

2010 Ram 1500 Offers Game-changing Features, Innovations and More Towing

- Increased Gross Combined Weight Rating (GCWR) to 15,500 lbs. from 14,000 lbs. with 5.7-liter HEMI V-8 and 3.92 rear axle and 140.5-inch wheelbase
- Fuel-saver indicator on 3.7-liter engine
- Interactive Decel Fuel Shut Off (iDFSO) on all engines for improved real world fuel economy
- Available integrated trailer-brake controller
- iPod® Control with glove-box connection
- 22-inch tires on R/T package (late availability)
- Available folding trailer-tow mirrors
- Available power trailer-tow mirrors
- New premium Tire-pressure Monitoring (TPM) system
- Electro-chromic mirrors (available in Luxury Group, standard on Laramie)

August 31, 2009, Auburn Hills, Mich. -

Ram continues to raise the bar with the most powerful and capable light-duty pickup truck in the segment with the 2010 Ram 1500.

For 2010, Ram 1500's towing capability has increased to 10,450. Combining Ram's legendary 5.7-liter HEMI V-8 engine and the segment-exclusive multi-link coil spring rear suspension, Gross Combined Weight Rating (GCWR) has increased to 15,500 lbs., from 14,000 lbs., with the 140.5-inch wheelbase, 5.7-litre engine and 3.92 rear axle. This increased GCWR equates to an increase in tow rating. This improved rating, along with Ram's industry-first features and impressive ride and handling capabilities, make Ram the most capable light-duty pickup on the market.

The 2010 Ram incorporates a first-in-segment, multi-link coil spring rear suspension that improves ride and handling without sacrificing payload (1,900 lbs.) and towing capability (up to an estimated 10,450 lbs).

New interior features include fuel-saver indicator on 3.7-liter models, a new premium Tire-pressure Monitoring (TPM) system and Park-Assist indicator in the Electronic Vehicle Information Center (EVIC) display.

Other new features include iPod® Control which connects most iPod-compatible devices using the iPod Control cable. The cable enables iPod devices to be controlled through Ram's media center radio or steering-wheel radio controls.

New exterior features include available folding trailer-tow mirrors, integrated trailer-brake controller, power trailer-tow mirrors, electro-chromic mirrors, an air dam that is 18-mm longer for improved aerodynamics and new 22-inch tires included in R/T package.

Standard enhancements for 2010 include interactive Decel Fuel Shut Off (iDFSO) on all engines. iDFSO turns off the flow of fuel during vehicle deceleration for improved real-world fuel economy without any noticeable changes in engine performance.

Standard on the 2010 Ram two-wheel-drive regular cab and Quad Cab® models is a 3.7-liter Magnum V-6 engine, generating 215 horsepower (156 kW) and 235 lb.-ft. (319 N•m) of torque.

Other available engines include the legendary 5.7-liter HEMI® V-8 engine that produces 390 horsepower (291 kW)

and 407 lb.-ft. (548 N•m) of torque and the Flex-fuel 4.7-liter V-8 that generates 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque.

The 2010 Ram Crew 1500 features an available first-in-segment RamBox cargo management system that provides weatherproof, lockable, illuminated and drainable storage compartments integrated into both cargo-box sides for effortless access and convenience. The RamBox system includes a bed divider/2-foot bed extender for oversize loads and a rail system with sliding, adjustable cleats for infinitely adjustable tie-down capability.

Ram is available in a regular cab, Quad Cab and crew-cab configuration and offers three box lengths: 8-foot (regular cab), 6-foot 4-inches (regular cab and Quad Cab), and 5-foot 7-inches (crew cab).

