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2006 Dodge Ram SRT10 Market Position and Advantages

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Market Position

With Dodge Viper V-10 power, bold, outrageous styling and unmatched performance, the Dodge Ram SRT10 and Ram SRT10 Quad Cab serve as “halo” trucks for the Dodge truck lineup, and help carve out a unique niche for the Ram in the crowded light-duty segment. The Dodge Ram SRT10 is the ultimate performance pickup.

Market Advantages

- The Dodge Ram SRT10 and SRT10 Quad Cab offer an unbeatable combination of class-leading Ram attributes, coupled with an 8.3-liter (505 cu. in.) Dodge Viper V-10 engine producing 500 horsepower (372 kW) and 525 lb.-ft. (712 N•m) of torque, turning a six-speed manual transmission fitted with a Hurst shifter (regular cab)
- From specially designed running gear, suspension and brakes to brutal muscular looks, the Dodge Ram SRT10 and Ram SRT10 Quad Cab were created for customers who appreciate power and performance, as well as have an affinity for trucks
- Designed to be the boldest, baddest, fastest pickup truck ever, the Dodge Ram SRT10 holds the Guinness Book of World Records title as “the world’s fastest production pickup truck” with a measured speed of 154.587 mph over a “flying kilometer.” It is also capable of 0-60 mph times in the low-5-second range
- The Dodge Ram SRT10 Quad Cab offers the ultimate in performance, coupled with extraordinary convenience and utility—Viper-inspired, but with the ability to “go, stow and tow”
- The Dodge Ram SRT10 and Dodge Ram SRT10 Quad Cab are part of a growing lineup of Street and Racing Technology (SRT) vehicles developed under a simple credo: “Race inspired, street legal”

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