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The 2004 Dodge Ram SRT10; Truck Power Personified

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adj. 1. of, like or proper to athletes 2. physically strong, skillful, muscular, etc.

The boldest and baddest pickup on the planet needs looks to match its swagger, and the 2004 Dodge Ram SRT10 delivers from every angle. Drawing heavily on the Dodge tradition of producing powerful trucks with a strong sense of style, the Ram SRT10's chiseled features were sculpted courtesy of DaimlerChrysler's new wind tunnel, and with a subtle nod to the Dodge Ram NASCAR truck series entry.

"Our theme was to add muscle where it was needed, not unnecessary adornment," said Trevor M. Creed, Senior Vice President – Design, Chrysler Group. "We spent a lot of time in the wind tunnel with the Ram SRT10, so that is why you see a deep front fascia with a splitter and a subtle rear wing. In fact, we have managed the aerodynamics of the Ram SRT10 to give this vehicle performance more befitting a sports car than a truck. The rear wing is not only functional, providing a reduction in lift, but it also provides a reduction in drag, which is a rarity for a wing."

The most noticeable exterior feature of the new 2004 Dodge Ram SRT10 is a unique hood that features a wide power bulge and scoop sitting atop the signature cross-hair grille. "Viper Powered" badges on either side of the hood scoop leave no doubt as to what resides underneath.

Keeping things simple, the Dodge Ram SRT10 is available in black, red and silver only. The updated Ram lines of the Ram SRT10 provide a look of machined elegance with a lower — and even bolder — stance than the standard Ram. The Ram SRT10 rides on unique 22-inch polished aluminum "Viper-style" wheels, the largest wheels available on production pickup.

The new front fascia, unique hood with integrated air intake, billet grille, lower ride height and ground-effect moldings provide plenty of "hunkered down" attitude even before the red ignition button is punched.

From the side, an aluminum fuel filler, unique SRT10 badging and red brake calipers visible behind the 22-inch wheels distinguish the Dodge Ram SRT10. The rear spoiler, custom rear fascia with cutout for dual exhausts and large, center-mounted chrome Ram's head badge provide the view for the majority of the motoring public.

"There is a slightly understated air about the SRT10, especially considering its performance potential," said Rick Aneiros, Vice President – Truck Design. "But as powerful as the overall theme of the Ram SRT10 is, we were determined not to make this another boy racer truck. We added functional aero tweaks to deliver a truck that can handle 150 mph-plus speeds. Its true design identity is found in the unique details, such as the red brake calipers visible behind the new 22-inch wheels, the mesh grille covering the air intakes and the lowered stance. The SRT10 is instantly recognizable as something different from Ram, more powerful but with subtle detailing. It means business."

Inside, heavily bolstered racing-derived leather seats with black suede perforated inserts and a carbon-fiber leather trim steering wheel let drivers know this is no ordinary Ram. The "SRT10" logo is embroidered on the headrests. Silver trim adorns the center stack and a silver trim strip with an "SRT10" badge resides on the passenger side air bag. A red Viper start button on the dash provides further evidence that this Ram is something special. A custom "Hurst" shift lever sprouts from a silver metal shift bezel and is topped by a Viper style shift knob. Aluminum performance pedals replace the stock set up.

A new gauge cluster with satin silver-faced gauges feature Viper font and graphics and appropriately recalibrated speedometer and tachometer to accommodate the SRT10's visceral performance. The best-in-class interior space is maintained from the standard Ram.

"We wanted to capture the feel of a sports car without sacrificing the safety, utility and luxury afforded by the standard Dodge Ram," said Mark Trostle, Design Manager – Truck Exterior and Interior Studios. "The carbon fiber trim on the leather steering wheel, satin silver center console and interior door handles and the unique door trim panels differentiate the SRT10 from the standard Ram and create an environment that enhances the sport/performance feel of this truck."

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