

Contact: Randy Jones

Todd Goyer

2007 Dodge Ram 3500 Chassis Cab Redefines Commercial Standard

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Delivering Dodge Ram heritage, toughness and leadership to the growing Class 3 commercial truck market, Dodge conquers new territory and sets a new commercial standard with the all-new 2007 Dodge Ram 3500 Chassis Cab. With superior commercial capability, durability and performance, Ram 3500 Chassis Cab boasts a powerful lineup of renowned engines and an all-new commercial-grade chassis.

"The all-new 2007 Dodge Ram 3500 Chassis Cab expands the Dodge Ram portfolio and builds on Dodge's position in the truck market," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "The Dodge Ram 3500 Chassis Cab offers a dominant lineup of renowned engines, and is the ultimate work truck for the commercial customer looking for a powerful, capable and versatile performance vehicle."

Targeted at small-business tradesmen, fleet customers and traditional chassis cab users looking for more cab space, enhanced functionality and bold styling, the Dodge Ram 3500 Chassis Cab boasts numerous class-leading attributes, including the highest single-rear-wheel Gross Vehicle Weight Rating (GVWR) of 10,200 lbs., best-in-class rear frame strength (50-ksi steel), largest standard fuel tank (52 gallons), best-in-class standard V-8 power (HEMI® with 330 horsepower), and best-in-class interior cab room of 121.7 cubic feet for Quad Cab® models.

The 2007 Dodge Ram 3500 Chassis Cab is the latest innovative offering in a reliable portfolio of commercial vehicles designed for business customers.

"WHAT'S NEW FOR 2007"

New Models

- The all-new 2007 Dodge Ram 3500 Chassis Cab is introduced into the Class 3 chassis cab segment with both two-wheel-drive and four-wheel-drive models; two available cab-axle lengths (60 inches and 84 inches); single-rear-wheel and dual-rear-wheel versions; regular cab and quad cab configurations; and three trim lines (ST, SLT and Laramie)
- Distinguishing characteristics:
 - Available new 6.7-liter High Output Cummins Turbo Diesel
 - All-new commercial-grade chassis
 - Upfit-friendly design
 - Exclusive flat, "clean" frame rails with industry-standard 34-inch frame rail spacing
 - Highest standard single-rear-wheel Gross Vehicle Weight Rating (GVWR)—10,200 lbs.
 - Best-in-class standard V-8 power—330-horsepower HEMI®
 - Best-in-class interior room—121.7 cubic feet for Quad Cab® models
 - Best-in-class frame strength—50-ksi steel
 - Largest standard fuel tank—52 gallons

Exterior

- Bold, powerful "Big Rig" Ram styling with bold hood and fender combination
- Regular cab and Quad Cab® configurations
- Four standard doors in Quad Cab models
- Massive crosshair grille
- Large headlamps
- 7-inch by 10-inch trailer tow mirrors — standard
- 17-inch wheels — standard

Interior

- Best-in-class interior room (121.7 cubic feet — Quad Cab models, 64.9 cubic feet — regular cab models)
- Heating, ventilation, air conditioning and audio system controls located in wide center stack
- Available bucket seats with leather trim
- 60/40 folding rear seats in Quad Cab models—seat cushions fold up creating floor-to-ceiling storage
- Optional Quad Cab floor section under back seat folds open to create flat load floor
- Regular cab models provide behind the rear seat storage and significant seat travel and ease in reclining for driver and passenger

Powertrain / Chassis

- 5.7-liter HEMI® V-8 engine (standard on all models)
- New 6.7-liter High Output Cummins Turbo Diesel I-6 (optional on all models)
- G56 manual six-speed overdrive transmission with Power Take Off (PTO) capability (standard on all models)
- 545RFE automatic five-speed transmission (optional with 5.7-liter V-8 engine)
- Aisin AS68RC six-speed automatic transmission with PTO capability (optional with 6.7-liter diesel engine)
- Standard manual NV271 transfer case or optional NV273 electronic transfer case on 4x4 models
- 3.42, 3.73 , and 4.10 rear axle ratios available
- Gross Vehicle Weight Ratings (GVWR): Single-rear-wheel — 10,200 lbs.; Dual-rear-wheel models — 12,500 lbs.; with 6.7-liter Cummins Turbo Diesel, Gross Combined Weight Rating (GCWR) — 23,000 lbs.
- Optional exhaust brake with diesel engine
- Solid-beam front and rear axles
- Front suspension: five-link, coil-spring with beam axle and new shock absorbers
- Rear suspension: standard two-stage leaf springs with three leaves and separate auxiliary leaves for greater load-carrying capability. Enhancements include new springs, shocks, a narrower track and sway bar and jounce bumper
- Front and rear link-type sway bar and heavy-duty tubular shock absorbers — standard
- New track bar and jounce bumpers
- Standard four-wheel disc brakes with anti-lock brake system (ABS)
- Upfit-friendly enhancements:
 - 34-inch frame rail spacing
 - Flat, “clean” frame rails
 - All chassis components below frame surface
 - Bolt-on exhaust hanger brackets
 - Riveted cross-members
 - One-piece C-channel frame
 - 18-inch spaced U-bolt access
 - User-friendly electrical connections
 - Upfitter circuits and electrical schematics identified in body builder guide
 - Optional 22-gallon mid-ship fuel tank