2010 RAM 1500

AT A GLANCE

Standout features

- First-in-segment coil-spring, five-link rear suspension fitted to a solid rear axle provides ride and handling capabilities unexpected in a pickup truck
- Best-in-class aerodynamics – an estimated .387 Cd – help improve fuel economy and performance
- First-in-segment, versatile cargo management system includes unique "RamBox" weatherproof, lockable storage bins; pickup bed dividers; 2-foot bed extender; and cargo rail system with sliding, adjustable cleats
- First-in-segment, factory-installed dual exhaust styled dramatically into the rear bumper
- First-in-segment "store-in-the-floor" bins

2010 Ram 1500 shoves the envelope in truck design

- Ram's distinguished and bold "big-rig" design is expressed with an aluminum hood and a large power bulge that imparts a "head-down, ready-to-charge" attitude, while chromed front and rear bumpers wrap around body sides
- Rear bumper on HEMI-equipped models is radiused over optional chromed dual exhaust – a first in light-duty pickups
- Glass-to-body ratio imparts a modern aesthetic; center pillars are smaller than previous Ram models and are finished in black to create an open appearance
- Door sills are pulled down to cover frame rails
- Tailgate designed with a built-in spoiler that smoothes air flow over the rear of the truck for enhanced aerodynamics and fuel economy

Most Capable

- Increased Gross Combined Weight Rating (GCWR) to 15,500 lbs. from 14,000 lbs. with 5.7-liter HEMI V-8 and 3.92 rear axle and 140.5-inch wheelbase
- 2010 Ram offered in regular cab (with a choice of 6-foot 4-inch or 8-foot cargo box), Quad Cab (with 6-foot 4-inch cargo box) and crew-size cab (with 5-foot 7-inch cargo box); and five models (ST, SLT, Sport, TRX, Big Horn, Lone Star and Laramie)
- Crew-size cab model offers room for six adults and convenience with garage ability – providing Ram with a formidable entry in the fastest-growing and highest-volume part of the light-duty pickup segment (crew cabs account for nearly 50 percent of market)
- Innovative, first-in-segment rear suspension setup features a solid axle located with multiple links and fitted with coil springs and dampers, providing comfortable, predictable performance while improving capability
- Most powerful engine lineup:
 - 5.7-liter HEMI V-8 provides 390 horsepower (291 kW) and 407 lb.-ft. (548 N•m) of torque with fuel-saving MDS technology
 - 4.7-liter V-8 provides 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque and is mated to a five-speed automatic transmission
 - The 3.7-liter Magnum V-6 engine generates 215 horsepower (156 kW) and 235 lb.-ft. (319 N•m) of torque and is standard on two-wheel-drive Ram 1500 regular cab and Quad Cab
- Electronic Range Select complements the tow/haul mode by enabling customers to select desired gears

that match driving conditions

- Four axle ratios with limited-slip capability are available: 3.21, 3.55, 3.92 and 4.10

Convenience

- First-in-segment, unique “RamBox” provides weatherproof, illuminated, lockable storage compartments integrated into both fender sides for effortless access and convenience
 - RamBox is available on light-duty crew-size cab configurations
 - Total capacity for both bins combined is 7.4 cubic feet (or 240 cans of 12-ounce beverages)
 - Bins are large enough to hold a set of golf clubs and shoes, toolboxes, fishing gear, helmets or anything else needed for work or play
 - Each RamBox bin holds up to five cases (120 cans) of 12-ounce beverages
 - RamBox cargo management system also includes a bed divider/built-in 2-foot bed extender for oversized loads and rail system with sliding, adjustable cleats for infinitely adjustable tie-down capability
 - Cargo beds equipped with RamBox are 51.1 inches wide, allowing 4 x 8-ft. sheets of plywood to lie flat (with tailgate down)
 - Drain plugs in bins allow easy clean-out
- Exclusive “store-in-the-floor” bins in crew-size cab offer versatile storage in the second row – large enough for ten 12-ounce beverages
- Nearly twice as many storage locations (42) than previous model (26) including a large upper glove box, map pockets in door panels and a configurable center console
- Available Uconnect™ Multimedia and Uconnect Navigation with real-time traffic information, hands-free communication and multiple ways to save and play back music and audio; and rear-seat entertainment system (Quad Cab and Ram Crew 1500)
- First-in-segment 506-watt surround-sound audio system
- Premium amenities include heated and ventilated front seats, heated rear seats (Ram Crew 1500) and heated steering wheel, one-touch up/down driver and passenger windows and automatic-on headlamps
- Electronic Vehicle Information Center (EVIC) standard on SLT and higher trim levels – includes compass heading, temperature, average fuel economy, odometer, distance-to-empty fuel tank and tire-pressure warning, plus driver-programmable features such as language, standard or metric readouts, automatic door locking
- Tailgate features standard lift-assist for safe, effortless raising and lowering

