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REASONS TO BUY/ WHAT'S NEW FOR 2012



WHY BUY A RAM 1500?

For starters, Ram 1500 is the most awarded Ram truck ever — and for good reason. With its bold looks, impressive power and unexpected comfort — Ram delivers what the other guys can't. Ram's truck dominance is rooted in its "get it done" attitude. Check it out... The available class-exclusive RamBox® cargo management system provides quick access to your gear without having to unload the cargo box. The available 5.7L HEMI® V8 with VVT and FuelSaver MDS provides impressive horsepower and fuel economy, letting you break a sweat without breaking the bank. And Ram's brute force is backed up with some of the most sophisticated technology in the business. Ram offers the convenience of an available Uconnect™ hands-free phone system, available SIRIUS® Satellite Radio and Garmin® GPS Navigation. With all its performance and convenience, Ram 1500 is the perfect truck both on-site and on vacation.

- More pickup owners are switching to Ram 1500 than to any other pickup
- Canada's fastest-growing choice of light-duty pickup
- HEMI® V8 horsepower with V6 fuel economy (390 hp 28 hwy mpg)
- The most awarded Ram truck ever
- Rated "Best Buy" from Consumers Digest for 2011
- Best-in-class cargo versatility
- Class-exclusive link/coil rear suspension for smooth ride & handling
- Class-exclusive RamBox® cargo management system
- Class-exclusive in-floor storage (Crew Cab models)
- Only extended cab with four full-size doors
- 4,740 kg (10,450 lb) of maximum towing capability
- 844 kg (1,860 lb) of maximum payload capability
- Named "Best Full-size Pickup" by U.S. News & World Report (2011)
- Added to one of Edmunds.com 2011 Consumers' Top Rated vehicles and named "Best Large Light-duty Truck"

ASSEMBLY LOCATION

Warren, Michigan (Quad/Crew Cab) Saltillo, Mexico (Regular Cab)

INDUSTRY RECOGNITION/ AWARDS

Ram 1500: The most awarded Ram ever

- Consumers Digest 2011 Best Buy
- Automobile Journalists Association of Canada – 2009 Ram "Best New Pickup"
- Strategic Vision's 2009/2010 Total Quality Index™
- Car and Driver Editors' Choice 2009 and 2010
- Edmunds' Inside Line 2009 Editors' Most Wanted
- Cars.com 2009 and 2010 Work Truck of the Year
- ICOTY 2009 International Truck of the Year
- Truckin' Magazine Truck of the Year
- Ward's AutoWorld Ward's 10 Best Engines of 2009 (2009 Dodge Ram 5.7-liter HEMI® engine)
- Automobile Magazine 2010 and 2011 All-Star
- MotorWeek 2010 Drivers' Choice Award
- Trailer Boats Magazine 2010 Tow Vehicle of the Year
- Ward's AutoWorld Interior of the Year of 2009 in Popular Priced Truck Category
- Caranddriver.com Comparison Test

CLASS EXCLUSIVES

- RamBox® cargo management system
- In-floor storage (Crew Cab)
- Coil link rear suspension for smooth ride and handling



2012 RAM 1500 - WHAT'S NEW

2012 Ram 1500 dishes out incredible styling, ultimate power, and a value-laden list of standard features. Available HEMI® V8 power and a class-exclusive five-link coil spring rear suspension gives Ram the capability to get things done — in style and in comfort. For 2012, Ram steps things up with a number of attractive features including:

- 6-speed auto replaces 5-speed auto with 4.7L & 5.7L HEMI® V8
- Exclusive RamBox® now available on 6'4" beds (Reg Quad Cab®)
- Special Value Pricing on RamBox®
- New Ram brand steering wheel with front-mounted cruise control
- New chrome body-side moulding (late availability)

- Black grille replaces bright grille on ST (Note: SXT remains bright grille/bumpers)
- Rear back-up camera is now standard on Laramie
- New monotone paint option: Outdoorsman & Laramie Longhorn

SUVPS

SAFETY/SECURITY

- Available power adjustable pedals
- Electronic Stability Control with All-Speed Traction Control, ABS, Brake Assist, Electronic Roll Mitigation, Hill Start Assist and Trailer Sway Control
- Available ParkSense® Rear Park Assist System and ParkView® Rear Back-Up Camera
- Available integrated trailer brake controller improves trailer braking control
- Supplemental side-curtain air bags
- Available side seat air bags (late availability)

