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## **All-new 2009 Dodge Ram 1500 Breaks from the Herd, Offering Game-changing Design, Features, Innovations**

August 31, 2008, Auburn Hills, Mich. -

Dodge has been building trucks since 1917. Throughout its storied history, Dodge introduced a number of innovative trucks – the original “Suburban,” aerodynamic Airflow-model trucks and the ultra-capable Power Wagon®. But it was in 1994 that Dodge introduced a revolutionary Ram in the light-duty pickup market, with its drop-fendered, “big rig” styling and iconic crosshair grille.

“We put a truck on the market that tripled our market share,” said Ralph Gilles, Vice President – Jeep®/Truck Design Studio, Chrysler LLC. “Our design was polarizing – people loved it or hated it. But the people who loved it, bought it. They still do, because Dodge Ram continues to stand out from the herd of ‘me-too’ trucks.”

For the redesign of its all-new, next-generation Ram, Dodge pulled out all the stops.

“Our mandate was to make a quantum leap and add even more voltage to Ram,” said Scott Kunselman, Vice President – Truck Product Team. “Our all-new 2009 Dodge Ram is a game-changer in terms of capability, convenience, craftsmanship and safety.”

### **Capability**

In addition to the new-generation 5.7-liter HEMI® which produces 390 horsepower (291 kW) and 407 lb.-ft. (548 N•m) of torque, the all-new 2009 Dodge Ram offers a 4.7-liter V-8 providing 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque, and a 3.7-liter V-6 generating 215 horsepower (160 kW) and 235 lb.-ft. (319 N•m) of torque; four- and five-speed automatic transmissions; part-time and on-demand four-wheel-drive transfer cases; and 3.21, 3.55, 3.92 and 4.10 axle ratios.

Equipped with the new HEMI, the all-new 2009 Dodge Ram R/T regular-cab 4x2 model with a short bed and 4:10 gears blasts from 0-60 mph in less than 6 seconds.

The all-new 2009 Dodge Ram is offered in regular cab, Quad Cab® and crew-size cab, with three box lengths: 8-foot (regular cab), 6-foot 4-inches (regular cab and Quad Cab), and a new-for-2009 box length of 5-foot 7-inches (crew cab). Five trim levels are available, each with a unique appearance: ST, SLT, TRX, Sport, and the top-of-the-line Laramie.

An improved frame design incorporating high-strength steel supports an all-new, first-in-segment, multi-link coil spring rear suspension that improves ride and handling characteristics without sacrificing payload (up to an estimated 1,850 lbs.) and towing capability (up to an estimated 9,100 lbs.).

### **Convenience**

The all-new 2009 Dodge 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. Each RamBox bin holds up to five cases (120 cans) of 12-ounce beverages. Total capacity for both bins is 7.4 cubic feet.

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. The 2009 Dodge Ram’s tailgate features a standard assist feature that reduces the effort needed to raise and close the tailgate.

Another new segment-first innovation for the 2009 Dodge Ram Crew 1500 is a pair of “store in the floor” bins with

removable liners that offer even more versatile storage – large enough for ten 12-ounce beverages and ice.

There are many other convenient storage locations throughout the all-new 2009 Dodge Ram including a large upper glove box, map pockets in door panels and a configurable center console. All in all, there are nearly twice as many storage locations (42) in the all-new 2009 Dodge Ram than were in the previous model.

Technically sophisticated, yet simple-to-navigate electronic and infotainment choices include uconnect gps with a 30-gigabyte hard drive and navigation system, and a rear-seat DVD entertainment system available in the Quad Cab and crew cab. Also available is segment-first surround-sound audio and first-in-segment live SIRIUS Backseat TV™ with three channels of family TV programming – Nickelodeon, Disney Channel and Cartoon Network.

Other premium amenities include first-in-segment heated and ventilated front seats, available heated rear seats, first-for-Chrysler heated steering wheel, one-touch up/down driver and passenger windows, automatic-on headlamps and dual-zone automatic temperature control – a first for Dodge Ram.

