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Largest Pickup Cab on the Planet: 2007 Dodge Ram Mega Cab

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In the quest to make pickup truck cabs more spacious, more comfortable and more practical, the 2007 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 2007 Dodge Ram Mega Cab offers the most interior passenger space, cargo capacity and functionality of any pickup truck on the market," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "Dodge Ram Mega Cab is the first and only pickup truck that comfortably seats six adults and provides enough interior storage space to bring along plenty of gear.

"And for 2007, Dodge Ram Mega Cab again ups the ante with an all-new 6.7-liter Cummins Turbo Diesel engine, producing 650 lb.-ft. of best-in-class low-end torque mated to an optional six-speed automatic transmission," added Murphy.

The 2007 Dodge Ram Mega Cab offers an all-new 6.7-liter Cummins Turbo Diesel engine (available January 2007), commanding the heavy-duty segment with class-dominating 650 lb.-ft. of low-end torque (881 N•m) at 1,500 rpm and 350 horsepower (261 kW) at 3,013 rpm.

The 5.9-liter Cummins Turbo Diesel engine will continue to be available (through December 2006), featuring 610 lb.-ft. of torque (830 N•m) at 1,600 rpm and 325 horsepower (242 kW) at 2,900 rpm. The new 6.7-liter Cummins Turbo Diesel engine will replace the 5.9-liter engine in January 2007.

Dodge Ram Mega Cab's 143.2 cubic feet of interior space features the industry's most innovative seating and storage configurations, including the only reclining rear seats available in a pickup truck, tilting back from a 22- to 37-degree seat-back angle for added comfort. The rear-passenger area of the Dodge Ram Mega Cab offers best-in-class leg room of 44.2 inches while rear seats also split 60/40, fold down and move forward, providing numerous configurations for maximum interior cargo capacity and flexibility.

"WHAT'S NEW FOR 2007"

Interior

- YES Essentials® Stain resistant, odor resistant, anti-static seat fabric

Powertrain / Chassis

- New 6.7-liter Cummins Turbo Diesel High Output engine delivers 350-hp and 650 lb.-ft. of torque with six-speed automatic transmission (available January 2007 replacing current 5.9-liter HO engine)
- New six-speed automatic transmission (mated with 6.7-liter turbo diesel engine, available January 2007)

Safety & Security

- Optional remote start

DESIGN

"Bold, powerful and capable is the theme for all Dodge Ram pickup trucks and that theme is accentuated in the 2007 Dodge Ram Mega Cab," said Trevor Creed, Senior Vice President – Design. "The prominent chromed grille with the signature Dodge crosshair, 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, the 2007 Dodge Ram Mega Cab is instantly recognizable with its pronounced signature Ram crosshair grille and big-rig styling. The chromed crosshair grille and strong surround collar sit above Ram Mega Cab's substantial bumper. The Dodge Ram Mega Cab's Laramie trim features a chromed front fascia appliqué, creating a rugged yet premium appearance.

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

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

ENGINEERING

“Synonymous with all Dodge Ram trucks, the 2007 Dodge Ram Mega Cab delivers an impressive list of power, towing and durability claims,” said Mike Donoughe, Vice President – Body-on-frame Product Team. “Utilizing the Ram 2500's frame and suspension architecture as the foundation, three models of the Dodge Ram Mega Cab offer a range of superior capability for different customer needs.”

Offered in two-wheel and four-wheel drive, the Dodge Ram Mega Cab is available in three models: 1500, 2500 and 3500.

The Cummins Turbo Diesel engine is optional on the 2500 model and standard on the 3500 model. With class-dominating 650 lb.-ft. of low-end torque (881 N•m) at 1,500 rpm and 350 horsepower (261 kW) at 3,013 rpm, that prodigious strength results in superior towing capability of 15,900 lbs., a payload of 2,970 lbs. and Gross Combined Weight Rating (GCWR) and Gross Vehicle Weight Rating (GVWR) ratings of 23,000 lbs. and 9,900 lbs., respectively.

The 5.7-liter HEMI V-8 engine is standard with the 1500 and 2500 models. Its 345 horsepower (257 kW) at 5,400 rpm and 375 lb.-ft. of torque (508 N•m) at 4,200 rpm provides more power than the competition's standard V-8 engines.

