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Dodge Introduces the Largest Pickup Cab Ever

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All-new 2006 Dodge Ram Mega Cab Offers Best-in-class Interior Room and Comfort

- Largest, longest cab – 145.2 cubic feet, 111.1 inches long
- Largest interior cargo volume – 71 cubic feet
- Largest cargo volume behind rear seat – 7.6 cubic feet
- Largest flat floor load area – 24.9 square feet
- Largest second-row leg room – 44.2 inches
- Largest rear door opening – 34.5 inches wide, 35.5 inches high
- Largest rear door open angle – 85 degrees

In the quest to make pickup truck cabs more spacious, more comfortable and more practical, the all-new 2006 Dodge Ram Mega Cab extends beyond the competition with the largest pickup cab ever. With class-leading interior room and comfort for six adult passengers and their gear, the Dodge Ram Mega Cab is in a class all its own.

The all-new 2006 Dodge Ram Mega Cab further solidifies the Dodge Ram truck lineup's long list of leadership claims: fastest, strongest, most powerful, most capable – and now, most spacious and versatile.

"Packaged with full-size Ram capability, the all-new 2006 Dodge Ram Mega Cab offers the most interior passenger space, cargo capacity and functionality of any pickup truck on the market," said Darryl Jackson, Vice President, Dodge Marketing, Chrysler Group. "Dodge Ram Mega Cab is the first and only pickup truck to comfortably seat six adults and provide enough interior storage space to bring along plenty of gear.

"Since the year 2000, demand for full-size crew cab pickup trucks has grown approximately 19 percent – and Dodge is responding with the spacious, capable and powerful 2006 Dodge Ram Mega Cab," added Jackson.

The all-new 2006 Dodge Ram Mega Cab's 145.2 cubic feet of interior space features the industry's most innovative seating and storage configurations, including the first reclining rear seats available in a pickup truck, tilting back from a 22 to 37 degree seatback angle for added comfort. The rear-passenger area of the Dodge Ram Mega Cab offers best-in-class leg room of 44.2 inches and the rear seats also split 60/40, fold down and move forward, providing numerous configurations for maximum interior cargo capacity and flexibility.

"Pickup truck buyers use their truck in a variety of different situations," said Jackson. "They use it for their daily driver, family road trips, and various recreational activities. The all-new 2006 Dodge Ram Mega Cab delivers ultimate versatility, offering the most functionally diverse cab ever created for pickup truck buyers who want more room, comfort and convenience."

Space in a Different Place

The starting point for the all-new 2006 Dodge Ram Mega Cab is the 160.5-inch wheelbase Ram 2500 long box model. Engineers re-proportioned the cab and the pickup box by replacing the eight-foot long box with the Ram 2500's six-foot, three-inch box, providing an additional 20 inches for the cab. The result is a cab length of 111.1 inches – more than 12 inches longer than the 2005 Ford F-250 Crew Cab.

"When it comes to pickup trucks, size matters, and Dodge delivers," said Mike Donoughe, Vice President, Body-on-Frame Product Team, Chrysler Group. "The all-new 2006 Dodge Ram Mega Cab features a cab of immense proportions, perfect for hauling the entire family, while also hauling heavy loads."

Premium amenities offered in the all-new 2006 Dodge Ram Mega Cab include a full-screen navigation radio, rear-

seat DVD entertainment system, power-sliding rear window, heated front bucket seats, power sunroof and adjustable pedals.

Bold and Powerful Dodge Ram Design

The all-new 2006 Dodge Ram Mega Cab takes the bold and powerful Dodge Ram appearance to a new, even more contemporary level.

"Bold, powerful and capable is the theme of all Dodge Rams and that theme is clearly evident in the all-new 2006 Dodge Ram Mega Cab," said Rick Aneiros, Vice President, Truck Design, Chrysler Group. "The prominent chrome grille, supported by strong contemporary headlamps and a massive front bumper, gives the Dodge Ram Mega Cab a tough and intimidating appearance that is undoubtedly the face of Dodge Ram."