### **Craftsmanship**

On the exterior, the all-new 2009 Dodge Ram features a redesigned aluminum hood with a large power bulge and a forward-canted grille, imparting a “head down, ready to charge” attitude, while front and rear bumpers wrap around each body side. The rear bumper on HEMI-equipped models is radiused over chromed dual exhaust tips – a first in light-duty pickups. Attractive 20-inch wheels are available in three styles. Sills are pulled down to cover frame rails for a premium appearance. Badges are three-dimensional, rather than decals, and are designed to stand out. The sculpted Ram’s-head badge on the tailgate is 250 percent larger than the previous badge.

The all-new interior of the 2009 Dodge Ram was the first “graduate” of the company’s new Advance Interior Design Studio. The 2009 Ram stands out with a renewed emphasis on craftsmanship expressed in premium interior appointments including six-ring instrumentation, redesigned controls, chrome accents, premium seating with improved bolsters and two-tone upholstery. An automatic-transmission floor shifter, incorporated into a configurable center console, is available for the first time in a Dodge Ram. All 2009 Dodge Ram interiors are significantly upgraded with “soft-touch” materials that feature industry-first two-tone technology and premium fit and finish. Full-width contrasting stitching is offered on soft-touch instrument panels for Sport and Laramie models.

### **Safety**

On the safety and security front, the all-new 2009 Dodge Ram offers more than 30 active and passive safety features, including standard front and rear side-curtain air bags with Enhanced Accident Response System (EARS), knee bolsters, seat-belt pretensioners, Anti-lock Brake System, BeltAlert, and Electronic Stability Control; and available adjustable pedals, ParkSense® Rear Park Assist System and ParkView™ Rear Back-up Camera.

## **WHAT’S NEW FOR 2009**

### **EXTERIOR**

- All-new, bold, powerful, “get-out-of-the-way” Dodge Ram design
  - o New, aggressive “grille-forward” design
  - o First-in-segment. chrome-tipped dual exhaust styled dramatically into the rear bumper
  - o Best-in-class aerodynamics – an estimated .419 Cd
- Dodge Ram’s first-ever crew cab, giving Dodge an entry into the largest and fastest-growing part of the market. Crew cab accounts for nearly 50 percent of market
- Industry-first RamBox cargo management system (crew cab) includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into bed rails; pickup bed divider/2-foot bed extender; and cargo rail system with four sliding, adjustable cleats
  - o RamBox bins hold up to 10 cases of 12-ounce beverages, or other gear for work or leisure
  - o A total of 7.4 cubic feet of storage space
- All-new exterior colors: Light Graystone Pearl Coat, Austin Tan Pearl Coat, Deep Water Blue Pearl Coat and Stone White Clear Coat

### **INTERIOR**

- New interiors with premium seating, soft-touch materials, redesigned controls, floor console with shifter, and nearly double the storage options
- First-in-segment “store in the floor” storage bins with removable liners, large enough for ten 12-ounce beverages and ice
- First-in-segment heated and ventilated front seats
  - o Heated rear seats also available
  - o Heated steering wheel a first for any Dodge vehicle
- First-in-segment live SIRIUS Backseat TV™
- First-in-segment surround-sound audio system

## **POWERTRAIN/CHASSIS**

- New 5.7-liter HEMI® V-8 provides more horsepower (390 horsepower) and torque (407 lb.-ft.), with increased fuel economy (an estimated 4 percent)
  - o Shockingly fast performance: 0-60 mph in less than 6 seconds
- First-in-segment coil-spring, multilink rear suspension fitted to a solid rear axle provides ride and handling capabilities unexpected in a pickup truck

## **SAFETY AND SECURITY**

- More than 30 safety features, including standard four-wheel Anti-lock Brake System and Electronic Stability Program with Hill Start Assist and Trailer Sway Control

## **EQUIPMENT GROUPS/PACKAGES**

- X Mega Cab® is no longer available in Ram 1500

## **DESIGN**

The exterior design of the all-new 2009 Dodge Ram retains the essential “Ram-ness” that customers demand, but with refinements that add an unmistakable look of craftsmanship.