UTILITY

- Ram Crew Cab "true" crew cab size for the light-duty Ram
- Available remote start system; able to set vehicle to pre-warm or cool interior
- Available maximum 866-kg (1,909-lb) payload and 4,740-kg (10,450-lb) trailer-towing capability (when properly equipped)
- Available segment-exclusive RamBox®cargo management system includes two dry, lockable, lit, drainable integrated storage bins large enough to carry a golf bag; a bed divider that converts to a bed extender; and a cargo rail system with four adjustable cargo cleats available on 5'7" and 6'4" beds
- Rear segment-exclusive store-in-floor insulated storage bins with removable liners located on the driver and passenger sides (Ram Crew Cab)
- Best-in-class aerodynamics and triple-sealed doors deliver exceptionally quiet ride and great fuel economy
- Available Electronic Vehicle Information Centre (EVIC) helps drivers monitor essential system temperatures, engine, transmission and cooling system pressure

VALUE

- Strongest frame in Ram history featuring partially hydroformed and Advanced High-Strength Steel (AHSS) components in a fullyboxed design
- Standard 4-pin and 7-pin trailer wiring connectors
- Available Media Centre 430N and 730N provide the flexibility to play a variety of media including CDs, DVDs, USB drives, MP3/ music with WMA file formats and SIRIUS® Satellite Radio
- Available heated steering wheel and available ventilated and heated front seat (heated rear seats on Ram Crew Cab)
- 115V in-dash power inverter (available)

PERFORMANCE

- Efficient 3.7L V6, 4.7L Flex Fuel V8 engine that can run on environmentally friendly E85 ethanol, or a powerful 5.7L HEMI® V8 with VVT and MDS
- Segment-exclusive link coil-spring rear suspension mated to a solid rear axle delivers increased comfort, confidence and control on any road surface as well as the towing and hauling capability expected in a pickup
- Tow/haul switch located in the centre stack of the instrument panel helps improve vehicle performance and fuel economy when towing
- Active On-Demand four-wheel-drive system (available)
- Available segment-exclusive factory dual exhaust dramatically styled into the full wraparound rear bumper on select models with the HEMI® V8 offers two variations of exhaust notes

STYLING

- Exterior styling reinforces Ram's bold power and capable reputation
- High beltline, pronounced front-end design, sleek roofline and integrated tailgate lip spoiler enhance aerodynamic performance
- 17-inch, available 20-inch and 22-inch wheel lineups
- Available power sunroof (Quad Cab® and Ram Crew Cab)
- Benchmark design and well-crafted interiors feature soft-touch instrument panel, door trims and other surfaces for a refined look and feel

MODEL LINEUP



MODEL LINEUP

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Selected Standard Equipment

- 3.7L V6 engine with 4-speed automatic (215 hp / 235 lb-ft)
- Air conditioning
- Black grille, front and rear bumpers
- 17" steel argent wheels
- 4-wheel disc antilock brakes
- Air bags Supplemental advanced multistage front
- Air bags Supplemental side-curtain
- Air bags Supplemental front seat (late availability)
- Electronic Stability Control with Trailer Sway Control, Brake Assist, Electronic Roll Mitigation, All-Speed Traction Control and Hill Start Assist
- Transfer Case electric shift, part-time shift-on-the-fly (4X4 models)
- Tire Pressure Monitoring System
- Heavy-duty 40/20/40 vinyl seat
- Media Centre 130 CD/MP3 with six speakers
- Mirrors manual 6X9 black exterior
- Door locks manual on Regular Cab, power on Quad and Crew Cab models
- Windows manual on Regular Cab, power on Quad and Crew Cab models
- 98L (21 imp. gal) fuel tank (Regular Cab short box, Crew and Quad Cab® models)
- 121L (27 imp. gal) fuel tank (Regular Cab long box and Longhorn models)
- 3.55 rear axle ratio
- Front and rear heavy-duty shock absorbers
- Front stabilizer bar
- Rear stabilizer bar (Quad and Crew Cab models and all 4X4 models)
- · Power rack-and-pinion steering
- Tailgate locking, removable with easy lift assist
- 7- and 4-pin wiring harness for towing
- Engine block heater
- 12-volt auxiliary power outlet
- Full-size spare tire
- 700-amp battery, 160-amp alternator

KEY AVAILABLE OPTIONS

- Integrated trailer brake control
- Uconnect[™] hands-free communication with Bluetooth[®]
- Class-exclusive RamBox® cargo management
- Power sunroof
- Antispin differential rear axle
- Class IV receiver hitch
- Factory spray-in bedliner
- Rear seat video system
- Remote start system
- ParkView[®] Rear Back-Up Camera
- Monotone paint on Outdoorsman and Laramie and Laramie Longhorn
- Media Centre Radios with Garmin® or enhanced GPS navigation



MODEL LINEUP

TRADESMAN

Differences/upgrades vs. ST

- 5.7L HEMI® V8 engine (390 hp 407 lb-ft)
- 17" steel-styled painted wheels
- Class IV receiver hitch
- Spray-in bedliner

EXPRESS

Differences/upgrades vs. ST

- 20" aluminum wheels
- Body colour front fascia
- Body colour grille
- Body colour rear bumper with step pad
- Dual rear exhaust
- Fog lamps

