

1997 The New Dodge



Attitude.

It's the sign of an independent thinker who has enough confidence to walk the edge without ever looking down. Attitude is also a mark of courage and imagination. Courage to change the rules when the old rules no longer make sense. Imagination to think ahead. To develop new rules that make so much sense that they quickly become the standard. This kind of attitude and the innovation it inspires are an integral part of every car, minivan and truck Dodge puts on the road.

Ram • Dakota • Ram Passenger & Cargo Vans

America's Truck Stop.



The New Dodge

It's about change. It's about innovation. It's about new technology.

When it comes to trucks, it's about changing a few rules. But we don't just change rules for the fun of it – it's done with the customer in mind.

Dodge trucks stand apart from the crowd with bold designs. Designs with a purpose. Designs that enhance versatility, ease serviceability and even make the cabs quieter.

Stronger Than Ever.



Magnum gas engines feature:

- Sequential multipoint fuel injection (SMPI) delivers fuel to each cylinder through its own injector for immediate throttle response.
- Progressive-bore throttle body increases low-end torque and provides extra horsepower.
- Intake manifold of durable, lightweight aluminum pulls in huge volumes of air.
- High-flow exhaust manifold with large cross-section for maximum exhaust flow characteristics.
- Vans. Refinements include simplicity of design for easy maintenance and a spacious interior with a wide load capacity.
- Reliability: ease of serviceability and longer engine life.
- As evidenced by the Cummins Turbo Diesel offering 300,000 miles of service before its first top-end overhaul.
- We created the most powerful lineup of pickup trucks in America.

Cummins Diesel engines feature:

- Cast iron crankshaft block extends below the crankshaft for extra rigidity.
- Turbochargers increase the amount of air entering the cylinders to provide greater volumetric efficiency.
- In-line fuel pump provides positive computer-controlled fuel injection.
- Diesel injection pumps are available in 12 and 15 horsepower models.
- Dodge Magnum power. Designed for heavy-duty work, Dodge trucks do more work with maximum efficiency and dependability.
- Ability to handle the kind of horsepower and torque that gets things done. Whether you tow trailers, carry cargo, move people or just like hauling around town with a little extra something extra.
- Dodge is the heart of the truck industry.



Dodge trucks provide more brute-strength capability than other trucks. You'll find Dodge trucks provide the most overall power, payload and trailer towing in their respective classes. That's what we mean by Job Rated.

Today a truck has to be more than just a workhorse wrapped in bold skin. You'll find Dodge trucks are designed with the

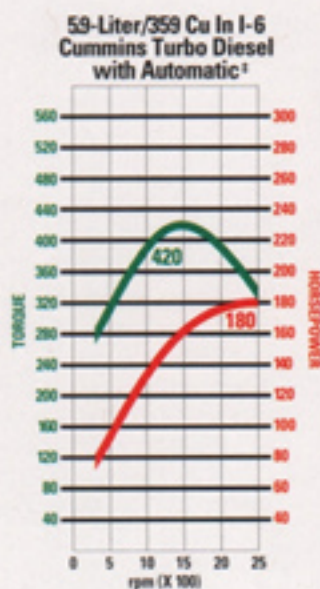
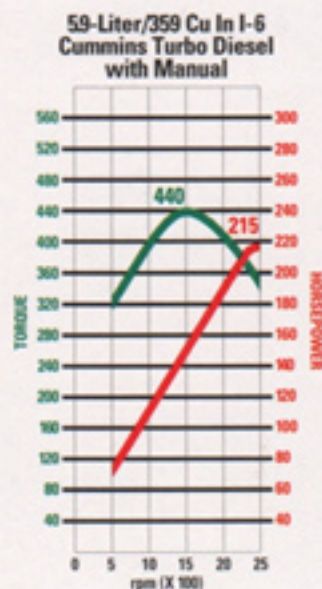
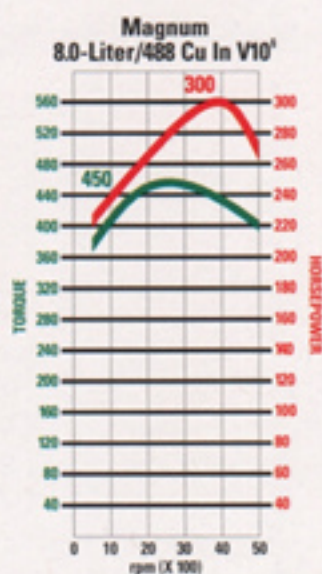
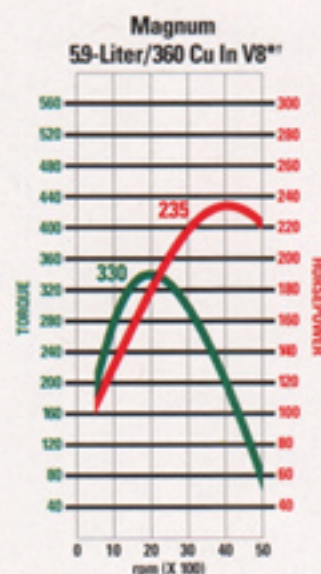
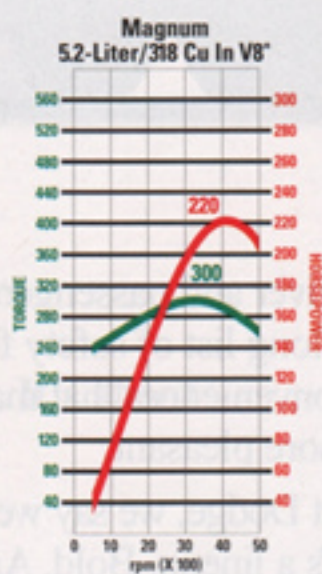
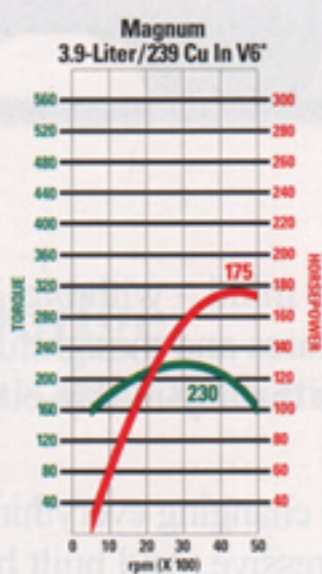
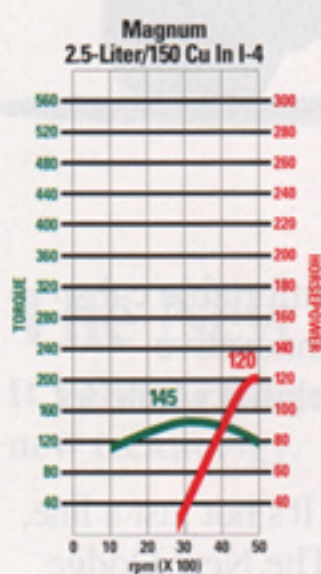
driver and passengers in mind – with big, comfortable cabs, a long list of safety features and thoughtful, innovative conveniences that make the day-in-day-out grind a whole lot more pleasant.

At Dodge, we say we're changing everything. It's not just a line, it's a lineup. Bold. Aggressive. And built by The New Dodge.