The grille is canted forward, creating an aggressive, head-down appearance. The grille is now body mounted and separate from the new hood, which contributes to better panel-gap clearances and much-improved aerodynamics.

An all-new aluminum hood with a more pronounced power bulge opens with the assistance of dual gas props. The new hood better shields wipers for improved wind noise, wiper flutter and aerodynamics. Headlamps have integrated lenses and their shapes are echoed in the bumper fascia. Below the headlamps, a fully integrated air dam contributes to engine cooling and air-conditioning condenser air flow.

Front doors are a new construction style. The roll-frame design now relocates the door cut to the side of the vehicle, similar to the Chrysler 300C and other recent products.

This dramatically reduces wind noise and weight. Ram door handles are a pull type and are large enough to be operated with gloved hands. Handles are finished in black and now feature upgrades such as body color or chrome depending on trim level.

The overall glass-to-body ratio on the all-new 2009 Dodge Ram imparts a modern aesthetic, featuring blacked-out center pillars creating a sleek look. On the inside, the Ram benefits from improved pillar sections all the way around, improving outward visibility. In addition, side sills are pulled down to cover frame rails, giving the all-new 2009 Dodge Ram a refined, contemporary look while improving aerodynamics.

The tailgate on the all-new 2009 Dodge Ram is as inspired as the new front-end appearance. It features a dramatic, integrated, stamped-steel spoiler that aids aerodynamics and also allows for an ergonomic location for the tailgate-release handle. A lift assist, new for 2009, decreases the effort needed to raise and close the tailgate.

The 2009 Dodge Ram’s best-in-class overall coefficient of drag (Cd) is an estimated .419 for a crew cab 4x4 model – compared with a Cd of .463 for a 2008 Ram Quad Cab® 4x4.

Responding to dealer and customer feedback, dual exhaust (available with the 5.7-liter HEMI) is now available for the first time from the factory on a pickup truck.

The new interior was conceived to match the image of the exterior and drill home a new level of perceived and actual quality. High grades of materials and finishes were selected throughout, culminating in the Laramie interior, which is the exclamation point on a new level of luxury for the segment.

The all-new 2009 Dodge Ram provides many distinct interior features unique to individual vehicle trim levels. The craftsmanship of the redesigned interior trim contributes to the overall fit and finish. The Laramie interior features a full-width contrasting stitch on its soft instrument panel. It also includes chromed trim throughout, unique color combinations and woodgrain inserts on each door and on the center instrument-panel stack. All Ram models feature a unique industry-first two-tone technology, creating an inspired interior at all trim levels with the exception of the new Sport model. The Sport features an all-Dark Slate interior, complete with stunning gray contrasting stitching on the instrument panel and seats. All Ram pickups benefit from redesigned seats with more surface area and improved lumbar and lateral support. The Sport and the Laramie also feature unique high-shouldered bucket seats with model-specific premium finishes.

All interiors feature soft-feel door bolsters and armrests and one-piece molded door panels. Overall, the 2009 Dodge Ram's interior is designed to communicate refinement and craftsmanship.

## **ENGINEERING**

Among numerous segment-exclusive features in the all-new 2009 Dodge Ram are two that aren't readily visible, yet certainly help the new Ram stand out from the herd.

One segment-exclusive feature is under the hood: a new generation of the famous HEMI V-8 engine. The other feature is under the pickup bed: a new rear suspension setup featuring coil springs fitted to a solid rear axle held in place with multiple links.

While the all-new engine maintains key architectural features that make HEMI synonymous with power, these features are optimized to improve engine breathing, and new technologies have been added to maximize performance and improve fuel economy and refinement.

