

2012 RAM 2500/3500



TABLE OF CONTENTS

Reasons to Buy	2
What's New for 2012	3
SUVPS	4
Model Lineup	5-6
Product Presentation	7-15
Delivery Checklist	16

2012 RAM 2500/3500

REASONS TO BUY/ WHAT'S NEW FOR 2012



WHY BUY A RAM 2500/3500?

The Ram family of heavy-duty pickups is no stranger to accolades — and this year is no exception. The best-selling diesel truck in Canada continues its assault on the heavy-duty market — bringing an arsenal of new and innovative features to the table.

Make no mistake, these Rams are serious trucks with serious capabilities — built to take on any challenge with confidence. Standard on 2500 models, the legendary 5.7L HEMI® V8 engine delivers outstanding performance and responsive acceleration. When equipped with the available legendary 6.7L Cummins® Turbo Diesel engine, you'll also get an integrated diesel exhaust brake — providing the stopping power you need when hauling those big loads. Add in an available trailer brake controller and the available spray-in bedliner, and you've got a truck that can handle a punishing workload and be none the worse for wear.

Of course, Ram 2500/3500 trucks are as comfortable as they are tough. With available features like Uconnect™ Media Centre radios, Electronic Vehicle Information Centre (EVIC), power sunroof and heated and ventilated front seats, you'll get the job done in the utmost style and comfort.

- Only HD diesel truck to not require the cost and inconvenience of Diesel Exhaust Fluid (DEF)
- Industry-exclusive RamBox® (now available on HD)
- #1 selling diesel pickup in Canada (2010 CY & 2011 CYTD May)
- 10,319-kg. (22,750-lb) maximum towing
- Unsurpassed torque (800 lb-ft)
- 13,653-kg (30,100-lb) Gross Combined Weight Rating
- Unsurpassed 5-year/160,000 km Diesel Powertrain Warranty
- 5.7L 383 hp HEMI® V8 with new 6-speed automatic (standard)
- High-mileage 6.7L High-Output Cummins® Turbo Diesel (available)
- Class-exclusive diesel with a manual transmission
- Powerful and proven standard diesel exhaust brake
- Most spacious HD Truck in its class (Ram Mega Cab®)

ASSEMBLY LOCATION

Saltillo, Coahuila, Mexico

CLASS EXCLUSIVES INDUSTRY RECOGNITION AWARDS

- 2011 Best Heavy Duty Pickup in Canada (by Motoring TV)
- 2010 Motor Trend Truck of the Year
- Ram 3500 has best-in-class standard torque
- Ram Heavy Duty Crew Cab offers class-exclusive in-floor storage bins
- Only heavy-duty pickup in the market not requiring Diesel Exhaust Fluid (DEF) to operate
- Best-selling diesel truck in Canada for 2010
- Unsurpassed 5-year/160,000 km Diesel Powertrain warranty
- Ram HEMI® engine is a 6-time winner of Ward's Automotive "10 Best Engines"

2012 RAM 2500/3500



2012 RAM 2500/3500 – WHAT'S NEW

The 2011 Ram 2500/3500 picks up right where the 2010 lineup left off. Ram's uncompromising capability is coupled with bold Ram styling and a slew of tech and convenience features that provide an unmatched combo of brawn, brains and beauty. Newly available power folding trailer tow mirrors help improve safety and accuracy when towing, and a new slate of colours take Ram's exterior to a new level. All these features add up to a true heavy-duty truck that offers something for everyone.

- Exclusive RamBox® now available with 6'4" beds (SRW)
- Special Value Pricing on RamBox®
- Electronic Stability Control (ESC) – standard on all SRW Models
- 6-speed automatic replaces 5-speed automatic w/5.7L HEMI®
- Enhanced capability – up to 20,000-lb GCWR & 14,400-lb towing with 5.7L & 4.10 (+2,000 lb)
- New Ram brand steering wheel with front-mounted cruise control
- New monotone paint option for Ram Outdoorsman & Longhorn
- Standard side-seat air bags (late availability)
- Black grille replaces bright grille on ST (Note: SXT remains bright grille/bumpers)
- Rear back-up camera now standard on Laramie

SUVPS

SAFETY/SECURITY

- Four-wheel disc ABS with Electronic Variable Brake Proportioning
- Available power adjustable pedals
- Available ParkSense® Rear Park Assist System and ParkView® Rear Back-Up Camera
- Integrated trailer brake controller improves trailer braking control
- Supplemental side-curtain air bags
- New front seat-mounted side air bags (late availability)
- Electronic Stability Control is now standard on all SRW models and features All-Speed Traction Control, Brake Assist, Electronic Roll Mitigation, Hill Start Assist and Trailer Sway Damping