SLT

Differences/upgrades vs. ST

- 4.7L V8 engine with 6-speed auto (310 hp 330 lb-ft)
- 17-inch aluminum wheels
- Cloth 40/20/40 front bench seat
- Power locks and front windows
- Overhead console and premium door trim with map pocket
- Bright grille, front and rear bumpers
- SIRIUS® Satellite Radio with one-year subscription
- Power sliding rear window (Quad/Crew)
- Power, heated foldaway mirrors, black
- Exclusive rear in-floor storage bins (Crew Cab)
- Cruise control and remote keyless entry
- Instrument cluster with display screen
- Temperature and compass gauge
- Vehicle information centre and mini-trip computer
- Body colour/chrome door handles

OUTDOORSMAN

Differences/upgrades vs. SLT:

- Body colour grille and painted front/rear bumpers
- Accent-colour fender flares
- Fog lamps and quad headlamps
- Rear extra heavy-duty shock absorbers
- Lower two-tone paint in Mineral Grey
- 3.92 rear axle ratio (4X4 models)
- LT 265/70R17E OWL on-/off-road tires
- Underbody skid plates (4X4 models)
- Class IV receiver hitch (4X4 models)
- Tow hooks

BIG HORN

Differences/upgrades vs. SLT:

- 5.7L HEMI® V8 engine (390 hp 407 lb-ft)
- 20-inch chrome-clad wheels
- Chrome tubular side steps
- Bright grille, billets, front and rear bumpers
- Power, heated chrome foldaway mirrors with supplemental turn signals and courtesy lamps
- Fog lamps and quad headlamps
- Dual rear exhaust with bright tips
- Leather-wrapped steering wheel with audio controls
- Universal garage door opener
- P275/60R20 BSW all-season tires
- Tow hooks

MODEL LINEUP

SPORT

Differences/upgrades vs. SLT:

- 5.7 HEMI® V8 engine (390 hp/407 lb-ft)
- 20-inch chrome-clad wheels
- Cloth low-back bucket seats
- Rear 60/40 split-folding rear seat (Quad/Crew)
- Power, heated body colour mirrors
- Instrument cluster with tachometer
- Power lumbar adjuster
- Power 10-way driver seat
- Monochromatic exterior
- Dual rear exhaust with bright tips
- Exhaust with aggressive rumble
- · Maximum-duty engine cooling
- 4x4 'On Demand' Transfer Case (4x4 models)

LARAMIE

Differences/upgrades vs. SPORT:

- Lower two-tone paint in Bright Silver
- Leather-faced 40/20/40 bench seat
- Heated front seats and deluxe door trim panel
- Dual-zone automatic temperature control
- Instrument panel woodgrain bezel
- Power 10-way memory driver and 6-way front-passenger seats
- Power, chrome exterior mirrors with memory
- Media Centre 730N CD/DVD/MP3/HDD/Navigation
- Memory feature for radio/driver's seat/mirrors/pedals
- Security alarm
- Bright front/rear bumpers, grille with bright billets
- Body colour/chrome door handles
- Accent-colour fender flares
- Heated steering wheel
- Nine amplified speakers with subwoofer
- ParkView® Rear Back-Up Camera

LARAMIE LONGHORN

Differences/upgrades vs. Laramie:

- Lower two-tone paint in White Gold
- Premium leather low-back front bucket seats
- Heated and ventilated front seats
- Heated leather-faced second-row seats
- Premium door trim panel
- Luxury front and rear floor mats
- Full-length premium floor console
- Leather-wrapped shift knob
- Premium instrument cluster and interior accents
- Power lumbar
- Painted front/rear bumper
- Accent-colour running boards
- Premium leather-wrapped steering wheel
- Remote start system
- Tow hooks
- Factory spray-in bedliner

2012 FUEL ECONOMY		
Fuel Economy L/100 KM (MPG)	City	Highway
Ram 1500 4X2		
4.7L V8 with automatic	15.6 (18)	10.2 (28)
5.7L HEMI® V8 with automatic	15.4 (18)	10.2 (28)
Ram 1500 4X4		
4.7L V8 with automatic	16.7 (17)	10.5 (27)
5.7L HEMI® V8 with automatic	15.8 (18)	10.8 (26)

During the Product Presentation, you work as an advisor by matching vehicle features to a customer's SUVPS buying motivations. Focus the conversation on the key features that will influence your particular customer's purchase decision. For each feature, remember to emphasize the benefits to the customer — the reasons why Ram 1500 is that customer's best purchase choice. Some features may be optional or not available on some models.

