



# RAM



## 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 FORD F-150 XL 4X2 SUPERCREW SHORT BOX

### Ram Advantages:

- \$1,265
- Dual exhaust
- Engine output (Horsepower and torque)
- Superior PT warranty
- Larger tires/wheels
- Better wheels
- Coil spring rear suspension
- More towing capacity (750 lb)
- Front/rear shoulder room
- Front hip room
- Standard fog lamps
- Interior storage
- In-floor storage bins
- Audio system

### Match-up Challenges:

- EPA #'s
- Rear headroom
- Front/rear legroom
- Rear hip room
- Interior volume
- Lumbar adjustment

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Ford F-150 XL 4x2 SuperCrew Short Box
<b>Base MSRP*</b>	<b>\$30,210</b>	\$31,475
<b>Drivetrain</b>		
Engine	5.7L HEMI® V8	5.0L V8
Exhaust system	Dual	Single
Horsepower	390	360
Torque (lb-ft)	407	380
Fuel economy (EPA ratings city/highway)	14/20	15/21
Transmission	6-speed automatic	6-speed automatic
5-year/100,000-mile powertrain limited warranty	Standard	Extra-cost extended available



# 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 FORD F-150 XL 4X2 SUPERCREW SHORT BOX

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Ford F-150 XL 4x2 SuperCrew Short Box
<b>Chassis</b>		
<b>Tires</b>	<b>P275/60R20 BSW AS</b>	P235/75R17 BSW AT
<b>Wheels</b>	<b>20-inch aluminum</b>	17-inch gray styled steel
Brakes	4-wheel disc with ABS & ESC	4-wheel disc with ABS & ESC
Front suspension	Short/long arm with coil springs	Double wishbone with coil-over shocks
<b>Rear suspension</b>	<b>Five-link with coil springs</b>	Leaf springs
<b>Capacities</b>		
<b>Max. trailer towing capacity (lb)</b>	<b>10,150</b> (w/Class IV hitch)	9,400 (w/Class IV hitch)
Headroom (front/rear) (in)	41.0/39.9	41.0/40.3
Legroom (front/rear) (in)	41.0/40.3	41.4/43.5
<b>Shoulder room (front/rear) (in)</b>	<b>66.0/65.7</b>	65.9/65.5
<b>Hip room (front/rear) (in)</b>	<b>63.2/63.2</b>	60.5/64.6
Interior volume (cu ft)	125.3	131.1
<b>Features</b>		
Halogen headlamps	Standard	Standard
<b>Fog lamps</b>	<b>Standard</b>	Optional
<b>Interior trim</b>	Cloth 40/20/40-split front bench seat, 60/40 folding rear seat with <b>generous interior storage compartments</b> , carpeting	Cloth or vinyl 40/20/40 seating with vinyl interior trim with color-coordinated carpet and floor mats
<b>In-floor storage bins in rear</b>	<b>Standard</b>	N/A
<b>Radio</b>	<b>AM/FM/CD with MP3 player</b>	AM/FM
<b>Speakers</b>	<b>6</b>	4

\*Destination, applicable taxes extra. Available incentives not included.





# RAM



# VS.

## 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 CHEVY SILVERADO 1500 LT 4X2 CREW CAB SHORT BOX

### Ram Advantages:

- \$2,185
- Dual exhaust
- Engine output (Horsepower and torque)
- EPA highway #'s
- 6-speed vs. 4-speed
- Larger tires/wheels
- 4-wheel disc brakes
- Coil spring rear suspension
- More towing capacity (3,450 lb)
- Rear legroom
- Front/rear shoulder room
- Front hip room
- Greater interior volume
- Standard fog lamps
- Interior storage
- In-floor storage bins
- Floor carpeting

### Match-up Challenges:

- Front/rear headroom
- Front legroom
- Rear hip room

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Chevy Silverado 1500 LT 4x2 Crew Cab Short Box
<b>Base MSRP*</b>	<b>\$30,210</b>	<b>\$32,395</b>
<b>Drivetrain</b>		
Engine	5.7L HEMI® V8	4.8L V8
Exhaust system	Dual	Single
Horsepower	390	302
Torque (lb-ft)	407	305
Fuel economy (EPA ratings city/highway)	14/20	14/19
Transmission	6-speed automatic	4-speed automatic
5-year/100,000-mile powertrain limited warranty	Standard	Standard



