equipped with 5.7L HEMI® V8 	<ul style="list-style-type: none"> • Permits the engine to breathe for optimal performance • Tuned to deliver a deep, throaty sound that many pickup drivers enjoy

PASSENGER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
TIRE PRESSURE MONITORING SYSTEM WITH DISPLAY	
<ul style="list-style-type: none"> • Wheel-mounted tire pressure sensors detect low pressure in one or more tires and, depending upon equipment level, notify the driver through either a warning lamp on the instrument panel or by messaging through the EVIC • Display is on all models 	<ul style="list-style-type: none"> • Monitors tire pressures in all road conditions • Notifies driver of tire pressure loss • Helps owners maintain proper tire pressure for safe vehicle operation • Convenient at-a-glance monitoring of tire pressures in EVIC
CHILD SEAT ANCHOR SYSTEM (LATCH)	
<ul style="list-style-type: none"> • LATCH is a system for mounting a child seat • Lower child seat anchors and upper tether anchors 	<ul style="list-style-type: none"> • Helps ensure safe and proper installation of LATCH-compatible aftermarket child seats
EXCELLENT INTERIOR STORAGE	
<ul style="list-style-type: none"> • Store-in-the-floor insulated storage bins with removable liners located in the second-row floor (Crew Cab) • Available 60/40 split-folding rear bench seat and under-the-rear-seat storage with lids so the surface can also serve as a load floor (Quad Cab® and Ram Crew Cab) • Available front centre in-cushion storage (select models) • New, fold-down armrest consoles on 40/20/40 front bench seats carry 3 cup holders and under-lid access to media port • Floor-mounted behind-the-seat storage tray (Regular Cab) • Available armrest centre console storage bins (on 2- to 3-passenger configured models) • Available dual glove boxes (lower glove box is now illuminated) • In-door and in-dash cup holders 	<ul style="list-style-type: none"> • Provides enhanced storage opportunities with higher-end materials for improved customer satisfaction • Provides the perfect place to store toolboxes, construction materials or anything else • Allows the rear seat to accommodate cargo and passengers

PRODUCT PRESENTATION

PASSENGER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
STORE-IN-THE-FLOOR REAR IN-FLOOR STORAGE BINS	
<ul style="list-style-type: none"> • Located in the second row beneath floor mats on driver and passenger sides • Bins feature hinged, latching lids • Insulated and removable plastic containers • Ram Crew Cab only 	<ul style="list-style-type: none"> • Provide additional secure storage that can be easily cleaned or used outside the vehicle
VERSATILE REAR-SEAT AREA	
<ul style="list-style-type: none"> • Available 60/40 split-folding rear bench seat (Quad Cab® and Crew Cab) • Features 50.9 litres (1.8 cu ft) of underseat storage with lids to serve as load floor 	<ul style="list-style-type: none"> • Provides added flexibility and utility for passengers and cargo
WIDE-OPENING DOORS	
<ul style="list-style-type: none"> • Forward-hinged rear doors open wide (nearly 90 degrees on Quad Cab® and Crew Cab) 	<ul style="list-style-type: none"> • Make it easy to get in and out of the vehicle while improving access to the rear cargo area