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
RAM 1500	
 Available 1.7 m (5-foot, 7-inch) cargo box, 1.9m (6-foot, 4 inch) and 2.4m (8 feet) box sizes 866-kg (1,909-lb) payload (max. when properly equipped) 4,740-kg (10,450-lb) towing (max. when properly equipped) 	 Provides outstanding combination of interior room for passengers and cargo Offers competitive capabilities for carrying cargo in the box and towing Delivers wide range of capabilities while also fitting
	conveniently in a garage for safety and durability
3-YEAR/60,000-KILOMETRE BASIC LIMITED WARRANTY	
 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 	Provides total peace-of-mind confidence
5-YEAR/100,000-KILOMETRE POWERTRAIN LIMITED WARRANTY	
 A "no hassle" solution offering superior coverage Includes subsequent owner coverage transfer at no extra cost, towing and elimination of the 5-year powertrain inspection requirement 	Delivers excellent coverage for a positive ownership experience
CORROSION PROTECTION WARRANTY	
• 3 years unlimited metrage, 5/160,000 outer body panels against holes STRONGEST FRAME IN RAM 1500 HISTORY	Emphasizes product quality and durability
 Advanced High-Strength Steel (AHSS) components are rated at 85,000 psi Frame is fully boxed, strong and light Hydroformed front rail tips feature patented crush initiators to absorb frontal impact 	 Combined material and design enhancements support improved ride quality and more precise handling Makes the frame much stronger which contributes to overall durability
5.7L HEMI® V8 WITH VVT AND FUELSAVER MDS	
 Variable Valve Timing (VVT) and refined air intake design Multi-Displacement System (MDS) 390 hp @ 5,600 rpm 407 lb-ft of torque @ 3,950 rpm Est. 15.4 L/100 km (18 mpg) city/10.2 L/100 km (28 mpg) highway (4x2) Est. 15.8 L/100 km (18 mpg) city/10.8 L/100 km (26 mpg) highway (4x4) 	 Provides strong "pride of ownership" appeal as one of the most recognizable and reputable name brands in automotive history Delivers outstanding combination of power and fuel economy

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
4.7L FLEX FUEL V8	
 310 hp @ 5,650 rpm 330 lb-ft of torque @ 3,950 rpm Flex fuel capability Est. 15.0 L/100 km (19 mpg city)/10.2 L/100 km (28 mpg) highway (4x2) 	 Offers quiet idling, solid low-speed torque and outstanding responsiveness throughout the power band Allows the additional flexibility of operating with
• Est. 15.3 L/100 km (18 mpg city)/10.5 L/100 km (27 mpg) highway (4x4)	E85 flex fuel
3.7L V6	
• 215 hp @ 5,200 rpm	Supports the standard ESC feature with the addition
• 235 lb-ft of torque @ 4,000 rpm	of electronic throttle control
• Est. 14.8 L/100 km (19 mpg) city/10.0L /100 km (28 mpg) highway	Provides solid fuel-efficient performance more quietly than ever before
Regular and Quad Cab® 4x2 models ELECTRONIC RANGE SELECT (ERS)	quietty trian 5151 251515
• Standard on 4-speed automatic (42RLE) with 3.7L V6 and 6-speed automatic	Provides more precise control of vehicle
(65RFE) with 4.7L V8 and 5.7L HEMI® V8	Contributes to improved driving confidence when
Allows manual selection of highest available transmission gear	towing and when driving in hilly terrain
Permits manual downshifts and upshifts	
SEGMENT-EXCLUSIVE FIVE-LINK COIL-SPRING REAR SUSPENSION	
 Five links consist of two pairs of upper and lower control arms and single track bar 	Supports load-carrying capability with much less friction than leaf springs for smoother ride quality
 Coil springs contribute to improved ride while maintaining heavy load-carrying capabilities 	Contributes substantially to more secure and confident handling in both loaded and unloaded
 Shock absorbers are forward-facing and outboard-mounted for optimum damping 	conditions • Provides equal or better payload and towing
Control arms are angled outward to support load sharing with track bar Track by a control with the control with bigh an eliftence of the control with the	capabilityVirtually eliminates rear axle hop on rough roads
 Track bar contributes to lateral control with higher stiffness than previous leaf springs 	- Virtually climinates real axie nop on rough rough
Rear stabilizer bar helps maintain solid cornering	
TOW/HAUL MODE "OVERDRIVE OFF"	
 A tow/haul mode is included with automatic transmissions 	Alters the shift points, while decreasing gear
• Revised shift schedule to better balance engine speed and load conditions	searching for reduced heat buildup when towingPrevents the vehicle from shifting into overdrive
CHOICE OF TWO 4X4 SYSTEMS	• Prevents the vehicle from shirting into overdrive
• Part-time (NVG 243)	Provides available "set it and forget it" four-wheel-
• On-demand full-time (NVG 246)	drive capability with on-demand system (NVG 246)
Both feature electric-shift transfer case operated by a switch on instrument	
panel	
CHOICE OF FOUR AXLE RATIOS	
• Four gear ratios (3.21, 3.55, 3.92, 4.10)	Contributes to overall performance improvements with smooth passy handling capability at each ratio
Available helical gear limited-slip differential POWER ASSISTED BASK AND PHYSICAL STEERING	with smooth, easy-handling capability at each ratio
POWER-ASSISTED RACK-AND-PINION STEERING	a Duranida a musica a antual u la coma di tra con la cita
 Overall ratio of 16.0:1 Tuned to deliver light parking efforts without compromising steering 	Provides precise control when parking and solid on- road feel at highway speeds
performance at highway speed	,