An independent front suspension is standard on two-wheel-drive Dodge Ram Mega Cab models. On four-wheel-drive versions, a rigid-beam front axle, with a refined five-link, coil-spring suspension is included. The solid beam front axle is validated for a 5,200 lbs. Gross Axle Weight Rating (GAWR).

Dodge Ram Mega Cab's rear suspension, common to both two- and four-wheel-drive models, is equipped with a heavy-duty solid axle and longitudinal leaf springs. The Dodge Ram Mega Cab 1500 and 2500 models feature two-stage springs, while the 3500 model is equipped with three-stage springs and offers an optional dual-rear-wheel configuration. All Dodge Ram Mega Cab models provide three leaves to carry normal loads and an auxiliary leaf to support additional load capacity.

Powertrain cab mounts serve to isolate the passenger compartment from vibrations that reach the frame and extensive use of Polymer Constraint Layer (PCL) reduces road noise and resonance between the engine and cabin. In addition, laminated glass, door cut-line seals and seals along the A-pillar have been installed to reduce wind noise.

PRODUCT HIGHLIGHTS

Best-in-class interior space and comfort

- Featuring superior capability and exceptional durability, Dodge Ram Mega Cab provides unsurpassed comfort and convenience – including the most spacious interior available in the full-size segment, with room for six adults
- Dodge Ram Mega Cab leads the full-size segment with numerous best-in-class features:
 - Largest, longest cab – 143.2 cubic feet, 111.1 inches long
 - Largest interior cargo volume – 72.2 cubic feet
 - Largest cargo volume behind rear seat – 7.7 cubic feet Largest flat floor load area – 16.8

- 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
- First-ever reclining rear seats – 22- to 37-degree seat-back angle
- 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 market

Bold Dodge styling

- Dodge Ram Mega Cab offers bold, definitive, in-your-face aggressive styling

Class-dominating power

- Dodge Ram Mega Cab offers the most powerful lineup of engines by offering customers the choice of standard 345-horsepower 5.7-liter HEMI engine, or the Cummins Turbo Diesel with 650 lb.-ft. best-in-class low-end torque

MODEL LINEUP

Dodge Ram Mega Cab SLT

Standard Features

- 5.7-liter HEMI® V-8 engine (with 1500 and 2500 models)
- 5.9-liter Cummins Turbo Diesel engine (with 3500 model; available through December 2006)
- 6.7-liter Cummins Turbo Diesel engine (with 3500 model; available January 2007)
- Five-speed automatic transmission (with 5.7-liter HEMI® V-8 engine)
- Six-speed manual transmission (with 5.9-liter Cummins Turbo Diesel engine and 6.7-liter Cummins Turbo Diesel engine)
- Air conditioning
- AM/FM stereo with CD player and four speakers
- Overhead console with mini-trip computer and compass
- Speed control
- Power windows and door locks
- Remote keyless entry
- 17-inch chrome-clad steel wheels
- Four-wheel disc brakes with four-wheel ABS
- Part-time four-wheel drive electric shift transfer case (on 4x4 models)

Optional Equipment

- Four-speed automatic transmission (with 5.9-liter Cummins Turbo Diesel engine)
- Six-speed automatic transmission (with 6.7-liter Cummins Turbo Diesel engine)
- Dual rear wheels (3500 model only)
- Trailer tow mirrors
- Power sun roof
- Power adjustable pedals
- AM/FM stereo with six-disc CD changer and Infinity® speaker system
- Full-screen navigation radio
- SIRIUS Satellite Radio
- DVD entertainment system
- UConnect™ hands-free wireless communication system with Bluetooth™ technology
- Bucket seats with leathery upholstery
- Six-way power driver seat
- 18-inch chrome-clad aluminum wheels
- Supplemental side-curtain air bags

Dodge Ram Mega Cab Laramie

Standard Features (in addition to the Dodge Ram Mega Cab SLT)

- Bodyside chromed molding
- Dual-zone climate control
- Steering-wheel mounted audio controls
- Security alarm
- Sentry Key® engine immobilizer