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
QUIET CABIN	
<ul style="list-style-type: none"> • Strategically engineered to be quieter than the competition, thanks to honing exterior shapes, sealing and sound-deadening acoustic applications and materials • Ribbed bead patterns and mastic patch dampers stiffen the floor and dash panel to prevent sound frequencies from being amplified inside the cabin • Triple-weather stripping between the doors and the body ensures effective sealing • Every path that leads to the interior is sealed • Expandable baffles are used at the base of the pillars to block noise intrusion • Cabin is virtually air-tight, forcing air to flow through the cab and out via the cab-back air exhausters 	<ul style="list-style-type: none"> • Creates a quiet environment that reinforces the commitment to high quality and supports an enjoyable ownership experience
MATERIALS AND ERGONOMICS	
<ul style="list-style-type: none"> • Updated materials finishes – including mono- and two-tone soft-touch surfaces throughout the instrument panel and doors on up-level models • New door surface materials, surfacing and design • More intuitive, centrally located button control bank on the lower portion of the instrument • Air outlets are positioned for enhanced airflow, faster heat-up, cool-down and demisting performance with new thumb-rollers (rubber coated and tuned for tactility) • Slide drawer bins with rubber base mats (removable for easy cleaning) offer generous size large enough for most personal items • Fold-down armrest consoles on 40/20/40 front bench seats now carry three integrated cup holders and under-lid access to a media port 	<ul style="list-style-type: none"> • Provide a more harmonic layout of controls and lighting • Deliver more useful storage opportunities • Offer higher-end materials and more refined craftsmanship in every model
ADVANCED MULTI-STAGE FRONT AIR BAGS	
<ul style="list-style-type: none"> • Tailor air bag deployment to the severity of the crash and the weight of the occupant 	<ul style="list-style-type: none"> • Protect front-seat occupants
SUPPLEMENTAL SIDE-CURTAIN AIR BAGS	
<ul style="list-style-type: none"> • Housed in the headliner just above the side windows • Each side has its own impact sensor in order to autonomously trigger on the side where the impact occurs 	<ul style="list-style-type: none"> • Extend protection to front and rear outboard passengers

PRODUCT PRESENTATION

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
FRONT-SEAT SIDE AIR BAGS	
<ul style="list-style-type: none"> Housed in driver and passenger seats 	<ul style="list-style-type: none"> Extend protection to driver and front passenger
SENTRY KEY® ANTITHEFT ENGINE IMMOBILIZER	
<ul style="list-style-type: none"> Will not allow the vehicle to run when an attempt is made to start the vehicle without the properly encoded key 	<ul style="list-style-type: none"> Provides improved vehicle theft protection
AVAILABLE FRONT CENTRE IN-CUSHION STORAGE	
<ul style="list-style-type: none"> Available on select models with front bench seat 	<ul style="list-style-type: none"> Provides hidden, additional storage under the centre front seat for small items and business equipment
AVAILABLE POWER SLIDING REAR WINDOW	
<ul style="list-style-type: none"> Quad Cab® and Crew Cab Power operation for rear cab window, similar to side windows 	<ul style="list-style-type: none"> Provides better ventilation Adds to ease and convenience of operation
AVAILABLE DUAL-ZONE TEMPERATURE CONTROL	
<ul style="list-style-type: none"> Employs infrared sensors to measure the surface temperature of each zone Allows for the setting of two separate temperatures 	<ul style="list-style-type: none"> Adds to passenger comfort
RAM CONTROL CENTRE WITH ENHANCED 3.5" LCD DISPLAY	
<ul style="list-style-type: none"> Was premium display in 2012, now standard Features large, easy-to-read graphics, improved lighting and location of 4 gauges with red LED-illuminated needles Features 3.5" reconfigurable display with well-organized, readable segments Menu selection is accessed via steering wheel-mounted toggle switch Allows the driver to display useful information, such as personal settings, outside temperature, compass, tire pressure display, audio modes and system status messages, as equipped 	<ul style="list-style-type: none"> Makes viewing and selecting information easy and convenient for the driver Customizable features to suit driver's needs
PREMIUM RAM CONTROL CENTRE WITH 7" TFT MULTIVIEW DISPLAY	
<ul style="list-style-type: none"> Incredibly crisp graphics Easily programmed display 6-gauges with high-definition 7" Thin Film Transistor (TFT) display that overlaps the tachometer Menu selection is accessed via steering wheel-mounted toggle switch Wide array of information including audio, speed, compass, temperature, fuel economy, trip, cruise control, trailer braking, vehicle status and engine performance 	<ul style="list-style-type: none"> Provides a wide range of information to the driver, as well as the flexibility to customize the information viewed Expanded selection of customizable features to suit driver's needs
UCONNECT™ 3.0 (RA1)	
<ul style="list-style-type: none"> AM/FM radio Aux/USB Media Hub for media devices 3" screen with 4-line LCD text display iPod® integration Standard SiriusXM satellite radio (available on ST) 1-year subscription included 	<ul style="list-style-type: none"> Provides a wide range of entertainment and connectivity