FRONT

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
EXTERIOR STYLING	
 Aggressive forward-leaning grille Bold hood bulge Wraparound full bumpers Six-passenger Crew Cab Impressive aerodynamics 	Reinforces Ram's bold, powerful capable reputation
BEST-IN-CLASS AERODYNAMICS	
 0.387 coefficient of drag (Cd) Aerodynamically smooth while strengthening bold reputation at the same time Design of hood, lip that hides windshield wipers, higher beltline, lowered sill and tailgate spoiler contribute to aerodynamics 	Contribute to overall fuel efficiency
NEW SIX-SPEED AUTOMATIC TRANSMISSION	
• Six-speed 65RFE replaces 545RFE 5-speed transmission on V8 applications	Contributes to improved driving confidence when towing and when driving in hilly terrain

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE POWER ADJUSTABLE PEDALS	
 Allow brake and accelerator pedals to move toward or away from the driver to fit his or her stature For safety, pedals cannot be adjusted while cruise control is active or vehicle is in Reverse 	 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
ELECTRONIC STABILITY CONTROL (ESC)	
 Compares the driver's intended course with the vehicle's actual course and then compensates for differences Senses when the vehicle is starting to spin (oversteer) or plow (understeer) Helps to correct the vehicle's course by automatically adjusting the throttle and applying the brakes at individual wheels Includes All-Speed Traction Control, ABS, Brake Assist, Electronic Roll Mitigation, Hill Start Assist and Trailer Sway Control 	 Automatically helps/assists drivers in maintaining control of vehicle during extreme steering manoeuvres Provides added driving confidence, particularly in rain and snow
ALL-SPEED TRACTION CONTROL	
 Monitors the amount of wheelspin of each of the driven wheels Applies brake pressure to the slipping wheel(s) and reduces engine power to provide enhanced acceleration and stability Controls the wheelspin across a driven axle (similar to a limited-slip differential) If one wheel on a driven axle is spinning faster than the other, the system will apply the brake and slow down that wheel Allows more engine torque to be successfully applied to the wheel if it is not spinning A component of the ESC system 	 Helps reduce wheel slip as the vehicle is accelerating Provides increased driving confidence on all road surfaces, but especially on sand and gravel as well as wet and snowy roads

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
ANTILOCK BRAKING SYSTEM (ABS)	
 Monitors and compares wheel speed to vehicle speed Automatically modulates brake pressure during hard braking to prevent wheel lockup 	Provides improved steering control under extreme braking and/or slippery conditions
BRAKE ASSIST	
 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 	 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	
 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 manoeuvre 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 	 Provides an enhancement to the Electronic Stability Control to help reduce the likelihood of a vehicle side rollover Reduces the chance of a rollover in sudden manoeuvres 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	
 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 Especially beneficial on vehicles with manual transmissions 	 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
TRAILER SWAY CONTROL	
 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 Control activates stabilizing effects by using brake pressure on alternating wheels to help stabilize the vehicle's path and, if necessary, adjusts the electronic throttle to help bring the vehicle and trailer under control 	 Reduces trailer sway and provides improved trailer stability Contributes to increased towing safety, driver assurance and confidence

DRIVER

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE SECURITY ALARM	
 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 	 Helps to deter vandalism and theft, which protects the vehicle Can also contribute to lower insurance premiums
AVAILABLE REMOTE START SYSTEM	
 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 	 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 angine shutdown)
STANDARD SAFETY/SECURITY FEATURES	on at last engine shutdown)
 Electronic Stability Control (ESC) Electronic Roll Mitigation Hill Start Assist Trailer Sway Control Brake Assist All-Speed Traction Control Four-wheel disc ABS Tire Pressure Monitoring System Multistage driver and front-passenger air bags Supplemental side-curtain air bags Front seat side air bags (late availability) 17-INCH, AVAILABLE 20-INCH AND 22-INCH WHEEL LINEUPS 	 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
 17-inch steel wheel 17-inch chrome-clad steel wheels 17-inch aluminum wheels 20-inch aluminum wheels 20-inch chrome-clad aluminum wheels 22-inch polished forged aluminum wheels (available on R/T) 	Provide eye-catching appearance that adds to Ram's aggressive image