UTILITY

- In-floor and under-seat storage
- 1.9-m (6-foot 4-inch) or 2.4-m (8-foot) cargo box with two-tier loading, bulkhead dividers, and cargo tie-down loops
- Available maximum 2,350-kg (5,180-lb) payload and 10,390-kg (22,750-lb) trailer-towing capability with available Max Tow Package
- Available Mega Cab® model offering the largest interior volume in its class
- Available Uconnect™ Voice Command with Bluetooth® technology allows driver to keep hands on the wheel and eyes on the road while making/receiving calls
- Available RamBox® cargo management system includes two dry, lockable, illuminated, drainable integrated storage bins large enough to carry a golf bag. It also features a bed divider that converts to a bed extender and a cargo rail system with four adjustable cargo cleats. Now available on all SRW models with 6'4" bed (late availability)

VALUE

- No Diesel Exhaust Fluid required
- Available Uconnect™ Navigation feature includes GPS navigation with points of interest and voice command
- Available Uconnect™ Multimedia features provide the flexibility to play a variety of media including CDs, DVDs, USB drives, MP3 files and SIRIUS® Satellite Radio
- Available heated steering wheel and available ventilated and heated front seats with heated rear seats on Ram Crew Cab and Mega Cab®
- Electronic Vehicle Information Centre (EVIC) allows the driver to monitor temperatures and pressures for the engine, oil, transmission and available trailer brake controller

PERFORMANCE

- 5.7L HEMI® V8 with VVT and 6-speed automatic transmission engine generates 383 hp and 400 lb-ft of torque (2500 only)
- 6.7L Cummins® Turbo Diesel engine delivers 350 hp and up to 800 lb-ft of torque with the available 6-speed heavy-duty automatic transmission or 610 lb-ft of torque with the 6-speed manual transmission and includes a standard diesel exhaust brake
- Manual or electric-shift transfer case
- Tow/Haul feature on automatic transmissions
- Exterior styling delivers bold Ram attitude
- 17-inch wheel lineup, including available chrome-clad aluminum wheels
- Dominating road presence with the impressive interior volume (Mega Cab®)
- Standard premium instrument cluster featuring Electronic Vehicle Information Centre
- Max Trailer Tow Group (3500 DRW models only) includes heavy-duty rear axle with 4.10 gear ratio, aluminum heat sink differential cover, dual transmission oil cooler, upgraded power steering cooler (requires Cummins® High Output engine and 6-speed automatic transmission)
- Cummins® Turbo Diesel utilizes Variable Geometry Turbocharger controller, and helps to provide maximum power and maximum fuel efficiency
- Independent front suspension with coil springs (4x2) or front link-coil with solid live axle (4x4); leaf spring rear suspension

2012 RAM 2500/3500

MODEL LINEUP



MODEL LINEUP

ST

Selected Standard Equipment

- 5.7L HEMI® V8 engine with 6-speed automatic (387 hp 400 lb-ft) – Ram 2500 models only
- 6.7L Cummins® High-Output Turbo Diesel (350 hp 610 lb-ft with manual and 800 lb-ft with automatic) – Standard on 3500 models, available on 2500 models
- Air conditioning
- Black grille, front and rear bumpers
- 17" steel-styled 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
- Instrument cluster with display screen
- Class IV Receiver Hitch
- Heavy-duty engine cooling
- Exclusive 2nd-row in-floor storage bins (Crew Cab models)
- Transfer Case – manual, part-time shift-on-the-fly (4X4 models)
- Tire Pressure Monitoring System (Single Rear Wheels only)
- Heavy duty 40/20/40 vinyl seat
- Media Centre 130 CD/MP3 with six speakers
- Mirrors – manual, black (2500 Regular Cab models)
- Mirrors – power, black, heated, folding (2500 Crew Cab models)
- Mirrors – manual, folding, trailer tow, black (3500 Regular Cab models)
- Mirrors – power, folding, trailer tow, black (3500 Crew Cab models)
- Door locks – manual on Regular Cab, power on Crew Cab models
- Windows – manual on Regular Cab, power front on Crew Cab models
- Fuel tank – 128L (28 imp. gal) – (standard with 1.9m [6'4" box])
- Fuel tank – 132L (29 imp. gal) – (standard with 2.4m [8' box])
- Front and rear heavy-duty shock absorbers
- Front stabilizer bar
- Antispin differential rear axle (3500 models)
- Steering – Power rack-and-pinion steering (4X2 models)
- Steering – Power recirculating ball (4X4 models)
- Tailgate – locking, removable with easy lift assist
- 7- and 4-pin wiring harness for towing
- Engine block heater
- Diesel exhaust brake with diesel engine
- 12-volt auxiliary power outlet
- Full-size spare tire
- 730-amp battery, 160-amp alternator

KEY AVAILABLE OPTIONS

- Max tow package (4.10 ratio extra oil cooling)
- HD Snowplow Prep Package (skid plate and 180-amp alternator)
- Integrated trailer brake control
- Single rear wheel group (3500 models)
- Uconnect™ voice command with Bluetooth®
- Industry-exclusive RamBox® cargo management system
- Power sunroof
- Antispin differential rear axle (2500 models)
- Factory spray-in bedliner
- Rear seat video system
- Remote start system
- ParkView® Rear Back-Up Camera
- Monotone paint on Longhorn, Outdoorsman and Laramie