PRODUCT PRESENTATION

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
<p>UCONNECT™ 5.0 (RA2)</p> <ul style="list-style-type: none"> • AM/FM radio • Aux/USB Media Hub for media devices • 5" full-colour touch-screen display • iPod® integration • SiriusXM satellite radio with 1-year free subscription • Uconnect™ Voice Command with Bluetooth® for hands-free phone, streaming music and text message reading 	<ul style="list-style-type: none"> • Provides a wide range of entertainment and connectivity
<p>UCONNECT™ 8.4A (RA3)</p> <ul style="list-style-type: none"> • AM/FM radio • Aux/USB/SD Media Hub for media devices • 8.4" touch-screen display • Award-winning user interface with large icons and easy-to-use features • Flexibility to add dealer-installed navigation after the vehicle purchase • Voice-recognition technology allows for hands-free operation of mobile phone, music, texting or navigation operation (if equipped with navigation) • Access to digital music content through 3.5mm aux input USB ports or SD card slot • SiriusXM satellite radio with 1-year free subscription 	<ul style="list-style-type: none"> • Provides a wide range of entertainment and connectivity
<p>UCONNECT™ 8.4AN (RA4)</p> <ul style="list-style-type: none"> • AM/FM radio • Aux/USB/SD Media Hub for media devices • HD radio (CD quality, new channels) • 8.4" touch-screen display • Award-winning user interface with large icons and easy-to-use features • Navigation with 3D landmarks and maps • "1-step" voice command for navigation • Voice-recognition technology allows for hands-free operation of mobile phone, music, texting or navigation operation • Access to digital music content through 3.5mm aux input USB ports or SD card slot • SiriusXM satellite radio with 1-year free subscription 	<ul style="list-style-type: none"> • Provides a wide range of entertainment and connectivity
<p>AVAILABLE ALPINE® SURROUND-SOUND SYSTEM</p> <ul style="list-style-type: none"> • Premium 506-watt surround-sound system • Featuring 10 speakers, including subwoofer and 12-channel amplifier • Available on Quad Cab® and Ram Crew Cab 	<ul style="list-style-type: none"> • Delivers recording studio-quality sound, setting a new standard for listening enjoyment
<p>AVAILABLE HEATED STEERING WHEEL</p> <ul style="list-style-type: none"> • System warms the steering wheel with the touch of a button • Can also be activated by the remote keyless entry fob 	<ul style="list-style-type: none"> • Provides new level of comfort for greater customer satisfaction
<p>AVAILABLE HEATED AND VENTILATED FRONT SEATS</p> <ul style="list-style-type: none"> • Ventilated seats reduce temperature on seat insert surfaces • Heated seats provide comfort and warmth on cold days and cooling function gets rid of the hot-seat sting on hot days 	<ul style="list-style-type: none"> • Offer customer a high degree of luxury not usually found in a light-duty pickup • Enhance the ownership experience

PRODUCT PRESENTATION

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE HEATED REAR SEATS	
<ul style="list-style-type: none">• Available on Ram Crew Cab only	<ul style="list-style-type: none">• Provide rear-seat passengers the high degree of comfort normally reserved for front-seat passengers only
AVAILABLE MEDIA HUB	
<ul style="list-style-type: none">• Centrally located media hub in the armrest bin or in the fold-down bin with bench seats features (depending on model/trim level and selected radio):<ul style="list-style-type: none">– Auxiliary jack– 1.5-amp fully functional USB port for personal devices– Available 2.5-amp USB port for fast charging only– Available SD card slot– Available 12-volt auxiliary power outlet fed from battery and/or ignition– Available Bluetooth® wireless connectivity	<ul style="list-style-type: none">• Enhances ownership by allowing personal audio files to be played through the vehicle's audio system
AVAILABLE POWER SUNROOF	
<ul style="list-style-type: none">• Opens completely or vents at the touch of a button• Quad Cab® and Crew Cab	<ul style="list-style-type: none">• Opens up the interior to fresh air and sunshine

PRE-DELIVERY

To be completed and checked by Sales Consultant.