REAR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE PARKSENSE® REAR PARK ASSIST SYSTEM	
 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 254mm (10 inches) high 	Assists in detecting objects behind the vehicle when backing up or parking
 Audio and visual warnings are activated as vehicle approaches object 	
AVAILABLE PARKVIEW® REAR BACK-UP CAMERA	
 The image from a small wide-angle camera is displayed through the radio screen Creates a view of what is immediately behind the vehicle Operates when the transmission is in Reverse 	Further assists the driver in determining if an obstacle is in the rear path of the vehicle when manoeuvring in tight spaces in Reverse
AVAILABLE INTEGRATED TRAILER BRAKE CONTROLLER	
 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 	 Not "cobbled" into system as with aftermarket installation Factory-installed, factory-backed for increased safety on the road
CHOICE OF THREE CARGO BOXES	
 1.7m (5-foot 7-inch) (Ram Crew Cab) 1.9m (6-foot 4-inch) (Quad Cab®) 1.9m (6-foot 4-inch) or 2.4m (8-foot) cargo box (Regular Cab) Two-tier loading, bulkhead dividers and four cargo tie-downs 	Allows for excellent flexibility in configuring box size and customization for hauling cargo
MAXIMUM PAYLOAD	
Available maximum 866-kg (1,909-lb) payload (when properly equipped)	Offers excellent load-carrying capabilities for passengers as well as in-cabin and in-the-box cargo
EXCELLENT TOWING CAPABILITY	
 Available Class IV trailer-towing capability (bumper receiver 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 4,740 kg (10,450 lb) (when properly equipped) 	Offers excellent trailer towing capability
AVAILABLE BEDLINERS	
 Under-rail bedliner (available for Fleet only) Moulded blend of rubber and polyethylene, with a skid-resistant surface and ribbed design Factory spray-in bedliner (available for all models) 	 Help protect box from dings and dents caused by shifting cargo Help with water drainage Factory-installed, factory-backed for exact fit and finish
AVAILABLE SEGMENT-EXCLUSIVE RAMBOX® CARGO MANAGEMENT SYSTEM	
 Two dry, lockable, lit, drainable integrated storage bins Bed divider that converts to a bed extender Cargo rail system with four adjustable cargo cleats RamBox[®] is optional on all 6'4" beds (all price classes, late availability) RamBox[®] is optional on 5'7" beds (all price classes) 	Provides dry, lockable storage for items that the truck owner does not want to keep in the cab

REAR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE FACTORY DUAL EXHAUST SYSTEM	
 Stylish 102mm (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 reduced back pressure Offers two variations of exhaust notes (aggressive for Sport models, and more subdued for SLT, Laramie and Laramie Longhorn) Available on select models equipped with 5.7L HEMI® V8 	 Permits the engine to "breathe" easier for optimal performance Tuned to deliver a deep, throaty sound that many pickup drivers enjoy

PASSENGER SIDE

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
TIRE PRESSURE MONITORING SYSTEM	
 Wheel-mounted tire pressure sensors detect low pressure on 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 available on all models with Electronic Vehicle Information Centre (EVIC) 	 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)	
LATCH is a system for mounting a child seatLower child seat anchors and upper tether anchors	Helps ensure safe and proper installation of LATCH-compatible aftermarket child seats
REAR SEGMENT-EXCLUSIVE IN-FLOOR STORAGE BINS	
 Located in the second row beneath floor mats on driver and passenger sides Bins feature hinged, latching lids Insulated and removable plastic containers Nearly 6 litres (1.6 gallons) of storage space, enough for ten 355 ml (12-oz) beverages plus ice or other items Ram Crew Cab only 	 Provide additional secure storage that can be easily cleaned or used outside the vehicle Segment exclusive
FLEXIBLE INTERIOR CARGO CAPABILITIES	
 Cab-back storage with a moulded floor tray (Regular Cab) Available 40/60 split-folding rear bench seat 51 litres (1.8 cu ft) of underseat storage (Crew Cab) Business console with power outlet on select models Available front centre in-cushion storage 	 Provide the perfect place to store toolboxes, construction materials or anything else Allow the rear seat to accommodate cargo and passengers Business console will even accommodate a laptop computer, adding to Ram's storage capability
VERSATILE REAR SEAT AREA	
 Available 60/40 split-folding rear bench seat (Quad Cab® and Crew Cab) Features 51 litres (1.8 cu ft) of underseat storage with lids to serve as load floor 	Provides added flexibility and utility for passengers and cargo
 WIDE-OPENING DOORS Forward-hinged rear doors open wide (nearly 90 degrees on Quad Cab® and 	Make it easy to get in and out of the vehicle, while
Crew Cab)	improving access to rear cargo area