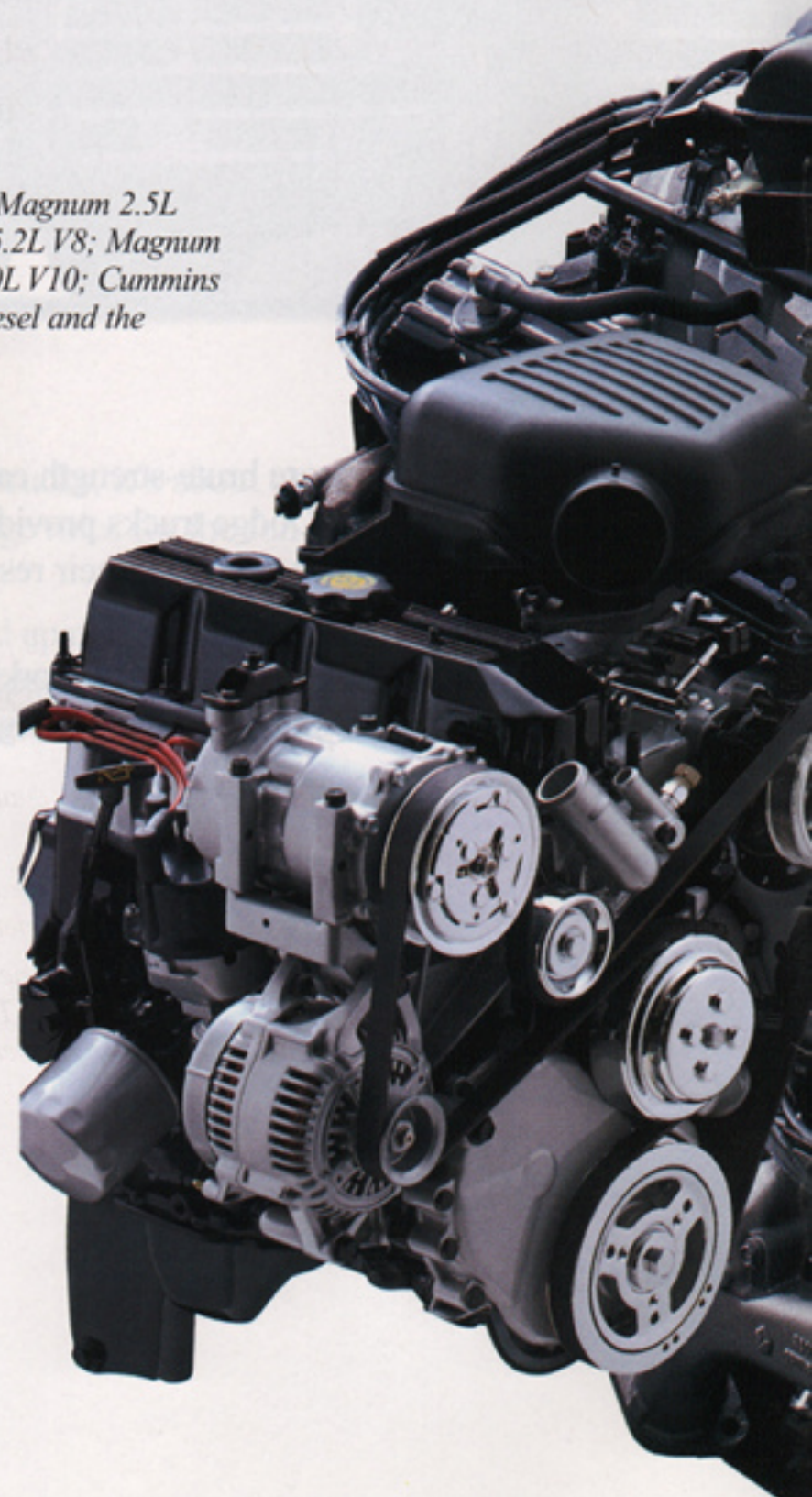
Overall the most powerful line of pickup engines on the planet.

Dodge Magnum® power. Designed to help Dodge trucks do more work with maximum efficiency and dependability, with the kind of horsepower and torque that gets things done. Whether you tow trailers, carry cargo, move people or just like hauling around town with a little something extra under your right foot, Magnum power is the heart of class-leading capability for Dodge Ram, Dodge Dakota and Dodge Ram Cargo and Passenger

Vans. Refinements include simplicity of design for reliability, ease of serviceability and longer engine life — as evidenced by the Cummins Turbo Diesel, offering 300,000 miles of service before its first top-end overhaul. We created the most powerful lineup of pickup truck engines on the planet because who knows what in the world you'll need Magnum power for next.



From left, clockwise: Magnum 2.5L 4-cylinder; Magnum 5.2L V8; Magnum 5.9L V8; Magnum 8.0L V10; Cummins Intercooled Turbo Diesel and the Magnum 3.9L V6.



* Based on Ram Pickup application.
 † 245 hp on Ram SS/T models.
 ‡ This rating also applies to manual transmission-equipped trucks in California.
 § 295 hp/425 lb-ft torque in California.

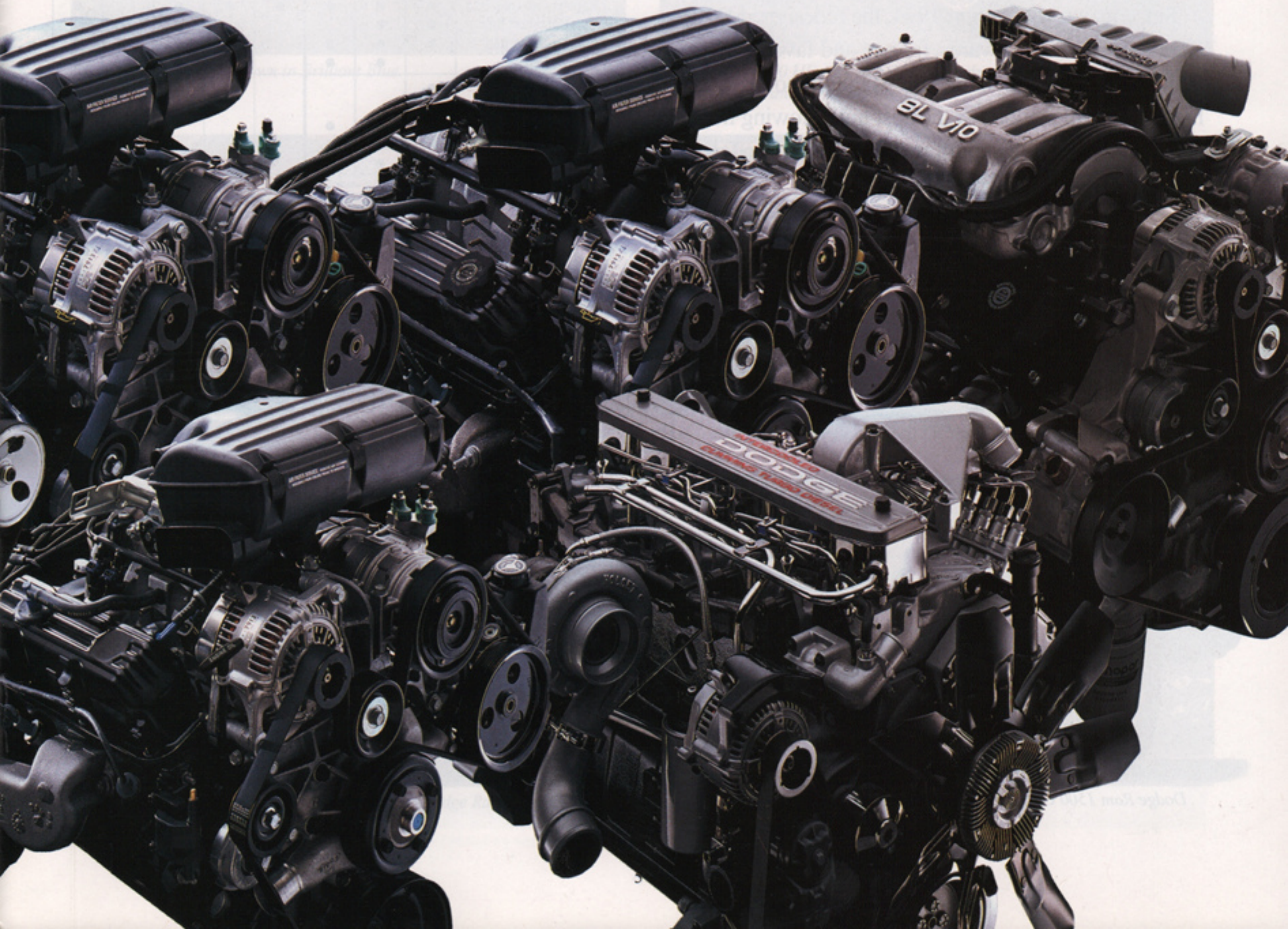


Magnum gas engines feature:

- **Sequential multipoint fuel injection (SMPI)** delivers fuel to each cylinder through its own injector for immediate throttle response.
- **Progressive-bore throttle body** increases bore diameter and airflow for more horsepower.
- **Intake manifold** of durable, lightweight aluminum pulls in huge volumes of air.
- **High-flow exhaust manifolds** with large cross-sections for maximum exhaust flow characteristics.
- **Short-stem valves**, so all airflow is quicker into the combustion chamber.
- **Powdered metal rocker arm fulcrums** increase durability.
- **Extra-thick rocker arm covers** with silicone gaskets are held in place by ten bolts for better sealing.
- **Serpentine belt accessory drive** with an automatic tensioner (not included with 4-cylinder engine) for less maintenance and reduced engine vibration.
- **Heavy-duty spark plug wires** increase conductivity and heat resistance.
- **High-flow water pump** for more maximum engine cooling.
- **Piston and ring package** improves power without sacrificing fuel economy.
- **Timing chain cover** with fluorocarbon elastomer front seal for a tight fit.
- **Oil pan gaskets** improved 60 percent through use of silicone.
- **Port and combustion chamber** configurations optimize airflow and fuel mixture for maximum horsepower.