Safety & Security

- BeltAlert
- Child-protection rear-door locks
- Constant Force Retractors (CFR)
- Energy-absorbing steering column
- Enhanced Accident Response System (EARS)
- Four-wheel anti-lock-braking system (ABS)
- Integrated remote keyless entry transmitter and ignition key
- Knee bolsters
- Lower Anchors and Tethers for CHildren (LATCH)

- Multi-stage air bag system
- Frame-rail tips
- Seat belt pretensioners
- Security alarm
- Sentry Key® Engine Immobilizer theft deterrent system
- Three-point seat belts

DESIGN

Trevor Creed, Senior Vice President – Design: “With robust, ‘big rig’ styling, Ram’s bold, powerful design communicates commercial power. Upfit-friendliness is a dominant design attribute, as the Dodge Ram 3500 Chassis Cab is the first Ram chassis with industry-standard 34-inch frame rail spacing and flat, clean C-section frame rails.”

Instant recognition and commercial power is immediately conveyed in the all-new 2007 Dodge Ram 3500 Chassis Cab. Conveying a distinctively bold and powerful statement, the 2007 Dodge Ram 3500 Chassis Cab’s design combines commercial vigor and unmatched versatility with unique upfit-friendly enhancements to provide a streamlined assembly process that reduces costs for upfitters, second-stage manufacturers and customers.

Available in three trim lines – ST, SLT and Laramie – the Ram 3500 Chassis Cab’s lineup consists of 4x2, 4x4, single-rear- and dual-rear wheel, and regular and Quad Cab models.

ENGINEERING

Mike Donoughe, Vice President – Body-on-frame Product Team: “The all-new 2007 Dodge Ram 3500 Chassis Cab is a tough, heavyweight truck that gets the job done. It offers the market’s most potent powertrain combination, ensuring superior capability and enhanced commercial performance while maintaining heavy-duty truck durability.”

The 2007 Dodge Ram 3500 Chassis Cab comes standard with the legendary HEMI V-8 engine, while an all-new Cummins engine – a 6.7-liter turbo diesel – is also available. The Cummins diesel delivers 305 horsepower (227 kW) at 3,000 rpm and 610 lb.-ft. of torque (827 N•m) at 1,600 rpm. The standard 5.7-liter HEMI is a best-in-class V-8 that turns out 330 horsepower (246 kW) at 5,400 rpm and 375 lb.-ft. of torque (508 N•m) at 4,200 rpm.

The all-new Ram 3500 Chassis Cab offers a six-speed automatic transmission (diesel only) with Power Take Off (PTO) capability and a six-speed manual transmission with PTO capability. An available electronic-shift transfer case is offered, and a factory-installed exhaust brake option contributes to safety and extended brake pad life.

The 2007 Dodge Ram 3500 Chassis Cab has an extended driving range due to, its best-in-class 52-gallon fuel tank. Two cab-axle lengths of 60 and 84 inches are available. A segment exclusive: all chassis components are below the top of the frame surface, providing versatility for virtually any upfit application.

PRODUCT HIGHLIGHTS

Powerhouse powertrain package for another Ram with class-leading attributes:

- Choice of new 6.7-liter Cummins Turbo Diesel (610 lb.-ft. of torque) or legendary 330-horsepower HEMI V-8
- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR of 10,200 lbs.
- Best-in-class standard V-8 power (HEMI with 330 horsepower)
- Best-in-class rear frame strength (50-ksi steel)
- Best-in-class 52-gallon fuel tank
- Best-in-class interior cab room (121.7 cu. ft. for Quad Cab models)

Upfit-friendly chassis cab delivers commercial performance and capability:

- First Ram chassis with industry-standard 34-inch frame rail spacing and flat frame rails
- Bold Dodge Ram design, combined with all-new commercial-grade chassis, provides enough versatility for virtually any upfit application
- User-friendly design enables a streamline assembly process, which reduces costs for upfitters, second-stage manufacturers and customers

MODEL LINEUP

2007 Dodge Ram 3500 Chassis Cab ST

Standard Features:

- Argent front bumper
- Argent grille
- Argent steel wheels
- Four-wheel, anti-lock brake system
- Instrument panel black bezel
- Manual door locks
- Manual windows
- Tilt wheel
- Trailer tow wiring (seven wires)
- Two speakers
- Vinyl floor covering
- 5.7-liter HEMI V-8
- Six-speed manual transmission
- 40-20-40 vinyl seats
- 7-inch x 10-inch manual exterior mirrors