- Vehicle is equipped as indicated in the contract of sale
- Vehicle interior/exterior clean
- Delivery appointment verified (if applicable)
- Vehicle and customer paperwork prepared
- Applicable arbitration and CAMVAP materials in glove box
- Preset radio, clock and owner's address in Navigation system (if so equipped)
- Vehicle is ready for delivery

DELIVERY

To be reviewed/demonstrated and checked (if equipped) by Sales Consultant with customer present. Additionally, pay particularly close attention to new technologies and customer-programmable features.

REAR

- RamBox® Cargo Management System
- Link-coil rear suspension
- Active-Level™ Four-Corner Air Suspension
- Jack tools and spare tire locations
- Park-Sense® Rear Park Assist System
- ParkView® Rear Back-Up Camera
- Payload capacity
- Tonneau cover/bedliner/tailgate lock
- Trailer tow hitch/trailer towing capacity

PASSENGER SIDE

- Tire Pressure Monitoring System
- Heated power mirrors
- In-floor insulated storage bins with removable liners
- Behind seat storage
- Child protection door locks
- Child Seat Anchor System (LATCH)

FRONT

- Halogen headlamps (quad or projector beam)
- Active grille shutters
- Aerodynamic front air dam
- Tow hooks
- Recommended fuel/Flex Fuel capability
- Electronic Range Select operation
- Safety checks outside the vehicle (tires, lamps, etc.)

DRIVER SIDE

- Remote central locking
- Keyless Enter 'n Go™/Passive entry
- Remote start system
- Tip start
- Power adjustable pedals
- Auto-dimming rearview mirror
- Cruise control
- Electronic Stability Control
- Integrated trailer brake controller
- Tow/haul mode
- 4WD operation

INTERIOR

- Over 45 standard and available Safety and Security features
- Rotary shifter
- 10-way power driver seat
- Heated and ventilated front seats
- Heated rear seats
- Heated steering wheel
- Power sliding rear window
- Tilt steering column
- Automatic temperature control
- Ram Control Centre (3.5" LCD Display/7" TFT Multiview Display)
- Steering wheel-mounted audio controls

- All aspects of the Uconnect™ radio
- Describe and demonstrate streaming music from digital device
- Pair customer's Bluetooth® phone with Uconnect™ system
- Rear video entertainment system
- Media hub with 12-volt outlet, 1.5-amp fully functional USB, 2.5-amp fast-charging USB, SD card slot and Bluetooth connectivity
- All interior lighting on/off switches
- Fold-flat load floor
- HomeLink® Universal Transceiver
- Sunroof

OWNERSHIP EXPERIENCE

- Warranty coverages
- User Guide/Owner's Manual DVD
- Maintenance schedule (performance service recommendations)
- 24-hour Towing Assistance benefits
- Service and Parts Department introduction and business hours
- Mopar® Parts & Accessories
- Appearance care (refer to DVD for details):
 - Exterior
 - Interior
 - Wheels
 - Headlights

- Vehicle is equipped as agreed upon

POST-DELIVERY

To be completed and checked by Sales Consultant.

Customer's preferred contact phone numbers:

Primary: _____

Secondary: _____

Email address: _____

Customer's preferred time of contact: _____

Customer's first service appointment: _____

Date: _____

Time: _____

CUSTOMER ACKNOWLEDGMENT

I acknowledge that all items checked above have been reviewed with me.

SALES CONSULTANT

All items checked above have been reviewed with the customer.

Customer/Date

Internal Document Only

Sales Consultant/Date