Cummins Diesel engines feature:

- **Cast iron deep-skirt block** extends below the crankshaft for extra rigidity.
- **Direct injection** uses 100 percent of fuel energy to provide power, eliminating prechamber ignition used in indirect injection systems.
- **Direct injection** also provides better heat efficiency, lowering internal heat stresses.
- **In-line fuel pump** provides positive computer-controlled fuel injection.
- **Design simplicity** of the in-line six-cylinder eliminates special maintenance tools, while total parts are reduced by 40 percent versus V8 diesels.
- **Forged I-beam connecting rods** are oversized to handle strong low-rpm torque.
- **Pressure point oil feed lubrication** system assures continuous flow to all wear surfaces.
- **Heavy-duty, high-mileage-rated turbocharger** with oil-lubricated shaft bearing is manufactured by Holset, a Cummins subsidiary. A turbo wastegate allows maximum turbo boost when required while preventing overboost for durability.
- **Intercooler** improves combustion efficiency by providing cool, oxygen-rich air to the engine.
- **Electric manifold heater grid** warms intake air for quick starts in cold weather.



Dodge Ram. The rules have changed.

One look at Ram's unmistakable stance suggests a boldness of character shared only by those who would drive one. Underneath lies the substance of Magnum® power, job-rated durability and unsurpassed comfort, convenience and towing. Only Dodge could give these commonly touted words such uncommon valor through sheer courage and imagination — two qualities that Dodge Ram embodies right down to the lug nuts. We simply had to reinvent the rules from the ground up. As far as enforcing these new rules ... we prefer to walk softly, and carry a sledgehammer.

Since its introduction in 1994, the redesigned Dodge Ram has won more awards, honors and favorable press than most trucks can carry. Is it Magnum power, the highest overall payload or the best trailer towing numbers available? Or is it the comfort and style that Dodge Ram offers in equally large doses? Whichever, it appears

The New Dodge has forever changed the standards by which pickup trucks are measured.

- **Most** available payload
- **Most** standard towing
- **Most** available towing
- **Most** gasoline horsepower
- **Most** gasoline torque
- **Most** diesel horsepower
- **Most** diesel torque
- **Longest** wheelbase
- **Widest** track

Ram Pickup Model Lineup

AVAILABILITY	1500	2500 HD	3500	WS	LT	ST	SPORT	LARAMIE SLT
Regular Cab Short Bed	•	•	•	•	•	•*	•	•
Regular Cab Long Bed	•	•	•	•	•	•*	•	•
Club Cab Short Bed	•	•	•			•	•	•
Club Cab Long Bed	•	•	•			•	•	•
Chassis Cab		•	•		•	•*		•
3.9L Magnum V6™	•							
5.2L Magnum V8	•							
5.9L Magnum V8	•	•	•					
Cummins Turbo Diesel		•*	•					
8.0L Magnum V10		•*	•					

*Available on 1500 4x2 WS and LT models only. **Not available on short bed Club Cab models. ***Available as optional package.



Dodge Ram 1500 Club Cab SLT shown in Flame Red and Light Driftwood.

Highest Total Quality

1995, 1996; Total Quality Award™* A new type of survey conducted by the research firm Strategic Vision, Inc. not only measures things gone wrong, but also things gone right or overall owner satisfaction. Dodge Ram won the Total Quality Award™ for Best Ownership Experience in the Full-Size Pickup category.*

Highest Resale

1995, 1996; Highest resale value.* Based on calculations using average trade-in values from the NADA Official Used Car Guide,* Dodge Ram offered a higher value than comparable Ford, Chevy and GMC trucks, and continues to do so right up to the printing of this catalog.

Highest Total Quality Award — Won Strategic Vision's 1995 and 1996 Total Quality Award™ in its class. Based on Strategic Vision's 1995 and 1996 Vehicle Experience Studies™ of 31,440 ('95) and 35,652 ('96) Oct-Nov. new vehicle buyers of 170+ ('95) and 200+ ('96) models after the first 90 days of ownership. We calculated resale using average trade-in values for '94-'95 full-size models vs MSRPs, published in January '95- July '96 NADA Official Used Car Guide* Monthly Editions.



Dodge Ram 1500 WS shown in Brilliant Blue.



Dodge Ram 2500 HD SLT 4x4 with Cummins Turbo Diesel power shown in Dark Chestnut and Light Driftwood.



Dodge Ram 3500 SLT chassis cab with a wrecker body, shown in Bright White.



Dodge Ram 3500 Dually Club Cab SLT with 300 hp Magnum V10 shown in Black.



Dodge Ram 1500 Club Cab Sport in Flame Red. Dodge Ram 1500 SS/T with 245 horsepower Magnum 5.9L shown in Black.

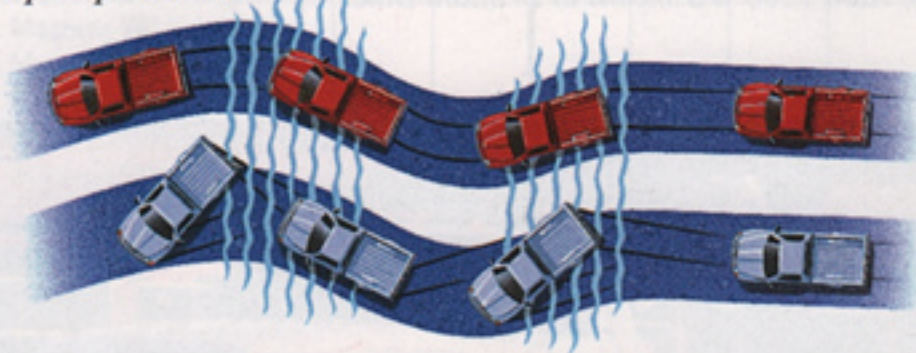
First we changed the rules, then we stretched them.

Regular cab or Club Cab,* no other pickup offers more overall interior room than a Dodge Ram. For Club Cab models, an innovative 40/20/40 split bench seat, combined with the industry's biggest back seat, offers real six-passenger seating. As an option, you can choose leather trim seating throughout the cabin.

- **Most** standard cab interior roominess
- **Most** Club Cab interior roominess
- **Most** hip room
- **Most** shoulder room

Ram's interior is designed to work with its passengers. Chair-high seating and a large glass surface area offer a commanding view of the road. Buttons, levers and switches are big enough to operate while wearing thick leather work gloves. And whether you're idling or driving the speed limit, Ram's interior is engineered with noise reducing seals, insulation and other sound proofing to remain quiet.

Ram's standard rear-wheel antilock brakes prevent lockup under heavy braking. Optional on all Ram models, four-wheel antilock brakes offer more stopping control at all corners for maximum stability and increased maneuverability. (illustration shown below) Also standard are side-guard door beams for side-impact protection.



Every button, knob and handle is large enough to operate while wearing gloves. Instrumentation is bold and clear, keeping you in total control.



*Always wear your seat belts for a fully effective air bag.

Model	MPG (City/Hwy)	MSRP	MSRP (with destination)	MSRP (with destination and freight)
40/20/40	20/24	\$22,995	\$24,995	\$26,995
48/24/32	20/24	\$24,995	\$26,995	\$28,995
35/22/26	20/24	\$26,995	\$28,995	\$30,995



Dodge Ram SLT Club Cab interior with optional leather seating surface available only in Camel.



Ram's air bag* system has been specially engineered to withstand the rigors of real-world truck use. Ram's sensing system has been specially tuned to accommodate off-road, snowplowing and towing applications.

The Dodge Ram SLT regular cab models include a modular behind-the-seat storage system, including a cab-width floor tray, plus height-adjustable bins and cargo net.



Ram Club Cab's front seat slides forward 7.5 inches, with one "tip and slide" motion, making rear seat access simple and quick.



The wide center armrest/business console section of Ram's available 40/20/40 seat (standard on Club Cab) provides generous storage. With the rear seat folded up, there's over 48 cubic feet of rear cargo space. Premium SLT cloth shown in Mist Gray.