# RAM

# 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 CHEVY SILVERADO 1500 LT 4X2 CREW CAB SHORT BOX

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Chevy Silverado 1500 LT 4x2 Crew Cab Short Box
<b>Chassis</b>		
<b>Tires</b>	<b>P275/60R20 BSW AS</b>	P245/70R17 BSW AS
<b>Wheels</b>	<b>20-inch aluminum</b>	17-inch chrome steel
<b>Brakes</b>	<b>4-wheel disc</b> with ABS & ESC	Front disc/rear drum with ABS & ESC
Front suspension	Short/long arm with coil springs	Short/long arm with coil springs
<b>Rear suspension</b>	<b>Five-link with coil springs</b>	Leaf springs
<b>Capacities</b>		
<b>Max. trailer towing capacity (lb)</b>	<b>10,150</b> (w/Class IV hitch)	6,700 (w/Class IV hitch)
Headroom (front/rear) (in)	41.0/39.9	41.5/40.6
<b>Legroom (front/rear) (in)</b>	41.0/ <b>40.3</b>	41.3/38.7
<b>Shoulder room (front/rear) (in)</b>	<b>66.0/65.7</b>	65.2/65.1
<b>Hip room (front/rear) (in)</b>	<b>63.2/63.2</b>	62.5/65.5
<b>Interior volume (cu ft)</b>	<b>125.3</b>	124.0
<b>Features</b>		
Halogen headlamps	Standard	Standard
<b>Fog lamps</b>	<b>Standard</b>	Optional
<b>Interior trim</b>	Cloth 40/20/40-split front bench seat, 60/40 folding rear seat with <b>generous interior storage compartments, carpeting</b>	Cloth 40/20/40-split front bench seat with vinyl interior trim and vinyl floor covering
<b>In-floor storage bins in rear</b>	<b>Standard</b>	N/A
Radio	AM/FM/CD with MP3	AM/FM/CD/MP3
Speakers	6	6

\*Destination, applicable taxes extra. Available incentives not included.





# RAM



## 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 TOYOTA TUNDRA 4X2 CREWMAX WITH 18-INCH WHEEL PACKAGE

### Ram Advantages:

- \$785
- Dual exhaust
- Engine output (Horsepower and torque)
- Superior PT warranty
- Larger tires/wheels
- Coil spring rear suspension
- More towing capacity (2,050 lb)
- Front/rear headroom
- Rear shoulder room
- Front/rear hip room
- Standard fog lamps
- Interior storage
- In-floor storage bins

### Match-up Challenges:

- EPA City #'s
- Front/rear legroom
- Front shoulder room
- Interior volume
- Seat adjustments
- Satellite radio

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Toyota Tundra 4x2 CrewMax with 18-inch Wheel Package
<b>Base MSRP*</b>	<b>\$30,210</b>	\$30,995
<b>Drivetrain</b>		
Engine	5.7L HEMI® V8	4.6L V8
<b>Exhaust system</b>	<b>Dual</b>	Single
<b>Horsepower</b>	<b>390</b>	310
<b>Torque (lb-ft)</b>	<b>407</b>	327
Fuel economy (EPA ratings city/highway)	14/20	15/20
Transmission	6-speed automatic	6-speed automatic
<b>5-year/100,000-mile powertrain limited warranty</b>	<b>Standard</b>	Extra-cost extended available



# RAM

# 2012 RAM 1500 EXPRESS CREW CAB 4X2 5'7" BOX VS. 2012 TOYOTA TUNDRA 4X2 CREWMAX WITH 18-INCH WHEEL PACKAGE

Standard Equipment Comparison	2012 Ram 1500 Express Crew Cab 4x2 5'7" Box	2012 Toyota Tundra 4x2 CrewMax with 18-inch Wheel Package
<b>Chassis</b>		
<b>Tires</b>	<b>P275/60R20 BSW AS</b>	P255/70R18 OWL AS
<b>Wheels</b>	<b>20-inch aluminum</b>	18-inch alloy
Brakes	4-wheel disc with ABS & ESC	4-wheel disc with ABS & ESC
Front suspension	Short/long arm with coil springs	Double wishbone with coil-over shocks
<b>Rear suspension</b>	<b>Five-link with coil springs</b>	Leaf springs
<b>Capacities</b>		
<b>Max. trailer towing capacity (lb)</b>	<b>10,150</b> (w/Class IV hitch)	8,100 (w/Class IV hitch)
Headroom (front/rear) (in)	<b>41.0/39.9</b>	40.2/38.7
Legroom (front/rear) (in)	41.0/40.3	42.5/44.5
<b>Shoulder room (front/rear) (in)</b>	<b>66.0/65.7</b>	66.6/65.4
<b>Hip room (front/rear) (in)</b>	<b>63.2/63.2</b>	63.0/62.6
Interior volume (cu ft)	125.3	131.0
<b>Features</b>		
Halogen headlamps	Standard	Standard
<b>Fog lamps</b>	<b>Standard</b>	Optional
<b>Interior trim</b>	Cloth 40/20/40-split front bench seat, 60/40 folding rear seat with <b>generous interior storage compartments</b> , carpeting	Cloth 40/20/40-split front bench seat with 8-way adjustable driver, 4-way adjustable passenger, vinyl interior trim with color-coordinated carpet
<b>In-floor storage bins in rear</b>	<b>Standard</b>	N/A
Radio	AM/FM/CD with MP3	AM/FM/CD with MP3 capability, SiriusXM™
Speakers	6	6

\*Destination, applicable taxes extra. Available incentives not included.