MODEL LINEUP

SLT

Differences/upgrades vs. ST:

- Cloth 40/20/40 bench seat (rear folding seat on Crew)
- Overhead console and premium door trim with map pocket
- 17-inch chrome-clad steel wheels
- Rear power sliding window (Crew Mega Cab®)
- Vehicle information centre and temperature compass gauge
- Bright grille, bright front/rear bumpers
- SIRIUS® Satellite Radio with one-year subscription
- Electric shift-on-the-fly transfer case for 4X4 models
- Remote keyless entry
- 17" chrome-clad steel wheels

OUTDOORSMAN

Differences/upgrades vs. SLT:

- Lower two-tone paint in Mineral Grey metallic
- Front and rear rubber floor mats
- Antispin differential rear axle
- Fog lamps and quad headlamps
- Body colour grille and painted front/rear bumpers
- Accent-colour fender flares
- Extra heavy-duty front and rear shock absorbers
- LT265/70R17E OWL on-/off-road tires
- Tow hooks (not included on 2500 Laramie models)

LARAMIE

Differences/upgrades vs. SLT:

- Lower two-tone paint in Bright Silver Metallic
- Air conditioning ATC with dual-zone control
- Leather-faced 40/20/40 bench seat (heated front seats)
- Power lumbar adjust
- Rear 60/40 split-folding seat
- Deluxe door trim panel
- Overhead console with universal garage door opener
- 3.73 rear axle ratio (3.42 ratio on 3500 Models)
- Power foldaway chrome mirrors with memory, courtesy lamps turn signal
- Instrument panel woodgrain bezel
- Power 10-way driver and 6-way passenger seat
- Memory for radio/driver's seat/mirror
- Security alarm

- Bright grille with bright inserts
- Body colour/chrome door handles
- Accent-colour fender flares
- Leather-wrapped heated steering wheel with audio controls
- Media Centre 730N CD/DVD/MP3/ hard drive/navigation
- Nine amplified speakers with subwoofer
- ParkView® Rear Back-Up Camera

POWER WAGON®

Differences/upgrades vs. SLT:

- Shift-on-the-fly manual transfer case
- 4.56 rear axle ratio
- Tru-Lok® front and rear axles
- Front disconnecting stabilizer bar
- Front electric winch 5443-kg (12,000-lb) capacity
- Bright grille and front/rear bumpers
- Lower two-tone paint in black and black wheel flares
- Front/rear heavy-duty shock absorbers
- LT285/70R17D BSW all-terrain tires
- Fuel tank and transfer case skid plate shield

LARAMIE LONGHORN

Differences/upgrades vs. Laramie:

- Premium leather low-back bucket seats
- Heated/ventilated front seats & heated 2nd-row seats
- Premium door trim panel
- Premium full-length floor console
- Premium instrument cluster and interior accents
- Memory for radio/driver seat/mirrors/pedals
- Painted front/rear bumpers
- Lower two-tone paint in White Gold metallic
- Mopar® door sill guards
- Accent-colour running boards
- Premium leather-wrapped steering wheel
- Power adjustable pedals with memory
- Remote start system
- Spray-in bedliner
- 3.73 rear axle ratio
- Luxury front and rear floor mats
- Leather-wrapped shift knob

2012 RAM 2500/3500

PRODUCT PRESENTATION

PRODUCT PRESENTATION

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 2500/3500 is their best purchase choice. Some features may be optional or not available on some models.

FRONT

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE TOW HOOKS	
<ul style="list-style-type: none"> • Available on 4x2 and 4x4 models • Included in Protection Group • Packaged on models with Cummins® Turbo Diesel 	<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 GAS POWERTRAIN LIMITED WARRANTY	
<ul style="list-style-type: none"> • A “no hassle” solution offering superior protection • Includes subsequent owner coverage transfer at no extra cost and towing 	<ul style="list-style-type: none"> • Delivers excellent coverage for a positive ownership experience
5-YEAR/160,000-KILOMETRE DIESEL POWERTRAIN LIMITED WARRANTY	
<ul style="list-style-type: none"> • Unsurpassed protection • Includes subsequent owner coverage at no extra cost and towing 	<ul style="list-style-type: none"> • Delivers superior coverage for total peace of mind and positive ownership experience
CORROSION PROTECTION WARRANTY	
<ul style="list-style-type: none"> • 3 years unlimited metrage, 5/160,000 outer body panels against holes 	<ul style="list-style-type: none"> • Emphasizes product quality and durability
12,000 KILOMETRE OIL-CHANGE INTERVAL FOR THE CUMMINS® TURBO DIESEL	
<ul style="list-style-type: none"> • Longer routine maintenance interval than gasoline-powered engines • Complements the Cummins® Turbo Diesel longevity and durability characteristics 	<ul style="list-style-type: none"> • Helps reduce operating costs and maximizes uptime • Enhances the Ram 2500/3500 overall value story
HEAVY-DUTY SNOWPLOW PREP GROUP	
<ul style="list-style-type: none"> • Includes transfer case skid plate and 180-amp alternator 	<ul style="list-style-type: none"> • Provides underbody protection and more electrical power for rugged use in snow and cold weather
5.7L HEMI® V8 VVT ENGINE (2500 ONLY)	
<ul style="list-style-type: none"> • Features hemispherical combustion chambers • Delivers 383 hp and 400 lb-ft of torque 	<ul style="list-style-type: none"> • Provides outstanding performance and responsive acceleration