Optional Equipment

- Trailer tow mirrors
- Power sun roof
- Power adjustable pedals
- AM/FM stereo with six-disc CD changer and Infinity® speaker system
- Full-screen navigation radio
- SIRIUS Satellite Radio
- DVD entertainment system
- UConnect™ hands-free wireless communication system with Bluetooth™ technology
- Bucket seats with leathery upholstery
- Six-way power driver seat
- 18-inch chrome-clad aluminum wheels
- Supplemental side-curtain air bags

SAFETY & SECURITY

Please refer to the [Safety Glossary](#) for descriptions of the following features:

- Advanced multi-stage air bag system
- Anti-lock Braking System (ABS)
- Child protection rear door locks
- Constant Force Retractors (CFR)
- Energy-absorbing steering column
- Enhanced Accident Response System
- Head restraints
- HomeLink® universal home security system transceiver
- Hydroformed, fully-boxed frame
- Interior head impact protection
- Knee bolsters
- Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system
- Pretensioners
- Remote keyless entry
- Supplemental side-curtain air bags
- Three-point shoulder belts
- UConnect™ hands-free communications system

COLOR AVAILABILITY

- Atlantic Blue
- Brilliant Black
- Bright Silver Metallic
- Bright White
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray Metallic
- Patriot Blue

MANUFACTURING INFORMATION

- 2007 model year production began: September 2006
- Production locations: Saltillo Truck Assembly Plant, Saltillo, Coahuila, Mexico
- 5.7-liter HEMI engine: Saltillo Engine Plant, Saltillo, Coahuila, Mexico
- 5.9-liter Cummins Turbo Diesel engine: Cummins Engine Plant, Columbus, Indiana
- 6.7-liter Cummins Turbo Diesel engine: Cummins Engine Plant, Columbus, Indiana
- Four-speed Automatic Transmission: Indiana Transmission I, Indianapolis, Indiana
- Five-speed Automatic Transmission: Kokomo Transmission Plant, Kokomo, Indiana
- Six-speed Automatic Transmission: Aisin Transmission Facility in Ogawa, Aichi, Japan
- Six-speed Manual Transmission: Sao Bernardo do Campo plant, Sao Paulo, Brazil

MARKET POSITION

The 2007 Dodge Ram Mega Cab redefines the pickup truck by combining legendary Ram capability with the biggest cab on the planet, providing best-in-class interior room and comfort.

Demographics

- Gender: 86 percent male
- Age: 50 (median)
- Household Income: \$81,000
- Household: 81 percent married

MARKET ADVANTAGES

The 2007 Dodge Ram Mega Cab's 143.2 cu. ft. of interior space features the industry's most innovative seating and storage configurations, including the only reclining rear seats available in a pickup truck. 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.

As the largest pickup cab ever, with class-leading interior room and comfort for six adult passengers and their gear, the 2007 Dodge Ram Mega Cab extends beyond the competition:

- Largest, longest cab – 143.2 cubic feet, 111.1 inches long
- Largest interior cargo volume – 72.2 cubic feet
- Largest cargo volume behind rear seat – 7.7 cubic feet
- Largest flat floor load area – 16.8 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
- First-ever reclining rear seats – 22- to 37-degree seat-back angle
- Best-in-class 650 lb.-ft. of low-end torque with all-new 6.7-liter Cummins Turbo Diesel engine

PRODUCT CHRONOLOGY

2006 Model Year

The Dodge Ram Mega Cab made its debut in the 2006 model year. Based on the Dodge Ram heavy-duty structure, the Mega Cab cabin is stretched an additional 20 inches (when compared with the cabin of a Quad Cab), resulting in a truck that is second to none when it comes to interior space and overall functionality.