Features of the new 5.7-liter HEMI include Variable Valve Timing (VVT), expanded operating range of the Multi-displacement System (MDS), increased compression ratio, active intake manifold with long runners for low-end torque and short runners for high-rpm power, improved cylinder-head port flow efficiency and reduced-restriction exhaust and induction systems.

The result is improved idle quality and overall refinement, more horsepower (10 percent), more torque (8 percent) and better fuel economy. The new 5.7-liter HEMI V-8 delivers 390 horsepower (291 kW) and 407 lb.-ft. (548 N•m) of torque (up from 345 horsepower and 375 lb.-ft. of torque), while providing an estimated improvement of 4 percent in fuel economy.

An available 4.7-liter V-8 provides 310 horsepower (231 kW) and 330 lb.-ft. (447 N•m) of torque with increased fuel economy.

The 4.7-liter V-8 follows the HEMI engine's lead as it uses two spark plugs per cylinder, and leverages increased compression ratio, improved cylinder-head port flow, and a new slant/squish combustion system designed to substantially increase fuel economy, power and torque. This engine is also compatible with E85 fuel, earning the Flexible Fuel Vehicle (FFV) designation that provides customers the option of operating their vehicle on ethanol, gasoline or a mixture of the two.

Standard on all-new 2009 Dodge Ram two-wheel-drive regular cab and Quad Cab® models is a 3.7-liter Magnum V-6 engine, generating 210 horsepower (156 kW) and 235 lb.-ft. (319 N•m) of torque.

The 545RFE five-speed automatic transmission is standard on 2009 Dodge Ram pickups equipped with the 5.7-liter HEMI and optional on Ram pickups equipped with the 4.7-liter V-8. For the all-new 2009 Dodge Ram, the five-speed

automatic includes the new addition of Electronic Range Select (ERS), which enables the driver to manually limit the highest available transmission gear, allowing manual upshifts and downshifts based on road speed and engine speed. Also new is an optional floor-mounted automatic shifter – available in the Dodge Ram for the first time.

Standard on 2009 Dodge Ram models equipped with the 3.7-liter V-6 and 4.7-liter V-8 engines is the 42RLE four-speed transmission, which is a multi-range, fully electronically controlled gearbox.

Two transfer cases are available on the all-new 2009 Dodge Ram: the NVG 243, which enables part-time four-wheel drive operation with a two-speed gear system; and the NVG 246, which enables an on-demand four-wheel-drive system, also with a two-speed gear system. Both transfer cases are engaged with a dash-mounted switch.

Shock absorbers are forward-facing and are positioned on the outside of the frame for optimum damping. Shocks are tuned for optimum balance in order to reduce ride harshness and to provide more of an absorbent feel.

Four-wheel-drive models of the all-new 2009 Dodge Ram use a front axle designed for an independent front suspension, incorporating half-shafts that drive front hubs. The axle also has a disconnect system that automatically disengages the axle when four-wheel-drive mode is disengaged, for increased fuel economy. The front axle features 3.55 and 3.92 gear ratios.

The rear axle uses a new multilink mounting design to facilitate a new coil-spring setup, with forward-facing shock absorber brackets. (Previous Dodge Ram design incorporated a Hotchkiss leaf-spring design and staggered shock brackets.) This setup weighs 40 pounds less than a leaf-spring configuration. Four gear ratios are available: 3.21, 3.55, 3.92 and 4.10. Standard on all 2009 Dodge Ram rear axles are an Anti-lock Braking System (ABS) and Electronic Stability Program (ESP), which helps drivers maintain directional stability by applying selective braking and engine control to keep the vehicle on course.

Four-wheel disc brakes are standard on all 2009 Dodge Ram models. Front rotors measure 13.2 inches (336 mm) in diameter and are clamped with dual-piston calipers, while rear rotors are 13.8 inches (352 mm) and utilize single-piston calipers.

The all-new 2009 Dodge Ram uses an improved, low-torsion frame design that contributes to stability and handling precision while decreasing noise, vibration and harshness (NVH). Two frame lengths are available: 120-inch and 140-inch.