PRODUCT PRESENTATION

FRONT

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
VARIABLE VALVE TIMING (VVT)	
<ul style="list-style-type: none"> Allows an engine to adjust and optimize valve timing by altering the timing that the valves open and close in conjunction with the piston position 	<ul style="list-style-type: none"> Improves power and fuel economy because camshaft timing is precisely regulated based on the type of performance required at a particular moment
6.7L CUMMINS® TURBO DIESEL ENGINE	
<ul style="list-style-type: none"> Produces 350 hp and up to 800 lb-ft of torque (automatic) (610 lb-ft of torque with manual) 12,000-kilometre oil-change interval Electronic Control Mode (ECM) Integrated grille heater 	<ul style="list-style-type: none"> Delivers outstanding operating power for towing and hauling heavy loads Unsurpassed torque Helps lower cost-of-ownership expenses Enables engine to respond faster to throttle inputs Helps achieve cold-start ability without glow plugs or ancillary block heater in temperatures as low as -28°C (-20°F)
CHOICE OF TRANSMISSIONS	
<ul style="list-style-type: none"> 6-speed heavy-duty manual transmission (6.7L Cummins® Turbo Diesel) Available 68 RFE 6-speed automatic transmission (6.7L Cummins® Turbo Diesel) New standard 66 RFE 6-speed automatic transmission (5.7L HEMI® V8) 	<ul style="list-style-type: none"> Provides excellent performance while offering customers a choice that best fits their driving preferences and work habits Offers a sixth-gear overdrive and heavy-duty design for fuel economy and durability
DIESEL EXHAUST	
<ul style="list-style-type: none"> Integrates into the Cummins® Variable Geometry Turbocharger™ (VGT) and the engine's electronic control module (ECM) Standard on 3500 models Standard on 2500 models with Cummins® Diesel engine 	<ul style="list-style-type: none"> Contributes to improved driver control, reduced brake fade, longer brake life
MANUAL OR ELECTRIC-SHIFT TRANSFER CASE	
<ul style="list-style-type: none"> Improved control of available 4WD system 	<ul style="list-style-type: none"> Allows the vehicle to be electronically shifted into four-wheel drive "on the fly" with the turn of a switch
TOW/HAUL MODE	
<ul style="list-style-type: none"> Included with automatic transmissions 	<ul style="list-style-type: none"> Prevents vehicle from shifting into overdrive
SUSPENSION	
<ul style="list-style-type: none"> Front, independent coil spring (4x2 models) Front, solid live axle with coil springs and four trailing links (4x4 models) Rear, longitudinal leaf springs 	<ul style="list-style-type: none"> Enhances ride quality for a comfortable and quiet ride Provides handling and hauling performance geared for severe off-road work conditions
"BIG-RIG" STYLING	
<ul style="list-style-type: none"> Bold Ram attitude along with distinctive trademark "Ram Tough" look 	<ul style="list-style-type: none"> Offers a road presence unlike any other with a bolder look that includes front fenders, grille, front fascia, front bumper and large headlamps
AVAILABLE TRIM LEVELS	
<ul style="list-style-type: none"> ST (Regular and Crew Cab) SLT (Regular, Crew and Mega Cab®) and Outdoorsman (Crew Cab Only) Laramie and Laramie Longhorn trim levels (Crew and Mega Cab®) Power Wagon® (Crew Cab) 	<ul style="list-style-type: none"> Wide range of interior convenience and comfort features from practical to premium contributes to all-day driving comfort