Model Lineup

Model	1500				1500				2500 HD		2500 HD		3500		3500		2500 HD		3500	
	Regular Cab				Club Cab				Regular Cab		Club Cab		Regular Cab		Club Cab		Chassis Cab		Chassis Cab	
Drive	4x2				4x4				4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4
Wheelbase (in)	119 WS	119	135 WS	135	119/135	139/155	139/155	135	135	139/155	139/155	135	135	155	155	135	135	139/163	139/163	
Pickup Box Length (ft)	6.5	6.5	8	8	6.5/8	6.5/8	6.5/8	8	8	6.5/8	6.5/8	8	8	8	8	NA	NA	NA	NA	
GVWR (lb)	6,010 ^a	6,400	6,010 ^a	6,400	6,400	6,400	6,400	8,800	8,800	8,800	8,800	10,500	10,500	10,500	11,000	8,800	8,800	11,000	11,000	
Payload (lb)	1,990	2,360	1,705	2,075	1,835/1,800	1,930/1,740	1,685/1,600	3,975	3,560	3,815/3,695	3,590/3,590	5,110	4,790	4,790	5,060	4,420	3,955	5,695/5,740	5,605/5,430	
Axles, Front (lb)	3,650	3,650	3,650	3,650	3,850	3,650	3,850	4,500	4,850	4,500	4,850	4,500	4,850	4,500	4,850	4,500	4,850	4,500	4,850	
Axles, Rear (lb)	3,900	3,900	3,900	3,900	3,900	3,900	3,900	6,200 ^b	6,200 ^b	6,200 ^b	6,200 ^b	7,500	7,500	7,500	7,500	6,200	6,200	8,000	8,000	
Spring Cap, Front (lb)	3,650	3,650	3,650	3,650	3,850	3,650	3,850	4,500	4,850	4,500	4,850	4,500	4,850	4,500	4,850	4,500	4,850	4,850	4,850	
Spring Cap, Rear (lb)	3,800	3,800	3,800	3,800	3,600	3,800	3,600	6,085	6,085	6,085	6,085	7,500	7,500	7,500	7,500	6,085	6,085	8,000	8,000	
Tires, Front and Rear	P225/75R16				LT225/75R16				LT245/75R16		LT245/75R16		LT215/85R16		LT215/85R16		LT245/75R16		LT215/85R16	
3.9L Magnum V6	S	S	S	S																
5.2L Magnum V8		O		O	S	S	S													
5.9L Magnum V8		O		O	O	O	O	S	S	S	S	S	S	S	S	S	S	S	S	
5.9L Cummins Turbo Diesel								O	O	NA/O	NA/O	O	O	O	O	O	O	O	O	
8.0L Magnum V10								O	O	NA/O	NA/O	O	O	O	O	O	O	O	O	

S = Standard. O = Optional. NA = Not available. WS = Work Special. ^a6,010-pound GVW standard on Ram 1500 WS 4x2 model only. ^b6,500-pound with V10 or diesel engine.

Power Train Combinations and Trailer Towing Specifications

TRUCK MODEL AND MAXIMUM TONGUE WEIGHT (POUNDS)	ENGINE AND TRANSMISSION	REAR AXLE RATIO	GVWR ^m (Pounds)	MAXIMUM TRAILER WEIGHT RATING ⁿ (Pounds) 4x2/4x4	MAXIMUM GCWR ⁿ (Pounds) 4x2/4x4
1500 4x2/4x4 REGULAR CAB AND CLUB CAB PICKUPS	3.9L Magnum V6 (NA Club Cab) Manual 5-speed OD Automatic 4-speed OD	3.21 ^m /3.55 3.55	6,010/6,400 6,010/6,400	3,600 3,400	7,800 7,600
	5.2L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.21 ^m 3.55 3.92	6,400 6,400 6,400	3,500 5,200/4,800 5,700/5,300	7,800 9,500 10,000
		3.21 ^m 3.55/3.92	6,400 6,400	8,100 8,100/7,800	12,500 12,500
		5.9L Magnum V8 Automatic 4-speed OD	3.21 ^m 3.55/3.92	6,400 6,400	8,100/7,700 8,100/7,700
Tongue Wt 700					
2500 HD 4x2/4x4 REGULAR CAB, CLUB CAB PICKUPS AND CHASSIS CABS (See note below)	5.9L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.09 3.54/4.09	8,800 8,800	9,100/8,700 9,100/8,700	14,000 ^m 14,000 ^m
	5.9L I-6 Cummins Diesel Manual 5-speed OD Automatic 4-speed OD	3.54 4.10	8,800 8,800	10,500 ^m /10,000 ^m 12,300 ^m /11,900 ^m	20,000 ^m /16,000 20,000 ^m /18,000
		3.54 4.10	8,800 8,800	10,500 ^m /10,000 ^m 12,300 ^m /11,900 ^m	16,000 18,000
	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	8,800 8,800	13,600 ^m /13,300 ^m 13,600 ^m /13,300 ^m	19,000 19,000
Tongue Wt 900					
3500 4x2/4x4 REGULAR CAB, CLUB CAB PICKUPS AND CHASSIS CABS (See note below) Dual-Rear Wheels	5.9L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	10,500 ^m 10,500 ^m	9,600/9,200 9,600/9,200	15,000 15,000
	5.9L I-6 Cummins Diesel Manual 5-speed OD Automatic 4-speed OD	3.54 4.10	10,500 ^m 10,500 ^m	10,000 ^m /9,700 ^m 11,900 ^m /11,500 ^m	20,000 ^m /16,000 20,000 ^m /18,000
		3.54 4.10	10,500 ^m 10,500 ^m	10,000 ^m /9,700 ^m 11,900 ^m /11,500 ^m	16,000 18,000
	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	10,500 ^m 10,500 ^m	13,300 ^m /12,900 ^m 13,300 ^m /12,900 ^m	19,000 19,000
Tongue Wt 1,200					

Note: Due to large variations in the weight of body equipment installed on chassis cab models, maximum trailer weights shown are for pickups only. To determine allowable trailer weight, subtract actual truck weight, passenger and cargo weight from the Gross Combination Weight Rating.

^mGross Vehicle Weight Rating. ⁿThese trailer tow ratings are designed to provide acceptable performance for normal conditions of temperature, grade and altitude. Extreme conditions will require selection of a higher axle ratio or a larger engine. Dodge trucks equipped with a Cummins Intercooled Turbo Diesel engine will have minimal power loss at high altitude. Maximum Trailer Weight Ratings include cargo and fluids in the trailer and must be decreased by the weight of: optional equipment, trailer hitch, cargo in the truck, and passengers other than the driver. Maximum engine cooling option is required to achieve maximum trailer weight rating and GCWR. ⁿGross Combination Weight Rating. ⁿTrailer towing is not recommended with the 3.21 gear ratio. ⁿChrysler Corporation requires that trailers with trailer weight ratings of 10,000 pounds or greater be equipped with a fifth-wheel hitch. ⁿ11,000 pounds on 4x4 Club Cab models. ⁿThe Camper Group is recommended to achieve this rating. California GCWR rating with manual transmission is identical to automatic transmission GCWR rating. ⁿ15,000 pounds on 4x4 Chassis Cab model. ⁿ11,000 pounds on Chassis Cab models.

Dodge Ram Dimensions

4x2/4x4 Pickups	Regular Cab				Club Cab					
	1500	2500 HD	3500 DRW		1500	2500 HD	3500 DRW			
A Wheelbase	119	135	135	135	139	155	139	155	155	
B Box Length (ft)	6.5	8.0	8.0	8.0	6.5	8.0	6.5	8.0	8.0	
C Overall Length	—Without rear bumper	199.9	220.1	220.1	220.1	240.1	220.1	240.1	240.1	
	—With rear bumper	204.1	224.1	224.1	224.1	244.1	224.1	244.1	244.1	
D Overall Height (Empty) (4x2/4x4)	71.9/74.7	71.8/74.6	72.1/75.1	73.0/77.4	71.6/74.6	71.5/74.5	72.9/77.2	72.8/77.1	72.8/77.2	
E Approach Angle (Degrees) (4x2/4x4)	25.2/30.4	25.1/30.5	25.5/30.2	26.1/33.3	25.1/30.6	25.2/30.6	26.7/33.7	26.8/33.8	26.3/33.4	
F Breakover Angle (Degrees) (4x2/4x4)	18.4/20.8	17.0/18.8	17.8/19.4	19.4/23.5	16.7/18.4	15.8/17.1	19.2/23.0	18.1/21.3	18.0/21.4	
G Departure Angle (Degrees) (4x2/4x4)		23.8/27.2	21.9/24.8	22.8/26.2	24.7/29.1	23.8/26.9	21.8/24.7	26.0/31.0	24.1/28.4	24.6/28.9
		6.5' Box	8' Box		6.5' Box	8' Box	6.5' Box	8' Box		
H Maximum Width At Outside Of Fender	79.3	79.3	79.3	93.8	79.3	79.3	79.3	79.3	93.8	
I Overall Length Of Box	82.0	102.2			82.0	102.2	82.0	102.2		
J Front Of Box To End Of Open Tailgate	99.9	120.0			99.9	120.0	99.9	120.0		
K Tailgate Height	19.4	19.4			19.4	19.4	19.4	19.4		
L Box Floor To Top Of Cab	42.3	42.3			42.3	42.3	42.3	42.3		
M Width Between Wheelhouses	50.0	50.0			50.0	50.0	50.0	50.0		
N Maximum Width At Floor	64.2	64.2			64.2	64.2	64.2	64.2		
O Maximum Width Opening	60.4	60.4			60.4	60.4	60.4	60.4		

Note: All dimensions in inches unless otherwise noted.

