

Contact:

Bold, Modern Dodge Ram Exterior

February 8, 2005, Chicago -

With its signature crosshair grille, strong surround collar and distinctive headlamps that communicate power and vigor, Dodge Ram's unique and bold identity is instantly recognizable in the all-new 2006 Dodge Ram Mega Cab.

"The bold, in-your-face styling of the Dodge Ram is further amplified in the all-new 2006 Dodge Ram Mega Cab," said Rick Aneiros, Vice President, Truck Design. "One look at the Ram Mega Cab's front end and there is no doubt that Dodge is all about strength and robustness."

The 2006 Dodge Ram Mega Cab's new fully chrome, ingot-like grille sits over a massive front bumper, creating a bold and protective image. The substantial grille remains a mainstay of communicating the powerful and prominent Dodge Ram design signature, with the large crosshair as the focal point. Moved from the top of the grille to the center of the crosshair is the signature Ram's head.

"We have refined pickup truck styling elements for the Dodge Ram Mega Cab while enhancing the boldness and power that defines all Dodge Rams," said Aneiros.

New for the Dodge Ram Mega Cab's Laramie trim is a one-piece body-colored fascia with integrated fog lamps and a chrome appliqué. The chrome accents add to the bold and rugged appearance, yet offer a premium look.

The all-new 2006 Dodge Ram Mega Cab grille is flanked by large, angular headlamp modules, which utilize halogen bulbs to provide 22 percent more light intensity than previous Dodge Rams.

The headlamps extend deep into the fenders and provide a contemporary and disciplined look. Combined in the headlamp assembly are large, circular parking lamps, creating the impression of quad headlamps. The Dodge Ram Mega Cab's turn-signal lamps run full length along the base of the headlamps, achieving a significant presence, while providing a benefit to fellow motorists.

The bold front appearance of the all-new 2006 Dodge Ram Mega Cab is supported by an equally bold hood and fender combination. The hood features a pronounced crown effect that slopes to the prominent front fenders, precisely intersecting the body to enhance the overall bold stance. Underneath the fenders are all-new aluminum-forged 17-inch wheels.

All-new rear doors and cab-back panel are squared off to reinforce the big-rig theme of the all-new 2006 Dodge Ram Mega Cab. Large rear windows dramatically convey and express a voluminous interior and enhance the open-air environment for rear-seat passengers.

Interior Conveys Size, Refinement

The interior of the all-new 2006 Dodge Ram Mega Cab is spacious and sophisticated. Upscale finishes and consistent angles and cut lines are evident throughout the interior, delivering a clean and simple form that is functional and methodical in appearance.

"The all-new 2006 Dodge Ram Mega Cab has specific interior requirements, with space, storage and passenger comfort being imperative," said Aneiros. "By properly utilizing the space with user-friendly amenities and complementing those features with refined materials and crisp lines, the Dodge Ram Mega Cab's interior appears purposeful, yet polished."

A new instrument panel cluster, placed underneath a new cluster brow designed to reduce glare, features six, precise white-faced gauges. The 2006 Dodge Ram Mega Cab's all-new, wide center stack contains a new audio system, featuring large knobs and precise buttons, and new heating, ventilation and air-conditioning controls.

The all-new 2006 Dodge Ram Mega Cab features a four-spoke steering wheel with cruise control buttons and

available stereo controls. Placed across the dashboard are new "Venetian Blind-style" air vents that close flush and provide a clean appearance.

All-new seats, with available leather trim, provide substantial bolstering and generous support while adding a rich appearance to the all-new 2006 Dodge Ram Mega Cab's interior. Optional buckets seats include a new center console that extends from the dashboard.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>