PRODUCT PRESENTATION

FRONT

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
FOUR-WHEEL DISC 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 • Electronic Variable Brake Proportioning (EVBP) 	<ul style="list-style-type: none"> • Provides improved steering control under extreme braking and/or slippery conditions • Contributes to improved stability by automatically adapting to variations in vehicle load
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 • Available only on vehicles equipped with an automatic transmission 	<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 REMOTE KEYLESS/ILLUMINATED ENTRY	
<ul style="list-style-type: none"> • Two remote keyless/illuminated entry transmitters provided with vehicle • Unlocks driver door on the first press, and all doors on the second press • Illuminates interior lights when vehicle is unlocked 	<ul style="list-style-type: none"> • Adds to driver convenience and security
AVAILABLE SECURITY ALARM	
<ul style="list-style-type: none"> • Standard on Laramie and Laramie Longhorn models • Available on SLT 	<ul style="list-style-type: none"> • Provides added security and peace of mind
REMOTE START SYSTEM (AVAILABLE WITH AUTOMATIC TRANSMISSION)	
<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 • Includes a back-up safety feature that turns off the vehicle after a predetermined period of time 	<ul style="list-style-type: none"> • 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)
MEGA CAB®	
<ul style="list-style-type: none"> • Ram Mega Cab® offers revolutionary cab size and the most interior volume in its class • Superior behind-rear-seat storage 	<ul style="list-style-type: none"> • Contributes to enhanced driver and occupant comfort while adding a rich, upscale interior • Makes for a spacious, comfortable ride for rear-seat passengers • Provides added cargo-carrying capacity and versatility
POWER STEERING SYSTEMS	
<ul style="list-style-type: none"> • Power rack-and-pinion on all 4x2 models • Power-assisted with recirculating ball on 4x4 models 	<ul style="list-style-type: none"> • Provide good on-centre feel and responsiveness • Provide crisp and precise steering feel with excellent linear response and returnability
STANDARD 17-INCH WHEELS AND TIRES	
<ul style="list-style-type: none"> • Numerous designs available for your application, including available chrome-clad aluminum wheels 	<ul style="list-style-type: none"> • An eye-catching combination that adds to Ram's aggressive stance

PRODUCT PRESENTATION

FRONT

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
DOMINATING ROAD PRESENCE	
<ul style="list-style-type: none"> Ram Mega Cab® makes a dominating road presence 	<ul style="list-style-type: none"> Provides a command-of-the-road presence
CAB CONFIGURATIONS	
<ul style="list-style-type: none"> Regular Cab standard Crew Cab model available Ram Mega Cab® — a segment exclusive — offers revolutionary cab size and massive amounts of total interior volume 4,039 L (142.65 cu ft) and 1,343 (12.1 cu ft) behind-rear-seat storage 	<ul style="list-style-type: none"> Provide added utility

DRIVER

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
FOUR-WHEEL MULTICHANNEL 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 Electronic Variable Brake Proportioning (EVBP) 	<ul style="list-style-type: none"> Provides improved steering control under extreme braking and/or slippery conditions Contributes to improved stability by automatically adapting to variations in vehicle load
TIRE PRESSURE MONITORING SYSTEM (2500 ONLY)	
<ul style="list-style-type: none"> Automatically checks the level of air pressure in all four tires and displays a warning lamp in the instrument cluster if pressure becomes too low 	<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
8-WAY POWER DRIVER AND FRONT-PASSENGER SEATS	
<ul style="list-style-type: none"> Include two lumbar controls for seat cushion and seatback 	<ul style="list-style-type: none"> Improve vehicle comfort
NEW CORPORATE STEERING WHEEL	
<ul style="list-style-type: none"> Features integrated EVIC controls, radio controls and cruise control 	<ul style="list-style-type: none"> Improves vehicle comfort Helps driver keep hands on the wheel

REAR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE PARKSENSE® 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 254 mm (10 inches) high Audio and visual warnings are activated as the vehicle approaches an object 	<ul style="list-style-type: none"> Assists in detecting objects behind the vehicle when backing up or parking

PRODUCT PRESENTATION

REAR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
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 • 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 manoeuvring in tight spaces in Reverse by adding a visual of the area
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
CARGO BOX	
<ul style="list-style-type: none"> • Choice of 1.9 m (6-foot-4-inch) or 2.4 m (8-foot) durable, practical cargo box with two-tier loading, bulkhead dividers, and cargo tie-down loops • Available spray-in or under-rail bedliner 	<ul style="list-style-type: none"> • Allows for excellent flexibility in configuring box size and customization for hauling cargo
PAYLOAD	
<ul style="list-style-type: none"> • Maximum payload of 2,064 kg (4,550 lb) (3500 Crew Cab) • Maximum payload of 1,329 kg (2,930 lb) (2500 Crew Cab) • Maximum payload of 1,370 kg (3,020 lb) (3500 Mega Cab®) • Maximum payload of 2,350 kg (5,180 lb) (3500 Regular Cab) • Maximum payload of 1,148 kg (2,530 lb) (2500 Mega Cab®) • Maximum payload of 1,447 kg (3,190 lb) (2500 Regular Cab) 	<ul style="list-style-type: none"> • Provides ample payload for passengers, as well as in-cabin and in-the-box cargo
TOWING	
<ul style="list-style-type: none"> • Maximum towing of 9,140 kg (20,150 lb) (3500 Crew Cab) • Maximum towing of 6,849 kg (15,100 lb) (2500 Crew Cab) • Maximum towing capacity of 8,323 kg (18,350 lb) (3500 Mega Cab®) • Maximum towing capacity of 10,319 kg (22,750 lb) (3500 Regular Cab) • Maximum towing capacity of 6,713 kg (14,800 lb) (2500 Mega Cab®) • Maximum towing capacity of 7,031 kg (15,500 lb) (2500 Regular Cab) 	<ul style="list-style-type: none"> • Provides outstanding performance and capability
AXLES	
<ul style="list-style-type: none"> • Antispin rear differential (included with Outdoorsman, available on all other models) • Provides added traction in rear wheel slip situations • Front axle ratings up to 5,500 lb (GCWR) • Four ranges of axles include: 3.42, 3.73, 4.10 and 4.56 	<ul style="list-style-type: none"> • Provide solid torque/power for work applications and everyday driving • Four axle ranges for efficient operation
CLASS IV TRAILER HITCH AND RECEIVER	
<ul style="list-style-type: none"> • With 4- and 7-pin harness connector 	<ul style="list-style-type: none"> • Handles a wide variety of hookups • Standard feature