Models

- Dodge Ram Mega Cab SLT (1500, 2500, 3500; 4x2, 4x4)
- Dodge Ram Mega Cab Laramie (1500, 2500, 3500; 4x2, 4x4)
- All models based on Dodge Ram heavy-duty structure

Powertrain

- 5.7-liter HEMI® V-8 engine with 5-45RFE five-speed automatic transmission (base engine/transmission on 1500, 2500 models)
- 5.9-liter High Output Cummins Turbo Diesel I-6 with G56 six-speed manual overdrive transmission

(optional on 2500 models, standard on 3500 models)

- 5.9-liter High Output Cummins Turbo Diesel I-6 with 48RE four-speed automatic transmission (optional on 2500; standard on 3500 models)
- Electronic transfer case (standard on 4x4)
- 3.73 (standard) or 4.10 (optional) rear axle ratio (4.10 not available with diesel/manual powertrain)
- 1500 = maximum payload of 2,370 lbs., maximum trailer weight of 8,700 lbs. and Gross Combined Weight Rating (GCWR) of 15,000 lbs. (preliminary figures)
- 2500 = maximum payload of 2,590 lbs., maximum trailer weight of 12,850 lbs. and Gross Combined Weight Rating (GCWR) of 20,000 lbs. (preliminary figures)
- 3500 = maximum payload of 3,090 lbs., maximum trailer weight of 15,850 lbs. and Gross Combined Weight Rating (GCWR) of 23,000 lbs. (preliminary figures)

Chassis

- 13.9-inch brake rotors with anti-lock braking system (standard)
- Electronic Variable Brake Proportioning (EVBP) for consistent, balanced front-to-rear braking during light loads (standard)
- Independent front suspension (standard on two-wheel-drive models)
- Rigid beam front axle with five-link coil-spring suspension (standard on four-wheel-drive models)
- Rear suspension: heavy-duty solid axle and longitudinal leaf springs
- Specifically tuned monotube front and rear shocks
- Rack and pinion steering system (standard on two-wheel-drive models)
- Recirculating ball steering system (standard on four-wheel-drive models) provides quickest steering ratio in industry (13.4:1)

Exterior

- First full-size, full-four-door truck in Dodge Ram portfolio—10-inch longer doors when compared with Quad Cab® offerings
- Nine available exterior colors: Black Clear Coat, Bright Silver Metallic Clear Coat, Bright White Clear Coat, Flame Red Clear Coat, Inferno Red Crystal Pearl Coat, Patriot Blue Pearl Coat, Mineral Gray Metallic Clear Coat, Atlantic Blue Pearl Coat and Light Khaki Metallic Clear Coat
- Distinguished by Ram-signature chrome crosshair grille surround with billet horizontal cross bars, contemporary headlamp design (dual lamp system)
- Large front and rear (chrome) bumpers
- Body-color-matched front fascia with integrated fog lamps and available chrome front fascia appliqué (optional)
- Optional power-sliding rear backlight
- Bodyside molding on SLT, chrome bodyside molding on Laramie
- Chrome badges and/or signifying script on front fender, doors, tailgate and C-pillar
- Optional power sun roof

Interior

- Largest interior cargo volume (72.2 cu. ft.)
- Largest cargo volume behind rear seat (7.7 cu. ft.)
- Largest flat floor load area (24.9 sq. ft.)
- 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)
- Six-person passenger capacity
- Fold-flat 60/40 split full-size rear bench seating
- Reclining rear seats (industry-first application in a pickup truck)
- Rear storage bins deliver 1.8 cu. ft. of covered storage
- Interior color offerings: Khaki and Medium Slate Gray
- Optional full-screen navigation radio
- Optional rear-seat DVD entertainment system
- Optional heated front seats and optional bucket seats w/center console

- Premium cloth and leather seating optional (includes carpeted floor and floor mats)
- Optional SIRIUS Satellite Radio(a)
- Optional UConnect® Hands-free Communication System

SAFETY AND SECURITY

Please refer to the [Safety Glossary](#) section for descriptions of the following available features:

- Advanced multi-stage driver and front passenger air bags and knee bolsters
- Industry-largest side curtain air bag (exclusive offering in crew-cab class)
- Height-adjustable three-point seat belts (front and rear outboard) and constant force retractors with pretensioners (front seats)
- Lower Anchors and Tethers for CHildren (LATCH) child seat anchorage system
- Power adjustable pedals
- Power door locks
- Remote keyless entry
- Security alarm
- Sentry Key® engine immobilizer

(a) "SIRIUS" is a registered trademark of SIRIUS Satellite Radio Inc.

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