Portions of the frame are hydroformed for dimensional accuracy (hydroforming reduces the amount of welding that leads to distortion), and side rails are fully boxed. The front frame section incorporates advanced, high-strength steel that maintains overall strength and durability while saving approximately 30 lbs. The rear section of the 2009 Dodge Ram's frame is all new and supports Dodge's new multi-link coil-spring rear suspension.

The all-new 2009 Dodge Ram is capable of handling a payload of up to an estimated 1,850 lbs. and towing up to an estimated 9,100 lbs.

## **PRODUCT HIGHLIGHTS**

### Standout features

- Dodge Ram's first-ever crew-size cab model
- First-in-segment coil-spring, five-link rear suspension fitted to solid rear axle provides ride and handling capabilities unexpected in a pickup truck
- Interiors significantly upgraded across all models
- New 5.7-liter HEMI V-8 provides more horsepower (390 hp) and torque (407 lb.-ft.), with increased fuel economy (4 percent)
- Shockingly fast performance: 0-60 mph in less than 6 sec. (R/T regular cab, short box, 4x2 with 5.7L HEMI, 4:10 gears)
- Best-in-class aerodynamics – an estimated .419 Cd – help improve fuel economy and performance
- First-in-segment, versatile cargo management system includes unique "RamBox" weatherproof, lockable storage bins; pickup bed dividers; 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
- Nearly twice as many storage locations (42) than were in the previous model (26)
- Bold, masculine, instantly recognizable Dodge Ram design – inside and out

All-new 2009 Dodge Ram light-duty doesn't push, but shoves the envelope in truck design

- Dodge Ram's distinguished and bold “big rig” design is expressed with greater refinement in the new 2009 Dodge Ram. A redesigned aluminum hood with larger power bulge imparts a “head down, ready to charge” attitude, while chromed front and rear bumpers wrap around the 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 more modern aesthetic; center pillars are smaller than previous Ram models, and are finished in black to create a more open appearance
- Door sills are pulled down to cover frame rails
- Tailgate designed with a built-in spoiler to smooth air flow over the rear of the truck for best-in-class aerodynamics and fuel economy

Capability for every need

- All-new 2009 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 and Laramie)
- All-new crew-size cab model – Ram Crew 1500 – offers room for six adults and convenience with garage-ability – providing Dodge with a formidable entry in the fastest-growing and highest-volume part of the light-duty pickup segment (nearly 50 percent)
- 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
- A powerful engine lineup:
  - o New 5.7-liter HEMI V-8 provides an estimated 390 horsepower and 407 lb.-ft. of torque (vs. '08's 345/375) with fuel-saving MDS technology providing an estimated improvement of 4 percent in fuel economy
  - o The new-in-2008 4.7-liter V-8 provides 310 horsepower and 330 lb.-ft. of torque with increased fuel economy (15/20 mpg vs. '08's 14/19), and is mated to a five-speed automatic transmission
  - o The 3.7-liter Magnum V-6 engine generates 215 horsepower and 235 lb.-ft. of torque, and is standard on two-wheel-drive Dodge Ram light-duty 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 among various models: 3.21, 3.55, 3.92 and 4.10

Customer convenience – inside and out

- First-in-segment, unique “RamBox” provides weatherproof, lockable storage compartments integrated into both fender sides for effortless access and convenience
  - o RamBox is available on light-duty crew-size cab configuration
  - o 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
  - o 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
  - o Cargo beds equipped with RamBox are 49 inches wide, allowing a 4x8-ft. sheet of plywood to lie flat (with tailgate down)
  - o Drain plugs in bins allow easy clean-out
- Exclusive “store in the floor” bins in crew-size cab offer versatile storage – big enough for ten 12-ounce beverages
- Nearly twice as many storage locations in the all-new 2009 Dodge Ram (42) than there were in the previous model (26)