PRODUCT PRESENTATION

REAR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE RAMBOX® CARGO MANAGEMENT SYSTEM (LATE AVAILABILITY)	
<ul style="list-style-type: none"> • Two dry, lockable, illuminated, drainable integrated storage bins • Bed divider that converts into a bed extender • Cargo rail system with four adjustable cargo cleats 	<ul style="list-style-type: none"> • Large enough to carry a golf bag • Now available on SRW models with 6'4" bed • Allows for excellent flexibility in configuring box size and customization for hauling cargo
AVAILABLE SPRAY-IN BEDLINER	
<ul style="list-style-type: none"> • Factory-installed, factory-backed for exact fit and finish 	<ul style="list-style-type: none"> • Helps protect box from dings and dents caused by shifting cargo • Helps with water drainage
AVAILABLE SINGLE AND DUAL-WHEEL CONFIGURATIONS	
Availabilities include: <ul style="list-style-type: none"> • 3500 Regular Cab = DRW only • 3500 Crew Cab short box = SRW • 3500 Crew Cab long box = SRW & DRW • 3500 Mega Cab® short box = SRW & DRW 	<ul style="list-style-type: none"> • Provide additional customization for every business need
NO DIESEL EXHAUST FLUID REQUIRED	
<ul style="list-style-type: none"> • Cummins® diesel engine meets/exceeds current diesel emissions standards WITHOUT a Selective Catalytic Reduction system 	<ul style="list-style-type: none"> • Class exclusive • Eliminates the need to purchase Diesel Exhaust Fluid or monitor fluid level • Reduces operating expenses overall cost of ownership

INTERIOR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
TIRE PRESSURE MONITORING SYSTEM (2500 ONLY)	
<ul style="list-style-type: none"> • Automatically checks the level of air pressure in all four tires and displays a warning lamp in the instrument cluster if pressure becomes too low 	<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
WIDE-OPENING REAR DOORS	
<ul style="list-style-type: none"> • Forward-hinged rear doors open wide • Nearly 90 degrees on Crew Cab • 85 degrees on Mega Cab® 	<ul style="list-style-type: none"> • Make it easy to get in and out of the vehicle • Offer improved access to rear cargo area
RECLINING REAR SEAT (MEGA CAB®)	
<ul style="list-style-type: none"> • 60/40 two-position fold-down rear seat • Reclines from 22 to 37 degrees (from vertical) and features two-tier fold positions 	<ul style="list-style-type: none"> • Provides added comfort for rear-seat passengers and maximum cargo flexibility

PRODUCT PRESENTATION

INTERIOR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
REAR SEGMENT-EXCLUSIVE 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 • Nearly 6.05 litres (1.6 gallons) of storage space, enough for ten 355 ml (12-oz) beverages plus ice or other items • Ram Crew Cab only 	<ul style="list-style-type: none"> • Provide additional secure storage that can be easily cleaned or used outside the vehicle
FLEXIBLE INTERIOR CARGO CAPABILITIES	
<ul style="list-style-type: none"> • Cab-back storage with a moulded floor tray (Regular Cab) • Available 40/60 split-folding rear bench seat • 50.9 L (1.8 cu ft) of under-seat storage (Crew Cab) • Business console with power outlet on select models • Available front-centre in-cushion storage • Behind the rear seat storage (Mega Cab®) 	<ul style="list-style-type: none"> • 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 • An industry exclusive • Offer more interior cargo volume for superior utility
OUTDOORSMAN MODEL	
<ul style="list-style-type: none"> • Outdoorsman model includes LT265/70R17R OWL on/off-road tires and: <ul style="list-style-type: none"> - Features skid-plate undercarriage protection backed by factory warranty - Includes antispin differential, fog lamps, quad headlamps and tow hooks 	<ul style="list-style-type: none"> • Provides enhanced performance and additional security of factory warranty • Provides distinctive appearance features that make this model stand out from others on the road
AVAILABLE LUXURY GROUP	
<ul style="list-style-type: none"> • Includes ashtray lamp, glove box lamp, underhood lamp, illuminated vanity mirrors, overhead console with universal garage door opener, auto day/night mirror and more 	<ul style="list-style-type: none"> • Provides added convenience and value-group packaging
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 • Standard on all models 	<ul style="list-style-type: none"> • Extend protection to front and rear outboard passengers
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
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
AVAILABLE FRONT-CENTRE IN-CUSHION STORAGE	
<ul style="list-style-type: none"> • Available on select models with premium cloth front 40-20-40 bench seat or leather-faced bench seat 	<ul style="list-style-type: none"> • Provides hidden, additional storage under the centre front seat for small items and business equipment such as laptops
AVAILABLE FULL-DROP REAR DOOR WINDOWS (CREW CAB AND MEGA CAB®)	
<ul style="list-style-type: none"> • Rear door windows open fully 	<ul style="list-style-type: none"> • Provide better ventilation • Add to ease and convenience of operation