Design

- Premium interior appointments including six-ring instrumentation, automatic temperature control, chromed accents, premium seating and two-tone upholstery
- Available floor shifter for automatic transmission
- 20-inch wheels available in three styles
- 22-inch wheels available (late availability on R/T package)
- “Four burner” quad headlamps (available on select models) aid illumination

Safety

- Standard all-row side-curtain air bags
- Standard Anti-lock Brake System (ABS) senses and prevents wheel lockup
- Standard Electronic Stability Control (ESC) provides enhanced vehicle stability during all maneuvers on all surfaces
- Available adjustable pedals
- Available ParkSense® rear-park assist system assists at low speeds in Reverse to detect stationary objects with a chime warning
- Available ParkView™ rear back-up camera

PRODUCT CHRONOLOGY

2009 Ram 1500

- 3.7-liter Magnum V-6 engine (4x2 models)

- 4.7-liter V-8 engine (4x4 models)
- Four-speed automatic transmission (with 3.7-liter V-6)
- Five-speed automatic transmission (with 4.7-liter V-8)
- Heavy-duty engine cooling (with 5.7-liter engine)
- Four-wheel disc brakes with rear-wheel ABS
- Four-wheel-drive electric-shift transfer case (on 4x4 models)
- 17-inch steel wheels and a full-size spare tire
- Power rack-and-pinion steering
- Heavy-duty vinyl floor covering
- Air conditioning
- AM/FM stereo with CD player and four speakers
- Variable intermittent windshield wipers
- Vinyl 40/20/40 split-bench front seat
- Folding rear bench seat (Quad Cab models)
- Tilt-steering column
- Manual windows
- Fixed rear window
- Sentry Key® engine immobilizer
- Engine block heater
- Power-sliding rear window (Quad Cab only)
- Power, heated, folding mirrors
- Bedliner
- Black lower body-side moldings
- Two-tone exterior paint
- Front-hood protection shield
- 3.92 axle ratio
- Anti-spin rear differential
- 17-inch chrome-clad steel wheels
- Tip Start
- SIRIUS Satellite Radio
- Speed control
- Sliding rear window
- Supplemental side-curtain air bags
- 4.7-liter FFV V-8 engine
- Cloth 40/20/40 split-bench seat
- Carpet floor covering
- Floor mats
- Overhead console with mini trip computer and compass
- Speed control
- Power windows, door locks and heated mirrors
- Remote keyless entry
- 17-inch painted aluminum wheels (20-inch painted aluminum wheels on Lone Star and Big Horn Quad Cab short-bed models)
- 5.7-liter HEMI V-8 engine
- Five-speed automatic transmission
- On-demand transfer case (4x4 models)
- Power sun roof
- Power adjustable pedals
- AM/FM stereo with six-disc CD changer and Infinity® speaker system
- Uconnect Multimedia radio with navigation system and hands-free communication system with Bluetooth technology
- Low-back bucket seats with cloth upholstery
- Six-way power driver seat
- Leather-wrapped steering wheel
- Auto-dimming rearview mirror