- Technically sophisticated, yet simple-to-navigate infotainment choices include unconnect gps with 30-gigabyte hard drive enabling navigation with real-time traffic information, hands-free communication and multiple ways to save and play back music and audio; and rear-seat DVD 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 (Dodge Ram Crew 1500) and heated steering wheel, one-touch up/down driver and passenger windows and automatic-on headlamps
- Electronic Vehicle Information Center (EVIC) now 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

#### Craftsmanship built in

- Premium interior appointments, including six-ring instrumentation, automatic temperature control, chrome accents, premium seating and two-tone upholstery
- Floor shifter for automatic transmission available for the first time in a Ram
- 20-inch wheels available in three styles
- “Four burner” quad headlamps (available on select models) aid illumination

#### Safety is standard for driver and all passengers

- Standard front and rear side-curtain air bags
- Standard Anti-lock Brake System (ABS) senses and prevents wheel lockup
- Standard Electronic Stability Program (ESP) 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

### MODEL LINEUP

#### 2009 Dodge Ram 1500 ST

##### Standard Features

- 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

## Optional Equipment

- Engine block heater
- Power-sliding rear window (Quad Cab only)
- Trailer tow mirrors
- Power, heated, folding mirrors
- Bedliner
- Black lower bodyside 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

## 2009 Dodge Ram 1500 SLT

In addition to standard features on the Dodge Ram SXT, the Ram SLT adds/replaces the following:

### Standard Features

- 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)

## Optional Equipment

In addition to optional features on the Dodge Ram SXT, the Ram SLT adds/replaces the following:

- 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 gps 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

## 2009 Dodge Ram 1500 TRX

### Standard Features

In addition to standard features on the Dodge Ram ST, the Ram SXT adds/replaces the following:

- 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

#### Optional Equipment

In addition to optional features on the Dodge Ram ST, the Ram SXT adds/replaces the following:

- Engine block heater
- Power-sliding rear window (Quad Cab only)
- Trailer tow mirrors
- Power, heated, folding mirrors
- Bedliner
- Black lower bodyside 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

#### 2009 Dodge Ram 1500 Sport

##### Standard Features

- 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

##### Optional Equipment

- Same optional equipment offered for the Dodge Ram SLT

#### 2009 Dodge Ram 1500 Laramie

In addition to standard features on the Dodge Ram ST, the Ram SLT adds/replaces the following:

##### Standard Features

- Bodyside chromed trim
- Dual-zone climate control
- Steering-wheel-mounted audio controls
- Four-wheel-disc anti-lock brakes
- Security alarm
- Sentry Key® engine immobilizer

##### Optional Equipment

- 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

## **SAFETY AND SECURITY**

Please refer to the Safety and Security Glossary for descriptions of the following features:

- Advanced Multi-stage Air Bags
- Anti-lock Brake System (ABS)
- All-speed Traction Control
- Auto-reverse Sun Roof
- Auto-reverse Window
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Child-protection Rear Door Locks
- Crumple Zones
- Digressive Load-limiting Seat Belts
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Height-adjustable Front Seat Belts
- HomeLink Universal Home Security System Transceiver
- Hill Start Assist (HSA)
- Inside Emergency Trunk Release
- Interior Head-impact Protection
- Knee Bolsters
- LATCH (Lower Anchors and Tethers for CHildren)
- ParkSense® Rear Park Assist System
- ParkView™ Rear Back-up Camera
- Power-adjustable pedals
- Remote Keyless Entry
- Remote start
- Safety Cage Body Structure
- Seat Belt Pretensioners
- Sentry Key® Engine Immobilizer
- Side Guard Door Beams
- Supplemental Side-curtain Air Bags
- Tire Pressure Monitoring (TPM)
- Trailer Sway Control System
- uconnect phone
- Vehicle theft security alarm

## **COLOR AVAILABILITY**

- 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

## MANUFACTURING INFORMATION

- 2009 model year production start: July 2008 (Ram Crew 1500, Quad Cab); September 2008 (Regular cab)
- Production locations: Warren Truck Assembly Plant in Warren, Mich., and St. Louis North Assembly Plant in Fenton, Mo.
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 4.7-liter V-8 engine: Mack Avenue Engine Plant 1 in Detroit
- 3.7-liter Magnum V-6 engine: Indianapolis Foundry in Indianapolis
- Five-speed automatic transmission: Indiana Transmission I in Indianapolis
- Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.