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
SUPPLEMENTAL SIDE-CURTAIN AIR BAGS	
 Housed in the headliner just above the side windows 	Extend protection to front and rear outboard
• Each side has its own impact sensor in order to autonomously trigger on the side where the impact occurs	passengers
SENTRY KEY® ANTITHEFT ENGINE IMMOBILIZER	
 Will not allow the vehicle to run when an attempt is made to start the vehicle without the properly encoded key 	Provides improved vehicle theft protection
AVAILABLE FRONT CENTRE IN-CUSHION STORAGE	
Available on select models with front bench seat	Provides hidden, additional storage under the centre front seat for small items and business equipment
AVAILABLE POWER SLIDING REAR WINDOW	
Quad Cab® and Crew Cab	Provides better ventilation
• Power operation for rear cab window, similar to side windows	Adds to ease and convenience of operation
AVAILABLE DUAL-ZONE TEMPERATURE CONTROL	
 Employs infrared sensors to measure the surface temperature of each zone Allows for the setting of two separate temperatures 	Adds to passenger comfort
AVAILABLE ELECTRONIC VEHICLE INFORMATION CENTRE (EVIC)	
• The EVIC is interfaced with steering wheel-mounted controls, including the navigation system (if equipped), Uconnect™ (if equipped), radio, vehicle status	Makes viewing and selecting information easy and convenient for the driver
 and personalization settings It allows the driver to display useful information, such as personal settings, outside temperature, compass, tire pressure display, audio modes and system 	Provides a wide range of information to the driver, as well as the flexibility to customize the information viewed
status messages as equipped	Customizable features to suit drivers' needs
AVAILABLE UCONNECT™ VOICE COMMAND WITH BLUETOOTH®	
 Voice-activated, hands-free communication system using Bluetooth® technology Places and receives calls through the vehicle's speakers 	Allows driver to keep hands on the wheel and eyes on the road while making and receiving calls
 Operates conveniently as long as the user's phone is located anywhere in the vehicle 	No additional monthly fees other than your current wireless phone bill
AVAILABLE REAR-SEAT VIDEO ENTERTAINMENT SYSTEM (VES®)	
 Includes colour monitor, battery-powered infrared remote and two wireless infrared headsets 	Provides entertainment for rear-area passengers on long (or short) trips
Auxiliary audio and video jacksPlays video/audio DVDs, audio CDs, MP3 audio discs and video CDs	Allows rear-seat passengers to watch a movie while the driver and front passenger enjoy the audio system
	Enables user to show video camera footage, play video games and play music directly from their MP3 player
	Delivers state-of-the-art rear-seat entertainment

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT	
AVAILABLE MEDIA CENTRE 730N RADIO WITH ENHANCED GPS NAVIGATION		
 Media Centre 730N Radio features turn-by-turn navigation Includes AM/FM/SIRIUS® Satellite Radio with MP3 input, CD/DVD player, Uconnect™ Phone, Voice Command voice-dialogue system and integrated 6.5-inch touch-screen display Features dead reckoning, split-screen capability and voice command of phone, radio and music 40GB hard drive with 20 GB capacity for storage of photos, playlists and digital music files (plus files required for the navigation system) Includes one year of service provided by SIRIUS® 	 Provides outstanding convenience and ease of use by combining navigation with voice-dialogue operation Helps drivers know where to go and how to get there Provides wide range of available entertainment with powerful storage capacity for digital audio and photo files 	
UCONNECT™ MULTIMEDIA (MEDIA CENTRE 430N RADIO WITH GARMIN® GPS NAVIGATION)		
 Media Centre 430N Radio features AM/FM with MP3 input, CD/DVD player and integrated 6.5-inch touch-screen display 40GB hard drive with 28 GB capacity for storage of photos, playlists and digital music files Features Bluetooth® streaming audio, USB copy/read and album artwork 	Provides wide range of available entertainment with powerful storage capacity for digital audio and photo files	
AVAILABLE ALPINE® SURROUND SOUND SYSTEM		
 Premium 506-watt, True Matrix surround sound-system Introducing segment-exclusive Euphony™ Automobile adaptive playback technology Featuring 10 speakers including subwoofer and 12-channel amplifier Available on Quad Cab® and Ram Crew Cab 	Delivers recording studio sound quality and high standard of listening enjoyment	
AVAILABLE HEATED STEERING WHEEL		
 System warms the steering wheel with the touch of a button Can also be activated by the remote keyless entry fob 	Provides new level of comfort for greater customer satisfaction	
AVAILABLE VENTILATED AND HEATED FRONT SEATS		
 Ventilated seats reduce temperature on seat insert surfaces Heated seats provide comfort and warmth on cold days 	 Offer customer a high degree of luxury not usually found in a light-duty pickup Enhance the ownership experience 	
AVAILABLE HEATED REAR SEATS		
Available on Ram Crew Cab only	Provide rear-seat passengers the high degree of comfort normally reserved for front seat passengers only	
AVAILABLE POWER SUNROOF		
 Opens completely or vents at the touch of a button Quad Cab[®] and Crew Cab 	• Lets in sunshine and fresh air	