- Rear-window defroster
- 20-inch aluminum wheels
- Four-wheel disc brakes with rear-wheel ABS
- Four-wheel-drive electric-shift transfer case (on 4x4 models)
- 17-inch steel wheels and a full-size spare tire
- Power rack-and-pinion steering
- Heavy-duty vinyl floor covering
- Air conditioning
- AM/FM stereo with CD player and four speakers
- Variable intermittent windshield wipers
- Cloth 40/20/40 split-bench front seat
- Folding rear bench seat (Quad Cab models)
- Active turn signals
- Tilt-steering column
- Remote keyless entry
- Manual windows
- Fixed rear window
- Sentry Key® engine immobilizer
- Engine block heater
- Power-sliding rear window (Quad Cab only)
- Trailer-tow mirrors
- Power, heated, folding mirrors
- Black lower body-side moldings
- Two-tone exterior paint
- Front-hood protection shield
- 3.92 axle ratio
- Anti-spin rear differential
- 17-inch chrome-clad steel wheels
- Tip Start
- Speed control
- Sliding rear window
- Supplemental side-curtain air bags
- 5.7-liter HEMI V-8 engine
- Five-speed automatic transmission
- Unique bucket seats
- Body-color fascia and grille
- Fog lamps
- 20-inch chrome-clad aluminum wheels
- Body-side chromed trim
- Dual-zone climate control
- Steering-wheel-mounted audio controls
- Four-wheel-disc anti-lock brakes
- Security alarm
- Sentry Key® engine immobilizer
- Power sun roof
- Power adjustable pedals
- AM/FM stereo with six-disc CD changer and Infinity® speaker system
- Navigation radio
- SIRIUS Satellite Radio
- Uconnect Phone
- Bucket seats with leather upholstery
- Six-way power driver seat
- 20-inch aluminum wheels
- Light Graystone Pearl Coat
- Austin Tan Pearl Coat

- Deep Water Blue Pearl Coat
- Stone White Clear Coat
- Flame Red Clear Coat
- Sunburst Orange Pearl Coat
- Detonator Yellow Clear Coat
- Bright Silver Metallic Clear Coat
- Mineral Gray Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat

2008 MODEL YEAR

- New Sunburst Orange, Detonator Yellow exterior colors
- Dark Maple Burl woodgrain accents for Laramie models
- New 4.7-liter V-8 engine producing 310 horsepower (31 percent increase) and 330 lb.-ft. of torque (10 percent increase), with better fuel economy and increased refinement
- 6,000-mile maintenance schedule for all gasoline engines
- Improved steering linkage for 4x4 models
- Trailer-Sway Control added to available Electronic Stability Control (ESC)
- Tire-Pressure Monitoring (TPM) system available

2007 MODEL YEAR

- YES Essentials® stain-resistant, odor-resistant, antistatic seat fabric incorporated into vehicles with cloth seats
- Power accessory delay
- E85-compatible 4.7-liter V-8 engine (Flexible Fuel Vehicle—FFV)
- Optional Electronic Stability Control (ESC)
- Optional Remote Start
- One-touch, three-blink lane change feature

2006 MODEL YEAR

- Multi-displacement System (MDS) on 5.7-liter engine is a fully functioning cylinder deactivation system on a pickup truck (first for segment) and enables fuel economy improvements of up to 20 percent
- Variable Line Pressure (VLP) feature on four-speed automatic transmission (mated with 3.7-liter V-6 engine) results in improved fuel economy and smoother shifts
- Front-axle disconnect system (standard on 4x4 models) minimizes energy consumption and improves fuel economy
- NV 244 full-time electric transfer case standard on all 4x4 models delivers 45/55 front/rear torque split when four-wheel drive is activated
- Optional all-wheel-drive electronic transfer case
- “Tow/haul” feature provides crisper shifts and reduces gear searching when towing
- Re-engineered hydroformed, fully boxed frame with increased torsional rigidity and bending stiffness for enhanced ride and handling capability and reduced transfer of noise
- Reduced drag brake calipers contribute to enhanced aerodynamics
- Coil-over shock, double wishbone front suspension on 4x4 models
- Specifically tuned monotube shock absorbers
- Re-tuned springs, jounce bumpers and suspension bushings for enhanced driving dynamics
- Re-engineered body-mount design results in a quieter cabin experience and a more comfortable ride
- Re-engineered engine and transmission mounts for enhanced ride and handling characteristics
- New wheel lineup includes:
 - 17-inch aluminum with unique finish (SLT, TRX and TRX4 Packages)
 - 20-inch aluminum (optional on SLT)
 - 17-inch chrome-clad aluminum (Laramie)
 - 20-inch chrome-clad aluminum (standard on new Sport Package, optional on SLT and Laramie)
- Thicker front-door glass and re-engineered door seals for reduced wind noise contributes to interior cabin quietness
- Polymer constraint layer on front of dash panel for enhanced engine and road noise abatement