Offered in SLT and Laramie trim, the all-new 2006 Dodge Ram Mega Cab is instantly recognizable with its pronounced signature Ram crosshair grille and big-rig styling. The chrome crosshair grille and strong surround collar sit above Mega Cab's substantial bumper. The Dodge Ram Mega Cab's Laramie trim features a chrome front fascia appliqué, creating a rugged yet premium look.

The all-new Dodge Ram Mega Cab features a dual-lamp system, yet is designed with the premium look of quad headlamps. Lamps are precise in appearance and extend deep into the fender, giving the Dodge Ram Mega Cab's front end presence a truly distinctive look from both front and side views.

The new interior design of the 2006 Dodge Ram Mega Cab includes a wide center console that reinforces its large, interior dimensions. The instrument panel features precise gauges and large, user-friendly buttons and knobs. In addition, generous storage bins and compartments, flexible-sized cup holders, and premium materials create a functional and upscale atmosphere within the all-new 2006 Dodge Ram Mega Cab.

Full-size Pickup Truck Capability and Power

Available in Ram 1500, 2500 and 3500 models, all 2006 Dodge Ram Mega Cabs are built on the Dodge Ram Heavy Duty structure. Chassis, frame, axles, wheels and signature Dodge Ram Heavy Duty Cummins Turbo Diesel and HEMI® engines provide maximum power and payload capability, consistent with all Dodge Ram Heavy Duty trucks.

"The prerequisites for a full-size pickup truck are maximum power, maximum torque and maximum towing capability and the all-new 2006 Dodge Ram Mega Cab delivers on all three," said Donoughe. "The Dodge Ram Mega Cab consists of a proven frame and chassis design packaged with engines truck enthusiasts clamor for: Cummins and HEMI."

With two class-dominating engines offered, the all-new 2006 Dodge Ram Mega Cab provides the ultimate in full-size pickup power. The 5.9-liter High-Output Cummins Turbo Diesel, available on the 2500 and standard on the 3500 model, is rated at 610 lb.-ft. of best-in-class torque and 325 horsepower. It is available with a new six-speed manual transmission or an automatic transmission. The 5.7-liter HEMI V-8, standard on the Dodge Ram Mega Cab 1500 and 2500 models, leads the crew cab segment with 345 horsepower and 375 lb.-ft. of torque, and is available with a five-speed automatic transmission.

Along with class-leading power, the all-new 2006 Dodge Ram Mega Cab retains Dodge Ram's heavy-duty towing and payload capability with a maximum towing capacity of 15,800 lbs., a payload of 2,840 lbs. and Gross Combined Weight Rating (GCWR) and Gross Vehicle Weight Rating (GVWR) ratings of 23,000 lbs. and 9,900 lbs., respectively.

Dodge Truck Leadership

The all-new Dodge Ram Mega Cab solidifies Ram's leadership in the full-size pickup market by offering the largest pickup truck cab on the planet with best-in-class interior room and comfort. Ram's leadership includes:

- Most POWERFUL pickup: Dodge Ram 1500 with legendary HEMI power is the most powerful mass production light-duty pickup on the market
- FASTEST pickup: Dodge Ram SRT-10 is the Guinness Book of World Records fastest production pickup
- STRONGEST pickup: Dodge Ram Heavy Duty Cummins Turbo Diesel is the strongest pickup on the market, with 610 lb.-ft. of class-dominating torque
- Most CAPABLE pickup: Dodge Ram Power Wagon is the most capable off-road factory pickup ever created
- LARGEST pickup cab: Dodge Ram Mega Cab is the most spacious and versatile pickup on the market

The all-new 2006 Dodge Ram Mega Cab effectively expands the Dodge Truck product line, delivering a crew cab derivative model that complements the Dodge Ram regular and Quad Cab in the full-size pickup truck market.

Dodge Ram Heavy Duty trucks ranked first ("Heavy-Duty Full-Size Pickup") in the 2004 J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) and Initial Quality studies.

The Dodge Ram lineup has an 18 percent share of the pickup truck market. Dodge is the Chrysler Group's best-selling brand and the number four nameplate in the U.S. auto market, with 1.2 million vehicles sold in 2004.

Built at Chrysler Group's Saltillo Assembly Plant in Mexico, the all-new 2006 Dodge Ram Mega Cab will be available in dealerships in fall of 2005.

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