The Ram cargo bed is a versatile system of work features engineered for a variety of cargo-hauling needs. Box-side indentations hold 2" x 8" supports, creating a second level for two-tier loading. Pockets in the box sides allow insertion of vertical stakes for tall loads.



Cargo bed provisions support 2" x 8" bulkheads that divide the bed into three loading compartments to prevent load shifting and keep you organized.



Widely spaced cargo tie-downs are anchored to the structural front-box support rail for extra strength. Front tie-downs are recessed into the box floor and concealed by snap-in covers. Rear tie-downs are high-strength "U" brackets bolted to the base of each rear box corner.



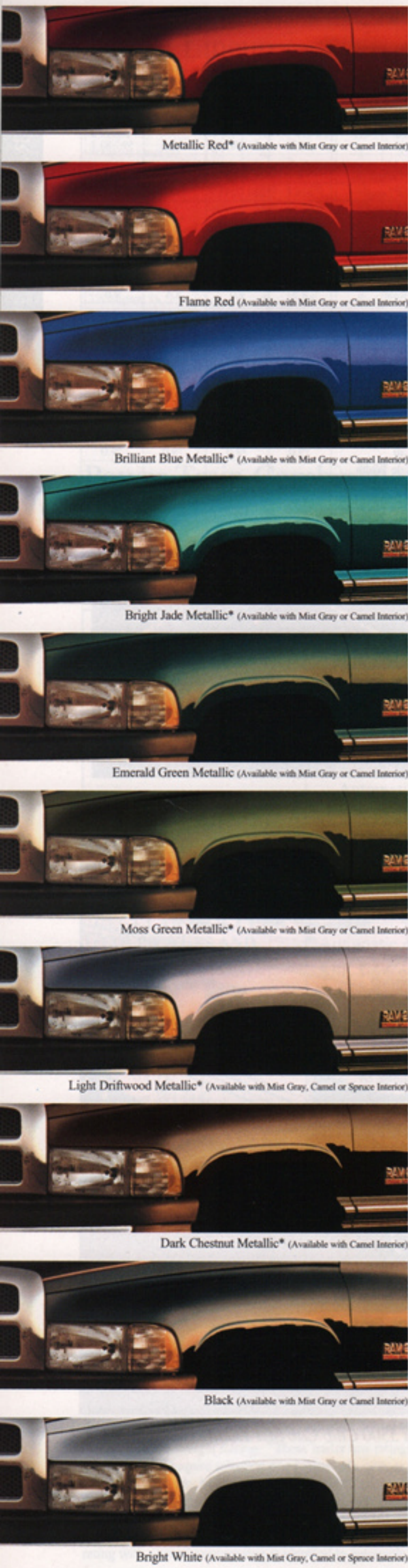
Dodge Ram 3500 Club Cab SLT Dually shown in Black.

Ram Chassis Cabs	4x2		4x4	
	2500 HD	3500 DRW	2500 HD	3500 DRW
Wheelbase	135	139/163	135	139/163
Cab To Axle (CA)	55.7	59.7/83.7	55.7	59.7/83.7
Maximum Body Length (ft)	8	9/12	8	9/12
Overall Length	216.7	220.7/244.7	216.7	220.7/244.7
Overall Height (Empty)	73.4	77.3/77.1	77.8	77.2/77.6
Overall Width Of Cab	79.3	79.3	79.3	79.3
Ground Clearance	—Front	10.1	15.2	8.1
	—Rear	8.5	9.0	8.4
Track	—Front	68.6	69.8	68.9
	—Rear	68.0	68.0	68.0
	—Rear, Inside	58.0	49.4	58.0
	—Rear, Outside	78.0	86.6	78.0
Overhang, Front (BA)	37.9	37.9	37.9	37.9
Axle To End Of Frame (AF)	44.1	44.1	44.1	44.1
Center Of Front Wheel To Back Of Cab	79.0	79.0	79.0	79.0
Outside Width Between Frame Rails	37.6	37.6	37.6	37.6
Front Bumper To Back Of Cab (BBC)	116.9	116.9	116.9	116.9



Standard Features and Options

Dodge Ram Dimensions



Metallic Red* (Available with Mist Gray or Camel Interior)

Flame Red (Available with Mist Gray or Camel Interior)

Brilliant Blue Metallic* (Available with Mist Gray or Camel Interior)

Bright Jade Metallic* (Available with Mist Gray or Camel Interior)

Emerald Green Metallic (Available with Mist Gray or Camel Interior)

Moss Green Metallic* (Available with Mist Gray or Camel Interior)

Light Driftwood Metallic* (Available with Mist Gray, Camel or Spruce Interior)

Dark Chestnut Metallic* (Available with Camel Interior)

Black (Available with Mist Gray or Camel Interior)

Bright White (Available with Mist Gray, Camel or Spruce Interior)

MODEL AVAILABILITY	RAM PICKUP				CHASSIS CAB	
	WS*	LT	ST	LARAMIE SLT	LT	LARAMIE SLT
Ram 1500 Regular Cab Short Bed and Long Bed	●	●		●		
Ram 1500 Club Cab Short Bed and Long Bed			●	●		
Ram 2500 HD Regular Cab Long Bed		●		●		
Ram 2500 HD Club Cab Short Bed and Long Bed			●	●		
Ram 3500 Regular Cab Long Bed Dually		●		●		
Ram 3500 Club Cab Long Bed Dually			●	●		
Ram 2500 HD Chassis Cab—Regular Cab					●	●
Ram 3500 Chassis Cab—Regular Cab					●	●
ITEM						
Air Bag —Driver	S	S	S	S	S	S
Air Conditioning —CFC-free refrigerant	O	O	O	P	O	P
Axle, Front						
—Independent suspension (4x2 models)	S	S	S	S	S	S
—Solid axle (4x4 models)	NA	S	S	S	S	S
Axle, Rear						
—Semi-floating (1500 models)	S	S	S	S	NA	NA
—Full-floating (2500 and 3500 models)	NA	S	S	S	S	S
—Antispin differential (specific ratios only)	O	O	O	O	O	O
Brakes						
—Power-assisted front disc/rear drum with antilock	S	S	S	S	S	S
—Power-assisted front disc/rear drum with 4-wheel antilock	O	O	O	O	O	O
Bumper						
—Front, Painted gray with step pad	S	S	NA	NA	S	NA
—Front, Bright with step pad	NA	NA	P	P	NA	P
—Front, Sight shields	NA	NA	NA	P	NA	P
—Rear, Painted gray with step pad	O	O	NA	NA	NA	NA
—Rear, Bright with step pad	NA	NA	P	P	NA	NA
Cooling —Heavy-duty engine	O	O	O	O	O	O
Deluxe Convenience Group —Includes speed control and tilt steering	O	O	O	P	O	P*
Engine Block Heater	O	O	O	O	O	O
Floor covering						
—Mat, black: heavy-duty vinyl with door opening retainer	S	S	O	O	S	O
—Carpeting with underlayment	NA	NA	P	P	NA	P
—Floor mats, front, carpeted	NA	NA	NA	P	NA	P
Fuel Tank —26-gallon on short bed, 35-gallon on long bed and Chassis Cabs	S	S	S	S	S	S
Heavy-Duty Service Group —(standard on 3500 models)	O	O	O	O	O*	O*
Instrument Cluster						
—Full analog instrumentation	S	S	S	S	S	S
—Tachometer (standard with diesel engine)	NA	O	O	P	O	P
Leather Interior Group	NA	NA	NA	O	NA	O
Lighting, Exterior						
—Cargo light with integrated CHMSL	O	O*	P	P	O*	P
—Cab clearance (standard on 3500 models)	O	O	O	O	O	O
—Fog Lights	NA	NA	NA	O	NA	O
Lighting, Interior						
—Dome	S	S	S	S	S	S
Light Group	NA	O	O	P	O	P
Message Center —Includes lights for maintenance required, brake, antilock brake, seat belt reminder, air bag, low oil and check engine	S	S	S	S	S	S
Mirrors, Exterior						
—Dual manual control, 6"x9" black (1500 and 2500 models)	S	S	S	NA	S	NA
—Dual power, 6"x9" bright (1500 and 2500 models)	NA	O	O	P	O	P
—Dual power, 6"x9" bright (3500 models)	NA	S	S	S	NA	NA
—Dual manual, 7"x10" wide-mounted, bright	NA	O	O	O	O*	O*
Mirrors, Interior						
—Rearview day/night 12"	S	S	S	S	S	S
Paint						
—Clear Coat finish and lower body antichip coating	S	S	S	S	S	S
—Two-tone treatment, lower break; includes secondary color on lower bodyside, below the character line (not available on 3500 models)	NA	O	O	O	NA	NA
—Two-tone center band; includes secondary color on center bodyside with bodyside tape stripe at upper paint break line (not available on 3500 models)	NA	NA	O	O	NA	NA
—Two-tone Waterfall; includes upper bodyside and rear tape stripe and secondary color below bodyside character line (3500 models only)	NA	O	O	O	NA	NA
Power Accessory Outlet —12-volt, located in the dashboard	S	S	S	S	S	S
Power Convenience Group (power door locks and power front windows)	NA	NA	NA	P	NA	P*
Remote Keyless Illuminated Entry System with 2 transmitters	NA	NA	NA	O	NA	O