INTERIOR

RAM 1500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT	
BENCHMARK DESIGN AND WELL-CRAFTED INTERIORS		
Soft-touch instrument panel, door trims and other surfacesRefined look and feel	Create a more pleasing interior, designed to increase customer satisfaction	
AVAILABLE INTERIOR APPOINTMENTS		
 Six-ring instrumentation Detailed stitching on upper instrument panel Chrome accents Floor console-mounted gearshift Premium seating and two-tone upholstery for maximum customer appeal 	• Increase the owner's enjoyment while driving	
ADVANCED MULTISTAGE FRONT AIR BAGS		
 Tailor air bag deployment to the severity of the crash and the weight of the occupant 	Protection of front-seat occupants	
NEW FRONT SEAT-SIDE AIR BAGS (LATE AVAILABILITY)		
Housed in driver and passenger seats	Extend protection to driver and front passenger	
AVAILABLE SECURITY ALARM		
 Monitors the vehicle doors and ignition for unauthorized operation Disables interior switches Provides audible and visible signals 	Provides added security and peace of mind	
AVAILABLE REMOTE START SYSTEM		
 Conveniently starts engine from outside the vehicle by using the remote keyless entry fob Operates when vehicle is locked and transmission is in Park Includes a back-up safety feature that turns off the vehicle after a predetermined period of time 	 Offers the convenience of starting the engine from outside the vehicle 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) 	
AVAILABLE REMOTE USB PORT		
 Connector located in glove box allows music storage device (iPod® or other MP3 player) to be plugged into the vehicle's radio The device is operated via the radio controls or remote steering wheel controls, if equipped 	Permits stored MP3 files to be played through the vehicle's audio system	

PRE-DELIVERY

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

DELIVERY

To be reviewed/demonstrated and checked (if equipped) by Sales Consultant with customer present.

REAR

- ☐ RamBox® cargo management system
- ☐ Locating the jack/spare tire
- ☐ ParkSense® Rear Park Assist System
- ☐ ParkView® Rear Back-Up Camera☐ Payload capacity and trailer-towing
- capacity
- ☐ Trailer tow receiver hitch
- Bedliner
- ☐ Tailgate lock

PASSENGER SIDE

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

FRONT

- ☐ 3-Year/60,000-Kilometre Basic Bumper-To-Bumper Warranty with Roadside Assistance
- ☐ 5-Year/100,000-Kilometre Powertrain Limited Warranty
- ☐ Corrosion protection warranty
- Strongest frame in Ram history
- ☐ Engine maintenance
- ☐ Recommended fuel
- ☐ Flex fuel capability
- □ Tow hooks
- ☐ Key fob
- ☐ Electronic Range Select operation
- ☐ Safety checks outside the vehicle (tires, lamps, etc.)

DRIVER SIDE

- ☐ Vehicle security system
- ☐ Remote start system
- ☐ Remote keyless entry
- ☐ Variable intermittent wiper system
- ☐ 4-wheel antilock disc brakes
- ☐ Power adjustable pedals
- ☐ Automatic-dimming rearview mirror
- Speed control
- ☐ Electronic Stability Control/ESC off
- ☐ Electronic Roll Mitigation
- ☐ Traction Control
- ☐ Trailer Sway Control
- ☐ Integrated trailer brake controller
- ☐ Brake Assist
- ☐ Electronic throttle control
- ☐ Tow/haul mode
- ☐ 4WD operation
- ☐ Tip start

INTERIOR

- ☐ Advanced multistage front air bags
- ☐ Supplemental side-curtain air bags
- ☐ 10-way power driver seat
- ☐ Heated and ventilated front seats
- ☐ Heated rear seats
- ☐ Heated steering wheel
- ☐ Power sliding rear window
- \square Tilt steering column
- Automatic temperature control

- $oldsymbol{\square}$ Electronic Vehicle Information Centre
- ☐ Steering wheel-mounted audio controls
- ☐ Uconnect[™] Phone with Voice Command
- ☐ Media Centre Radio (Uconnect™ Navigation or Uconnect™ Multimedia)
- ☐ SIRIUS® Satellite Radio
- ☐ iPhone® app
- ☐ iPod® connection
- ☐ Rear video entertainment system
- $\hfill \square$ 12-volt and 115-volt accessory outlet
- \square Fog lamps
- Rear cargo lamp
- ☐ Fold-flat floor
- Overhead console
- ☐ HomeLink® Universal Transceiver
- Sunroof

OWNERSHIP EXPERIENCE

- ☐ 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
 - WheelsHeadlights
- ☐ Vehicle is equipped as agreed upon

POST-DELIVERY

Customer's preferred contact phone numbers:	Customer's preferred time of contact:
Primary:	Customer's first service appointment:
Secondary:	Date:
Email address:	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

Sales Consultant/Date