PRODUCT PRESENTATION

INTERIOR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE POWER SLIDING REAR WINDOW (CREW CAB AND MEGA CAB®)	
<ul style="list-style-type: none"> Rear window features power operation 	<ul style="list-style-type: none"> Provides better ventilation Adds to ease and convenience of operation
ALL SOUND SYSTEMS FEATURE MP3 COMPATIBILITY	
<ul style="list-style-type: none"> AM/FM radio with CD player and 4 speakers Available sound systems include 6-disc CD changer, MP3 playback capability and ∞Infinity® speakers 	<ul style="list-style-type: none"> Offer the option of broadcast programming or the playing of CDs Provide up-level options for the enjoyment of audio enthusiasts
AVAILABLE REAR-SEAT VIDEO ENTERTAINMENT SYSTEM [VES®]	
<ul style="list-style-type: none"> Includes colour monitor, battery-powered infrared remote, and two wireless infrared headsets Auxiliary audio and video jacks Plays video/audio DVDs, audio CDs, MP3 audio discs and video CDs Available in Crew Cab and Mega Cab® 	<ul style="list-style-type: none"> Provides entertainment for rear-seat passengers on long (or short) trips 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
AVAILABLE UCONNECT™ PHONE	
<ul style="list-style-type: none"> Voice-activated, hands-free communication system using Bluetooth® technology Places and receives calls through the vehicle's speakers Operates conveniently as long as the user's phone is located anywhere in the vehicle 	<ul style="list-style-type: none"> Allows driver to keep hands on the wheel and eyes on the road while making and receiving calls No additional monthly fees other than your current wireless phone bill
DUAL-ZONE AUTOMATIC TEMPERATURE CONTROL	
<ul style="list-style-type: none"> Allows for the setting of two separate cabin temperatures 	<ul style="list-style-type: none"> Convenient feature allows driver and front passenger to select their own most comfortable temperature
ELECTRONIC VEHICLE INFORMATION CENTRE (EVIC)	
<ul style="list-style-type: none"> The EVIC is interfaced with steering wheel-mounted controls, including the navigation system (if equipped), Uconnect™ (if equipped), radio, vehicle status and personalization settings It allows the driver to display useful information, such as personal settings, outside temperature, compass, 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 Provides a wide range of information to the driver, as well as the flexibility to customize the information viewed Customizable features to suit drivers' needs
OVERHEAD CONSOLE	
<ul style="list-style-type: none"> A handy overhead console is standard on select models An overhead console with HomeLink® Universal Transceiver is standard on select models (included in Luxury Group) 	<ul style="list-style-type: none"> Provides in-cab lighting for convenience at night
HOMELINK® UNIVERSAL TRANSCEIVER	
<ul style="list-style-type: none"> Programmable transceiver can operate up to three separate devices Can be programmed to operate garage doors, security lighting or gates Features rolling-code technology that changes the transmitter code each time the remote button is pressed to prevent code-capturing via scanner by thieves 	<ul style="list-style-type: none"> Provides driver convenience and peace of mind