2007 Dodge Ram 3500 Chassis Cab SLT

Standard Features:

In addition to standard features on the ST, the Ram 3500 Chassis Cab SLT adds:

- Air conditioning
- Carpet floor covering
- Floor mats
- Four speakers
- Grille, bright chrome with black inserts
- Keyless entry
- Power heated mirrors
- Power windows and locks
- Sentry Key® Engine Immobilizer
- Speed control
- Wheels, bright skins/chrome center cap
- 17-inch chrome-clad steel wheels
- 40-20-40 cloth seats

Optional Features:

- Adjustable pedals
- AM/FM radio with six-CD disc player
- Bucket seats with leather upholstery
- Infinity® sound system
- SIRIUS Satellite Radio
- Six-way power driver seat
- UConnect® Hands-free Communication System
- 17-inch chrome-clad aluminum wheels

2007 Dodge Ram 3500 Chassis Cab Laramie

Standard Features:

In addition to standard features on the SLT, the Ram 3500 Chassis Cab Laramie adds:

- Dual-zone temperature control
- Fog lamps
- Glove box, ashtray, under-hood lamp
- Grille, chromed with chromed inserts

- Leather power and heated seats
- Leather-wrapped steering wheel
- Luxury front floor mats
- Power-sliding rear window
- Security alarm
- Steering wheel-mounted radio controls
- Wood-grain instrument panel bezel

Optional Features (available on all models):

- 6.7-liter Cummins Turbo Diesel
- Six-speed automatic transmission
- Five-speed automatic transmission
- 22-gallon mid-ship fuel tank
- 220-amp alternator
- Exhaust brake option
- LPO options include passenger air bag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors
- Power Take Off (PTO) capability
- Snow plow prep package
- Spare tire and tools
- Vinyl seats and flooring (SLT only)

SAFETY AND SECURITY

Please refer to the [safety glossary](#) for descriptions of the following available features:

- BeltAlert
- Child-Protection Rear Door Locks
- Constant Force Retractors
- Energy-Absorbing Steering Column
- Enhanced Accident Response System
- Four-Wheel, Anti-Lock Brake System
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- Lower Anchors and Tethers for Children (LATCH)
- Multi-Stage Air Bag System
- Frame Rail Tips
- Seat Belt Pretensioners
- Security Alarm
- Sentry Key Engine Immobilizer Theft-Deterrent System
- Three-Point Seat Belts

COLOR AVAILABILITY

- Bright Silver
- Bright White
- Brilliant Black
- Electric Blue
- Flame Red
- Inferno Red
- Light Khaki
- Mineral Gray
- Patriot Blue
- Special fleet paint capability

MANUFACTURING INFORMATION

- 2007 model year production start: July 2006 (September 2006 for diesel automatic)
- Production location: Saltillo Assembly Plant in Coahuila, Mexico

- 6.7-liter Cummins Turbo Diesel engine: Cummins Engine Plant in Columbus, Ind.
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- Six-speed automatic transmission: Aisin Transmission Facility in Ogawa, Aichi, Japan
- Six-speed manual transmission: Sao Bernardo do Campo plant in Sao Paulo, Brazil
- Five-speed automatic transmission: Kokomo Transmission in Kokomo, Ind.

MARKET POSITION

The all-new 2007 Dodge Ram 3500 Chassis Cab was designed from the ground up for the traditional chassis- cab buyer seeking a capable, durable, reliable, commercial-quality vehicle. The 2007 Dodge Ram 3500 Chassis Cab offers a powerful lineup of award-winning engines, a commercial-grade chassis engineered to perform in the most demanding conditions, and bold, "big rig" Ram styling, defining the new commercial standard.

Demographics / Target Customer

Small-Business Customer

- 10 vehicles or less in fleet, including one to three chassis cabs
- Entrepreneur, independent businessperson with hands-on management style
- Wants dealer to be his one-stop shopping point (i.e., truck, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/ farming; manufacturing/tool and die; and service and delivery (florist, dry cleaner, package/parcel, etc.)

Small-Fleet Customer

- 10-49 vehicles in fleet, including three or more chassis cabs
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with an original equipment manufacturer's dealer commercial sales staff or with a large-fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/ farming,; manufacturing/tool and die; service and delivery (florist, dry cleaner, package/ parcel, etc.); utilities/government/municipalities; and fire/rescue/emergency medical service

MARKET ADVANTAGES

- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR of 10,200 lbs.
- Best-in-class standard V-8 power (HEMI with 330 horsepower)
- Best-in-class rear frame strength (50-ksi steel)
- Best-in-class 52-gallon fuel tank
- Best-in-class interior cab room (121.7 cu. ft. for Quad Cab models)

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