Package Groups: **Heavy-Duty Service Group** • 136-amp alternator (standard on diesel engine) • 750-amp battery (standard dual batteries on diesel engine) • Maximum engine cooling (not available with V6 engine) • Auxiliary automatic transmission oil cooler (not available with V6 engine) • Transfer case skid plate (4x4 models only) • Standard on 3500 models, required with V10 engine and included with diesel engine **Light Group** • Ignition key time delay lamp • Exterior cargo lamp • Glove box lamp • Overhead console with storage bin and map/reading lamp • Underhood single fixed light • Passenger-assist handle • Deluxe cloth headliner • **Snowplow Preparation Group—Heavy-Duty** • Transmission oil temperature warning lamp (with automatic transmission only) • NV241 heavy-duty 2-speed transfer case with shift-on-the-fly (standard on 3500) • Requires Trailer Tow Prep Group and Heavy-Duty Service Group • Front cab clearance lights (5) and all-terrain tires recommended. Pickup models require rear bumper • Not available with 5.2L V8 engine • Club Cab 2500 short and long-wheelbase models and 3500 Club Cab models (Requires 5.9L V8 gas engine) • See dealer for Chassis Cab availability and restrictions • **ST Decor Group** • Modular Storage System (regular cab only) • Deluxe Cloth 40/20/40 split bench seat • Bright front and rear bumpers • Floor carpet • Wheel trim rings • **Sport Appearance Group** • Available in Flame Red, Black, Emerald Green and Bright White • Color-keyed front bumper, grille and lower fascia • Color-keyed taillight bezels • Color-keyed rear valance panel • Chrome wheels (2500) • Optional color-keyed rear step bumper • Cast aluminum wheels (1500) • "Sport" decal on rear fender of pickup box • Tachometer • Dual-note horns • Fog lights • Requires V8 engine • **Super Sport (SS/T) Group** • Color-keyed front bumper, grille and lower fascia • Color-keyed taillight bezels • Dual racing stripes • Color-keyed rear valance panel • 17" performance aluminum wheels • P275/60R17 performance tires • Chrome-tip sport-tuned exhaust • Tachometer • Dual-note horns • Fog lights • Requires 5.9L V8 engine, featuring additional 10 horsepower for 245 rating • Color availability is same as Sport Appearance Group • **Trailer Tow Group** • Heavy-duty flasher • Class IV trailer hitch receiver • Seven lead wiring harness with fifth-wheel take-out • Requires Heavy-Duty Service Group • Not available with V6 engine • **Travel Convenience Group** • Overhead console with compass and outside temperature readings • Night Vision Safety automatic dimming rearview mirror • Requires Light Group • **Leather Interior Group** • Leather trim seating surfaces • Sun visors, dual-lighted • Travel Convenience Group • Power driver's seat, 6-way • Woodgrain instrument panel bezel and door trim panel

* Not available on Sport model.

ITEM	RAM PICKUP				CHASSIS CAB	
	WS*	LT	ST	LARAMIE SLT	LT	LARAMIE SLT
Seats						
—Heavy-duty vinyl bench with fixed integral head restraints for outboard seating positions and a folding seatback	S	S	NA	NA	S	NA
—Heavy-duty vinyl 40/20/40 front split bench with fixed integral head restraints for outboard seating positions and folding seatback, driver and passenger recliners and folding center armrest/business console (Club Cab model includes heavy-duty vinyl rear seat)	NA	O	O	O	O	O
—Deluxe cloth and vinyl bench with fixed integral head restraints for outboard seating positions and folding seatbacks	O	O	NA	NA	O	NA
—Deluxe cloth 40/20/40 front split-bench with fixed integral head restraints for outboard seating positions and folding seatbacks, driver and passenger recliners and folding center armrest/business console (Club Cab model includes deluxe cloth rear seat)	NA	O	P	NA	O	NA
—Premium cloth 40/20/40 front split-bench with fixed integral head restraints for outboard seating positions and folding seatbacks, driver and passenger recliners and folding center armrest/business console (Club Cab model includes premium cloth rear seat)	NA	NA	NA	P	NA	P
—Leather trim 40/20/40 front split-bench with fixed integral head restraints for outboard seating positions and folding seatbacks, driver and passenger recliners and folding center armrest/business console (Club Cab model includes rear seat with leather inserts)	NA	NA	NA	O	NA	O
—6-way power, driver-side (premium cloth or leather trim seat only)	NA	NA	NA	O	NA	O
Snowplow Prep Group, Heavy-Duty	NA	O	O	O	O**	O**
Sound Systems						
—AM/FM stereo electronically tuned cassette radio with 4 speakers	O	S	S	S	S	S
—AM/FM stereo electronically tuned radio with CD, graphic equalizer and 6 Infinity speakers	NA	NA	NA	O	NA	O
—AM stereo*/FM stereo, electronically tuned cassette radio with graphic equalizer, CD changer controls, and 6 Infinity speakers	NA	NA	NA	O	NA	O
—AM stereo*/FM stereo, electronically tuned cassette radio with CD player, graphic equalizer and 6 Infinity speakers	NA	NA	NA	O	NA	O
—Delete standard radio	P	O	O	O	O	O
Sport Appearance Group —available on 1500 and 2500 short bed models only	NA	O	O	O	NA	NA
Super Sport (SS/T) Group —available on 1500 regular cab 4x2 short bed models only	NA	NA	NA	O	NA	NA
ST Decor Group	NA	O	P	NA	O**	NA
Storage —Behind seat modular system (regular cab only)	O	O	NA	P	O	P
Tires (see dealer for additional upgrades)						
—1500: P225/75R16 BSW all-season (set of 4)	P	S	S	NA	NA	NA
—1500: P245/75R16 BSW all-season (set of 4)	NA	O	O	P	NA	NA
—1500: P245/75R16 OWL all-season (set of 4)	NA	NA	NA	O	NA	NA
—1500 (4x4): LT225/75R16 BSW all-season (set of 4)	NA	S	S	NA	NA	NA
—1500 (4x4): P245/75R16 RBL RTS (set of 4)	NA	O	O	P	NA	NA
—1500 (4x4): P265/75R16 GY OWL AT	NA	NA	NA	O	NA	NA
—2500: LT225/75R16 BSW all-season (set of 4)	NA	S	NA	NA	NA	NA
—2500 LT245/75R16 BSW all-season (set of 4)	NA	O	S	P	P	P
—3500: LT215/85R16 BSW all-season (set of 6)	NA	S	S	S	S	S
Spare—Full-size with steel wheel	S	S	S	S	O	O
Trailer Towing Group	NA	O	O	O	NA**	NA**
Transfer Case						
—Ram-Trac part-time 4x4, with shift-on-the-fly (all 4x4 models)	NA	S	S	S	S	S
—NV241 HD (available on 2500 HD 4x4 model only)	NA	O	O	O	O**	O**
Transmission						
—5-speed manual with overdrive	S	S	S	S	S	S
—4-speed automatic with overdrive	O	O	O	O	O	O
Travel Convenience Group	NA	NA	NA	O	NA	O
Wheels						
—1500/2500: Argent steel road wheels with black center caps (16") (set of 4)	S	S	NA	NA	S	NA
—3500: Argent steel road wheels (16") (set of 6)	NA	S	NA	NA	S	NA
—1500/2500: Argent steel road wheels with bright trim rings and center caps (16") (set of 4)	NA	O	P	NA	O	P
—3500: Argent steel road wheels with bright hub center and wheel skins (16") (set of 6)	NA	O	P	P	O	P
—1500: Chrome styled steel road wheels (16") (set of 4)	NA	NA	NA	O	NA	NA
—2500: Chrome styled steel road wheels (16") (set of 4)	NA	NA	NA	P	NA	NA
—1500: Cast aluminum road wheels (16") (set of 4)	NA	NA	NA	P	NA	NA
Window —Rear, sliding, deep-tint	O	O	O	O	O	O

S = Standard. O = Optional. NA = Not available. P = Included as part of a package.
 *Available on Regular Cab 4x2 models only. **Always wear your seat belts for a fully effective air bag. *Optional on 3500 Chassis Cab Laramie SLT model. **Standard on 3500 Chassis Cab models. *Available with Light Group. *See dealer for availability and restrictions. **Some AM stereo broadcasting may not be compatible with this radio. *Rear bumper not included with Chassis Cab ST Decor Group. *Standard on 3500 Chassis Cab 4x4 model. **Chassis Cab 3500 models include a trailer towing provision that features auxiliary circuits, heavy-duty flasher and a trailer tow adapter.