PRODUCT PRESENTATION

INTERIOR

RAM 2500/3500 FEATURES/FUNCTIONS	CUSTOMER BENEFIT
AVAILABLE MEDIA CENTRE 730N RADIO WITH ENHANCED NAVIGATION	
<ul style="list-style-type: none"> • Media Centre 730N Radio features turn-by-turn navigation • Includes AM/FM/SIRIUS® Satellite Radio with MP3 input, CD/DVD player, Uconnect™ Phone, voice-dialogue system and integrated 6.5-inch touch- screen display • 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® • Available rear camera compatibility on select vehicles 	<ul style="list-style-type: none"> • 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 a wide range of available entertainment with powerful storage capacity for digital audio and photo files
MEDIA CENTRE 430N RADIO WITH GARMIN® NAVIGATION	
<ul style="list-style-type: none"> • Media Centre 430N Radio features AM/FM radio with MP3 input, CD/DVD player and integrated 6.5-inch touch-screen display • Features Garmin® Navigation, Bluetooth® streaming audio • 40GB hard drive with 28 GB capacity for storage of photos, playlists and digital music files • Available rear camera compatibility on select vehicles 	<ul style="list-style-type: none"> • Provides a wide range of available entertainment with powerful storage capacity for digital audio and photo files
AVAILABLE HEATED STEERING WHEEL	
<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 a new level of comfort for greater customer satisfaction
AVAILABLE VENTILATED AND HEATED FRONT SEATS	
<ul style="list-style-type: none"> • Ventilated seats reduce temperature on seat insert surfaces • Heated seats provide comfort and warmth on cold 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
AVAILABLE POWER SUNROOF (CREW CAB AND MEGA CAB®)	
<ul style="list-style-type: none"> • Opens completely or vents at the touch of a button 	<ul style="list-style-type: none"> • Open-air enjoyment
INTERIOR DESIGN	
<ul style="list-style-type: none"> • Modern dash, instrument cluster, centre stack, door panels and seating materials 	<ul style="list-style-type: none"> • Adds upscale, luxurious styling and appearance cues
NEW FRONT SEAT-MOUNTED SIDE AIR BAGS (LATE AVAILABILITY)	
<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
ELECTRONIC STABILITY CONTROL (ESC)	
<ul style="list-style-type: none"> • Standard on all SRW models, available on DRW models • Includes Electronic Brake Assist, All-Speed Traction Control, Trailer Sway Damping, Electronic Roll Mitigation and Hill Start Assist • Compares the driver's intended course with the vehicle's actual course and then compensates for differences • Senses when a 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 	<ul style="list-style-type: none"> • Automatically helps/assists driver in maintaining control of their vehicle during extreme steering maneuvers • Provides added driving confidence, particularly in rain and snow
AVAILABLE UCONNECT™ VOICE COMMAND WITH BLUETOOTH® TECHNOLOGY	
<ul style="list-style-type: none"> • Voice-activated, hands-free communication system using Bluetooth® technology • Places and receives calls through the vehicle's speakers • Operates conveniently as long as the user's phone is located anywhere in the vehicle 	<ul style="list-style-type: none"> • Allows driver to keep hands on the wheel and eyes on the road while making and receiving calls • No additional monthly fees other than your current wireless phone bill

2012 RAM 2500/3500

DELIVERY CHECKLIST

PRE-DELIVERY

- 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.

REAR

- Pickup box features
- Locating the jack/spare tire
- ParkSense® Rear Park Assist System
- ParkView® Rear Back-Up Camera
- Payload capacity and trailer towing capacity
- Trailer tow hitch and wiring
- Bedliner (and spray-in bedliner)
- Removable tailgate
- Tailgate lock
- Antispin differential

PASSENGER SIDE

- Tire Pressure Monitoring System
- Heated power mirrors
- In-floor insulated storage bins with removable liners (Crew Cab)
- Behind-the-rear-seat storage (Mega Cab®)

FRONT

- 3-Year/60,000-Kilometre Basic Bumper-To-Bumper Warranty with Roadside Assistance
- 5-Year/100,000-Kilometre Gas Powertrain Limited Warranty
- 5-Year/160,000-Kilometre Powertrain Limited Warranty for Cummins
- 12,000-kilometre oil-change interval for Cummins® Turbo Diesel
- Corrosion protection warranty
- Engine maintenance
- Recommended fuel

- Tow hooks
- Key fob/valet key
- Electronic Range Select operation
- Safety checks

DRIVER SIDE

- Vehicle security system
- Remote start system
- Remote keyless entry
- Variable intermittent wiper system
- 4-wheel antilock disc brakes
- Power adjustable pedals
- Auto-dimming rearview mirror
- Cruise control
- Integrated trailer brake controller
- Electronic throttle control
- Tow/Haul mode
- 4WD operation
- Tip start

INTERIOR

- Multistage front air bags
- Supplemental side-curtain air bags
- Stain-resistant cloth seat care
- 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
- Electronic Vehicle Information Centre
- Steering wheel-mounted audio controls
- Uconnect™ Phone with Voice Command
- Media Centre Radio (Uconnect™ Navigation or Uconnect™ Multimedia featuring SIRIUS® Satellite Radio)
- SIRIUS® Satellite Radio
- iPhone® App
- iPod® connection
- Rear video entertainment system
- 12-volt and 115-volt accessory outlet
- Fog lamps
- Rear cargo lamp
- Power trailer tow mirror operation
- "Light load" tire switch
- Diesel exhaust brake
- Overhead console
- HomeLink®

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
 - Wheels
 - Headlights

- Vehicle is equipped as agreed upon

POST-DELIVERY

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

Sales Consultant/Date