## MARKET POSITION

Armed with head-turning design, exclusive features, first-in-segment innovations and a full lineup of cab, bed and interior options, the all-new 2009 Dodge Ram is a game-changer that provides customers with space, amenities, ride comfort, nimble handling, ease of use and overall versatility.

## DEMOGRAPHICS

- Gender: 84 percent male, 16 percent female
- Median Age: 52 years old
- Median Annual Household Income: \$64,000
- Education: 28 percent college graduate
- Household: 70 percent married

## MARKET ADVANTAGES

- The all-new 2009 Dodge Ram incorporates product innovations that put Ram ahead of the competition
  - o Bold, masculine, instantly recognizable Dodge Ram design – inside and out
  - o Industry-first RamBox cargo management system (crew cab) includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into bed rails (a total of 7.4 cubic feet of space); pickup bed dividers; 2-foot bed extender; and cargo rail system with four sliding, adjustable cleats
  - o RamBox bins hold up to 10 cases of 12-ounce beverages, or other gear for work or leisure
  - o Best-in-class aerodynamics – an estimated .419 Cd
  - o Best-in-class performance: 0-60 mph in less than 6 seconds (R/T regular cab, short box, 4x2 with 5.7L HEMI, 4:10 gears)
  - o First-in-segment “store in the floor” storage bins with removable liners, big enough for ten 12-ounce beverages and ice
  - o First-in-segment heated and ventilated front seats
  - o Heated rear seats are also available
  - o Heated steering wheel – a first for any Chrysler vehicle
  - o First-in-segment coil-spring, multilink rear suspension fitted to a solid rear axle provides ride and handling capabilities unexpected in a pickup truck
  - o First-in-segment live SIRIUS Backseat TV™
  - o First-in-segment chrome-tipped dual exhaust styled dramatically into the rear bumper
  - o First-for-Ram crew cab model, giving Dodge an entry into the largest and fastest-growing part of the market (crew cab accounts for nearly 50 percent of the market)
  - o First-for-Ram optional floor-mounted automatic shifter
  - o First-for-Ram automatic dual-zone temperature control
  - o Industry-first technology to produce two-tone interior trim
  - o New 5.7-liter HEMI V-8 provides more horsepower (390 horsepower – a 13 percent increase) and

- torque (407 lb.-ft. – an 8 percent increase), with increased fuel economy (an estimated 4 percent)
- o New interiors with premium seating, soft-touch materials, redesigned controls, floor console with shifter, and even more storage options
- o Redesigned frame with an improved, low-torsion design with a front section incorporating high-strength steel and an all-new rear section supporting Dodge's new multi-link coil-spring rear suspension
- o More than 30 safety features, including standard four-wheel Anti-lock Brake System and Electronic Stability Program with Hill Start Assist and Trailer Sway Control
- o More than 35 new or improved features, including automatic headlamps, heated steering wheel, power adjustable pedals with memory and wireless ignition node
- The all-new Dodge Ram participates in the critical areas of the segment
  - o Crew-size cab added, Quad Cab and Regular cab retained
- The all-new Dodge Ram better addresses changing customer expectations, especially among non-traditional buyers
  - o Five distinct trim levels, each with unique looks and features
  - o Three box lengths; 2WD or 4WD
  - o Significantly upgraded interiors
  - o Automatic transmission floor-mount shifter standard with bucket seats
  - o Customer comfort features added: surround-sound audio, infotainment choices, ventilated seats, heated steering wheel

## PRODUCT CHRONOLOGY

### 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 Program (ESP)
- 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 Program (ESP)
- 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 upgrade provides 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 bodyside 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 turbodiesel 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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