About this catalog. Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge dealer for accurate color chips.

The new Dodge Dakota. It's full of surprises.

The kind of surprises you'll appreciate — roomy, refined, quiet, tight-turning, why-didn't-someone-think-of-that-before surprises, and lots of them.

But what should come as no surprise is Dakota's new look. In a word ... bold. In a few more; capable, durable and powerful — this is, after all, a Magnum®-powered Dodge truck down to its new three-section, electrocoat-painted heavy-duty

frame and exclusive 230-horsepower Magnum V8.

Why? How about the most interior room, the longest wheelbases, widest track, the most powerful lineup of engines, highest payload capacity and the most trailer towing capability available in its class. What you get is the feeling that you can do anything, anywhere, anytime — you just get in and go do it. It's about breaking the rules, and looking the part.

So while the first thing you'll notice is Dakota's strikingly familiar front end, it's the changes underneath that you can't see, the noises you won't hear and the bumps you don't feel that

Magnum is a registered trademark of Chrysler Corporation



Above: Dodge Dakota Sport 4x2 shown in Bright Jade Metallic. Below: Dodge Dakota Club Cab Sport 4x4 shown in Flame Red, with optional Tire and Handling group and oversize 6"x9" mirrors.



make this all-new Dakota part of The New Dodge — and the newest member of America's Truck Stop. Like we said, it's full of surprises. And we're talking by the truckload.

- **Most** available payload
- **Most** available power
- **Most** available torque



Steering systems on both 4x2 and 4x4 Dakota provide faster response and better road manners for a more "connected" feel to the road, that makes any new Dakota a blast to drive, whether you're just going out for ice cream, or going for cones.

Integrated tie-downs in both the front and back of Dakota's bed provide a very wide, very sturdy means of securing cargo. In front, they hide out of the way underneath covers while not in use. In back, they attach directly to the tailgate pillar for extra strength.



- **Only** available V8
- **Highest** available trailer towing capacity
- **Largest** 6.5-foot bed
- **Only** 8-foot bed available
- **Largest** available fuel tank
- **Longest** available wheelbase
- **Widest** track
- **Tightest** available turning circle of any domestic compact



Dodge Dakota Sport 4x4 shown in Black with Mopar Accessories: Tubular Side Step, Light Bar/Bed Rail Combo and Chrome Grille Guard.



Dodge Dakota Regular Cab Sport 4x2 shown in Flame Red. Dakota can be equipped to tow trailers up to 6,800 lb.



Dodge Dakota SLT Club Cab 4x2 in Emerald Green and Light Driftwood shown with optional body side moldings.

DAKOTA

It's a little bigger and a lot better.

In regular cab or Club Cab,* Dodge Dakota is full of room in all the right places — quiet, comfortable space where you can stretch out and relax. You'll find an all-new 40/20/40 split bench seat for bucket seat-like individual adjustment, or three-across seating if you need it. In back of Club Cab models, Dakota offers the only forward-facing 3-passenger rear bench seat.

Equally huge, we've reduced wind noise, road noise and power train vibration, making Dakota one very quiet truck. Add standard dual air bags* and it's a pretty safe bet that Dakota is more than a little bigger ... it's a lot better.

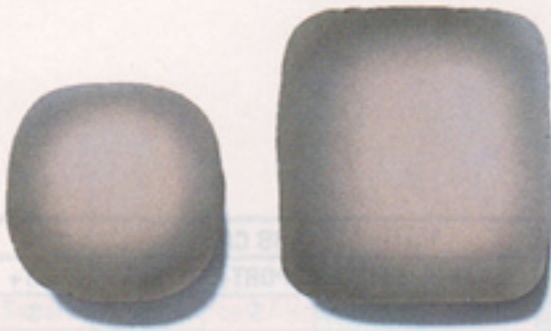
Dakota Club Cab SLT and Sport interior with standard 40/20/40 split-bench front seat with center armrest/storage bin, shown in Mist Gray.

- **Largest** regular and Club Cab interior
- **Most** head room, shoulder room and hip room
- **Longest** Club Cab front seat travel
- **Only** forward-facing 3-passenger rear bench seat available
- **Only** six-passenger seating available

*Always wear your seat belt for a fully effective air bag. Rearward-facing child seats cannot be used in regular cab models. Rear seat only on Club Cab models. Club Cab is a registered trademark of Chrysler Corporation.

Right: Storage compartments under the rear 60/40 split-bench seat of a Club Cab conceal the jack tools on one side and your valuable items on the other.



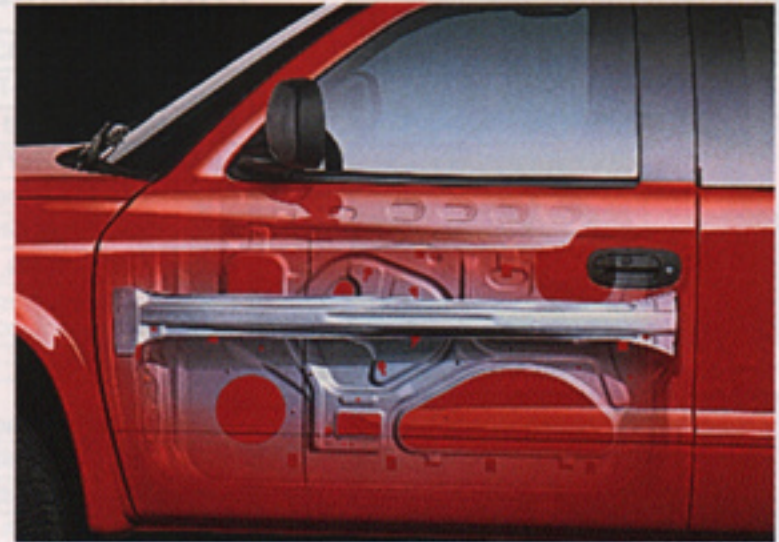


Standard driver and front-passenger air bags* are powered by two gold-tipped dedicated electrical circuits, each capable of operating the system if the other fails. Behind you, convex rear glass reduces glare.

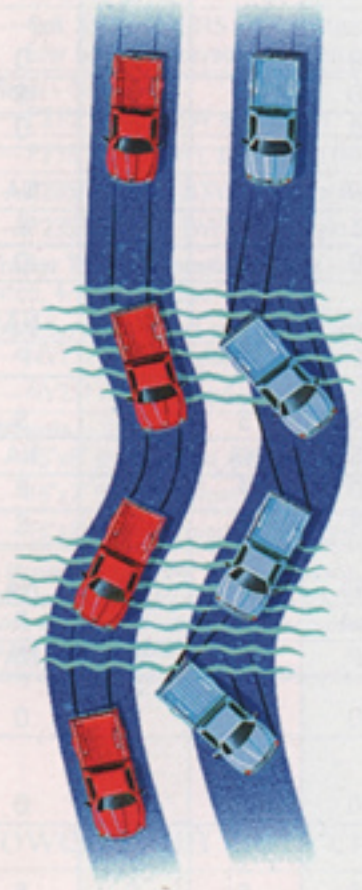


Dakota's overhead console offers large accommodations for sunglasses and a garage door opener. A mini-trip computer — including a compass — toggles through outside temperature, average fuel economy, "right-now" fuel economy, and how far until you'd better get a little gas.

Inside both door panels are high-strength steel beams to help absorb energy in the event of a side-impact collision.



Standard rear-wheel antilock brakes prevent lockup under heavy braking. Four-wheel ABS is available on all Dakota models (illustration shown below).



DAKOTA

SLT and Sport regular cab 4x4 with available bucket seats, shown in Agate.



Included with optional bucket seats is a full floor center storage console/armrest. The lid holds tissue and maps (in case you get lost and catch a cold) and inside you can store things like CDs and nondrowsy cold medicine. It also offers cup holders that will not just hold a couple of sodas, but a two-liter bottle as well. At least you won't go thirsty.



A more comfortable front seat belt shoulder strap? Now there's an adjustment that will be easy to make.