- Rear spoiler positioned on rear liftgate contributes to enhanced vehicle aerodynamics
- Redesigned headlamps, grille, front fascia and fender assemblies
- Enhanced headlamp performance
- Optional power-sliding backlight
- Available in nine colors, including Inferno Red Crystal Pearl Coat and Light Khaki Metallic Clear Coat
- Redesigned instrument panel with four trim levels
- Optional full-screen navigation radio
- Optional DVD rear-seat entertainment system on Quad Cab®
- Optional front bucket seats with full center console available on SLT, Sport Package and Laramie
- Rear-seat ladder-style head restraints on Quad Cab
- Enhanced seat design features including optional bucket seats, enhanced leather offerings and French-stitched sew lines
- Upscale finishes including Maple Pommele accents on instrument panel and doors and Satin Silver II accents on control knobs
- Interior color offerings: Khaki and Medium Slate Gray
- New hydroformed frame enables greater front crush zone for enhanced absorption and crash energy dissipation
- Advanced multi-stage driver and front-passenger air bags and knee bolsters
- Weight-based Occupant Classification System (OCS) for controlling front passenger air bag deployment (Quad Cab)

2005 MODEL YEAR

- New sun roof available on Quad Cab short box
- New tailgate badging – Ram's head replaces "Dodge" nameplate
- UConnect Hands-free Communication System with Bluetooth® technology; optional on SLT and Laramie
- SIRIUS Satellite Radio optional on Quad Cab SLT short box and Laramie
- New transmission mounts for manual transmissions reduce noise, vibration and harshness (NVH)
- 3.7-liter Magnum V-6 engine upgrades provide improved idle quality and fuel economy refinements. Engine upgrade includes a new camshaft profile, lash adjusters, low-tension piston rings and a 9.7:1 compression ratio
- 4.7-liter V-8 engine adds knock sensors and exhaust gas recirculation (EGR) for improved efficiency
- Getrag 238 six-speed manual transmission replaces the NV 3500 five-speed manual on 3.7-liter and 4.7-liter Magnum engines
- Low Lockup Speed and turbine damper added to 545RFE with 4.7-liter engine. The turbine damper improves NVH performance allowing for torque converter lockup clutch application at lower speeds

2004 MODEL YEAR

- Full-time electric shift optional on Laramie and SLT
- Tow/haul mode offered on light-duty models with automatic transmission
- Flexible-fuel version of 4.7-liter engine available to fleet customers
- Optional larger 34-gallon fuel tank on 1500 Quad Cab with standard bed
- The 5.7-liter HEMI Magnum V-8 receives exhaust gas recirculation for improved efficiency
- New exterior color: Deep Molten Red replaces Garnet Red
- New adjustable rear-seat outboard head restraints standard on Quad Cab
- Chromed body-side moldings standard for Laramie
- Chromed surround grille with chromed billet inserts for Laramie standard
- Body-color side moldings now standard with Sport Appearance Group
- Chrome-clad wheels now standard on Laramie
- New available navigation radio with 4.9-inch full-color display, AM/FM stereo, CD player, 11 speakers, 240-watt amplifier and DVD-based navigation system
- Satin Silver door and instrument-panel bezels for Laramie
- Laramie model features new seat appearance, with unique leather-seat design with high-contrast color seat inserts
- Laramie J Package (includes ash receiver, cup holder, vanity mirror lamps for driver and passenger, glove-box lighting, switchable dome lamp and electrochromic rearview mirror)

2003 MODEL YEAR

- All-new 5.7-liter HEMI V-8 replaces 5.9-liter engine
- 545RFE multi-speed automatic transmission available with 4.7-liter and 5.7-liter engines
- Optional rear-window defogger (mid-year introduction)
- SLT Plus is rebadged as Laramie on Regular and Quad Cab models with an extensive list of standard features
- New tow hooks standard on Laramie four-wheel drive, optional in Protection Group for four-wheel-drive ST and SLT and optional with two-wheel-drive ST, SLT and Laramie
- Adjustable pedals with manual transmission—Optional
- AM/FM stereo with six-disc in-dash CD—Optional
- Steering-wheel-mounted audio controls are packaged with AM/FM stereo radio with cassette and CD player or an AM/FM stereo radio with cassette and six-disc in-dash CD changer—SLT; both equipped with 11-speaker Infinity® system
- Electronic throttle control on 5.7-liter HEMI Magnum V-8 engine
- Automatic locking retractor added to front-passenger seat belt
- Lower Anchors and Tethers for Children (LATCH) child seat anchor system added to Regular and Quad Cab models

2002 MODEL YEAR

- All-new, roomier, stiffer body structure
- All-new frames with fully boxed side rails
- All-new, customer-oriented interior with added storage
- Two- and four-wheel-drive models with Regular and Quad Cab bodies
- Three equipment levels—ST, SLT and SLT Plus
- Sport Appearance Group and Sport Appearance Group with 20-inch wheels and tires—Optional on SLT and SLT Plus
- Next-generation 3.7-liter Magnum SOHC, SMPI V-6 engine with balance shaft
- Next-generation 4.7-liter Magnum SOHC, SMPI V-8 engine
- 45RFE multi-speed automatic transmission
- Available electric-shift four-wheel-drive transfer case
- Refined manual four-wheel-drive transfer case
- Independent front suspension on four-wheel-drive models
- Refined two-wheel-drive suspension systems
- Rack-and-pinion steering
- P245/70R17 standard tires
- P275/55R20 on two-wheel-drive models and P275/60R20 on four-wheel-drive models
- Standard four-wheel disc brakes—Largest in the industry
- Truck-industry first dual-rate power brake booster
- Bed length of short-box models reduced to provide increased cab interior roominess
- Industry-exclusive wide-opening forward-hinged rear door with outside door handles and full roll-down windows
- Trailer-tow outside mirrors with rotating heads for improved rearward visibility
- Structural rear bumper—Class III trailer towing capability without added equipment
- Class IV trailer hitch platform—Integrated with rear bumper structure
- Extended Regular and Quad Cab interiors—Roomiest in the industry
- Power adjustable pedals with automatic transmission—Optional on SLT, in SLT Plus
- All-new seats for increased passenger comfort
- 60/40 split-folding rear seat—Available on SLT and SLT Plus Quad Cab models
- Improved storage compartments under rear seats on Quad Cab models
- Steel fold-flat load floor—Available on SLT and SLT Plus Quad Cab models
- Larger, more versatile cab-back storage systems on Regular cab models
- Pickup truck first: Dual-Zone Climate Control—SLT Plus
- Electronic Vehicle Information Center (EVIC) with customer-programmable features—SLT Plus
- Best-in-class optional Infinity premium speaker system—11 premium speakers in seven locations and a

240-watt digital amplifier

- Truck industry first: side air bag inflatable curtains (SABIC) for front and rear-seat outboard occupants—Optional
- Adjustable front-seat head restraints—Standard
- Outboard front seat-belt pretensioners—Standard
- Enhanced interior head-impact protection—Standard
- Extension of Quad Cab body allows use of rearward-facing child seats in back seat

2001 MODEL YEAR

July 2000 Production

- Club Cab body style discontinued
- User-ready child seat upper anchors on cab back panels

January 2000 Production

- High-Output Cummins Turbo Diesel engine with six-speed manual transmission only (245 horsepower and 505 lb.-ft. of torque)

2000 MODEL YEAR

- Eight-foot box with 1500 Club Cab body discontinued
- New front suspension and steering systems on all models
- All-new brake system with dual-piston front disc brake calipers and quick-response vacuum booster

1999 MODEL YEAR

- Upgraded Sport Appearance Group—Front bumper and fascia, grille, quad headlamps

1998 MODEL YEAR

- Quad Cab body style introduced
- Next-generation driver and front-passenger air bags (running change)(a)
- Passenger air bag cutoff switch (Regular cab and Quad Cab only) (running change)(b)
- Removable storage module under rear seats of Quad Cab (mid-year introduction)

1995 MODEL YEAR

- Club Cab model added

1994 MODEL YEAR

- All-new Regular cab models introduced
- Model designations changed to 1500, 2500 and 3500

(a) Certified to federal regulations that allow less forceful air bags. Always use seat belts. Remember, a back seat is the safest place for children.

(b) Important—Always remove key and replace cover. Rearward-facing child seats may be used in the front seat only with the passenger air bag turned off.

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