Dakota Standard Features and Options



Metallic Red* (Available with Mist Gray, Agate or Camel Interior)



Flame Red (Available with Mist Gray, Agate or Camel Interior)



Magenta (Available with Mist Gray or Agate Interior)



Brilliant Blue Metallic* (Available with Mist Gray or Agate Interior)



Bright Jade Metallic (Available with Mist Gray or Agate Interior)



Emerald Green Metallic (Available with Mist Gray, Agate or Camel Interior)



Moss Green Metallic* (Available with Mist Gray, Agate or Camel Interior)



Light Driftwood Metallic* (Available with Mist Gray, Agate or Camel Interior)



Black (Available with Mist Gray, Agate or Camel Interior)



Bright White (Available with Mist Gray, Agate or Camel Interior)

*Not available on Sport models.

ITEM	REGULAR CAB			CLUB CAB				
	BASE	SPORT	SLT	BASE	SPORT	SPORT+	SLT	SLT+
Air Bags —Driver and front-passenger*	S	S	S	S	S	S	S	S
Air Conditioning —CFC-free refrigerant	O	O	P	O	O	P	P	P
Alternator —117-ampere	S	S	S	S	S	S	S	S
Axle —Limited-slip differential*	O	O	O	O	O	O	O	O
Battery —600-ampere, maintenance free	S	S	S	S	S	S	S	S
Brakes —Power-assisted front disc, rear drum								
—Rear-wheel antilock	S	S	S	S	S	S	S	S
—4-wheel antilock	O	O	O	O	O	O	O	O
Bumpers								
—Front: Painted, black with gray fascia	S	NA	NA	S	NA	NA	NA	NA
—Painted, black with body color fascia	NA	S	NA	NA	S	S	NA	NA
—Bright, chrome with gray fascia	NA	NA	P	NA	NA	NA	P	P
—Rear: Painted with step pad, black with gray fascia	S	NA	NA	S	NA	NA	NA	NA
—Painted, with step pad with body color fascia	NA	S	NA	NA	S	S	NA	NA
—Body-color valance panel (late availability)	NA	O	NA	NA	O	O	NA	NA
—Bright with step pad with gray fascia	NA	NA	P	NA	NA	NA	P	P
Convenience Groups								
—Deluxe; includes tilt steering and electronic speed control	NA	O	O	NA	O	P	O	P
—Power; includes power windows, power door locks and remote keyless entry system	NA	O	O	NA	O	O	O	P
—Power/Overhead; includes Power Convenience Group, full overhead console, trip computer and automatic dimming day/night mirror	NA	O	O	NA	O	O	O	O
Cooling —Maximum engine	O	O	O	O	O	O	O	O
Engine Block Heater	O	O	O	O	O	O	O	O
Floor Covering								
—Heavy-duty rubber mat, black	S	NA	NA	NA	NA	NA	NA	NA
—Carpet with underlayment	NA	P	P	S	S	S	S	S
—Front floor mats, carpeted	NA	O	O	NA	O	O	O	O
Fuel Tank								
—15-gallon	S	S	NA	S	NA	NA	NA	NA
—22-gallon	O	O	P	O	P	P	P	P
Glass								
—Tinted, all windows	S	S	S	S	S	S	S	S
—Rear window, one piece	S	S	S	S	S	NA	S	NA
—Rear window, sliding (dark-tinted)	O	O	O	O	O	P	O	P
—Rear flip-out quarter windows (dark-tinted)	NA	NA	NA	S	S	S	S	S
Grille								
—Painted Dark Silver Metallic	S	NA	NA	S	NA	NA	NA	NA
—Bright	NA	NA	P	NA	NA	NA	P	P
—Painted body-color	NA	P	NA	NA	P	P	NA	NA
Heavy-Duty Electrical Group —Includes 136-ampere alternator and 750-ampere battery	O	O	O	O	O	O	O	O
Heavy-Duty Service Group —Includes Heavy-Duty Electrical Group, cluster with tachometer, 22-gallon fuel tank and maximum engine cooling	O*	O*	O	O	O	O	O	O
Instrument Clusters								
—Full analog instrumentation, fuel, temperature, oil pressure, amps, 110-mph speedometer	S	S	S	S	S	S	S	S
—Tachometer	O*	P*	P	O	P	P	P	P
Lighting								
—Exterior: Fog lights	NA	O	O	NA	O	P	O	O
—Interior: Light Group; includes auxiliary electrical receptacle, exterior cargo light and interior lamps for ignition time delay, glove box, ash receiver, courtesy (below instrument panel) and engine compartment	O	O	P	O	O	P	P	P
Mirrors, Exterior								
—Exterior: Dual manual control, 5" x 7" black, fixed	S	S	S	S	S	NA	S	NA
—Dual power 5" x 7" black, fixed	NA	O	O	NA	O	P	O	P
—Dual power 6" x 9" black, folding	NA	O	O	NA	O	O	O	O
Moldings —Protective, bodyside, black	NA	NA	O	NA	NA	NA	O	O
Paint								
—Premium paint with clear coat finish	S	S	S	S	S	S	S	S
—Lower bodyside two-tone in Light Driftwood	NA	NA	O	NA	NA	NA	O	O
Protection Group, 4x4 —Includes skid plates for fuel tank, transfer case and front suspension (4x4 models only)	O	O	O	O	O	O	O	O
Remote Keyless/Illuminated Entry System —Includes controls for power door locks with illuminated entry (included in Power Convenience Group)	NA	O	O	NA	O	O	O	P
Seats								
—Front: Vinyl bench with integrated head restraints	S	NA	NA	NA	NA	NA	NA	NA
—Deluxe cloth bench with integrated head restraints	O	NA	NA	NA	NA	NA	NA	NA
—Premium cloth 40/20/40 reclining split-bench with folding center armrest/storage console and integrated head restraints	NA	P	P	S	S	NA	S	S
—Premium cloth with vinyl trim reclining high-back buckets with driver-side manual lumbar adjustment and center floor console	NA	O	O	NA	O	P	O	O
—Rear: Premium cloth, folding 60-40 split-bench seat	NA	NA	NA	S	S	S	S	S
—Interior Colors								
—Mist Gray	S	O	O	S	O	O	O	O
—Agate	NA	O	O	NA	O	O	O	O
—Camel	NA	NA	O	NA	NA	NA	O	O

Jack of All Trades.

ITEM	REGULAR CAB			CLUB CAB				
	BASE	SPORT	SLT	BASE	SPORT	SPORT+ ¹	SLT	SLT+
Security Group ² —Theft Alarm System	NA	0	0	NA	0	0	0	P
Sound Systems								
—AM/FM stereo radio and cassette player with soft-touch controls, soft load/eject and 4 speakers	S	S	S	S	S	S	S	S
—AM/FM stereo premium radio and cassette player with graphic equalizer, CD changer controls and 8 Infinity ³ speakers	NA	0	0	NA	0	0	0	0
—AM/FM stereo premium radio and CD player with graphic equalizer and 8 Infinity ³ speakers	NA	0	0	NA	0	0	0	0
—AM/FM stereo premium radio, CD and cassette players with graphic equalizer and 8 Infinity ³ speakers	NA	0	0	NA	0	0	0	0
—Radio delete	0	NA	NA	0	NA	NA	NA	NA
—Infinity ³ speaker package; 8 speakers in 6 locations	NA	0	0	NA	0	0	0	0
Steering —Power-assisted								
—Rack-and-pinion (4x2 models only)	S	S	S	S	S	NA	S	S
—Recirculating ball (4x4 models only)	S	S	S	S	S	S	S	S
Steering Column —Tilt	0	0	0	0	0	P	0	P
Storage								
—Covered bins under rear seats	NA	NA	NA	S	S	S	S	S
Tire and Handling Groups								
—4x2: P235/70R15 OWL all-season tires (set of 5), rear stabilizer ⁴ bar, and 15" x 8" cast aluminum wheels	NA	0	0	NA	0	NA	0	0
—4x4: 31" x 10.5" R15 OWL all-terrain RT/S tires (set of 5), rear stabilizer bar, color-keyed wheelflares and 15" x 8" cast aluminum wheels	NA	0	0	NA	0	P	0	0
Tires —Set of 5								
—P215/75R15 BSW all-season	S	NA	NA	S	NA	NA	NA	NA
—P215/75R15 OWL all-season (4x2 models only)	NA	P	P	NA	P	NA	P	P
—P235/75R15XL BSW all-season (4x2 models only)	NA	0	0	0	0	NA	0	0
—P235/75R15XL OWL all-terrain (4x4 models only)	NA	P	P	NA	P	NA	P	P
Trailer Tow Preparation Group —Includes Class IV receiver-style hitch, 4-wire adapter	0	0	0	0	0	0	0	0
Transfer Case —4x4 models only								
—NV231 2-speed part-time with shift-on-the-fly (V6 engine only)	S	S	S	S	S	NA	S	S
—NV231 H.D. 2-speed part-time with shift-on-the-fly (V8 engine only)	0	0	0	0	0	P	0	0
Wheels —Set of 4								
—15"x6" styled steel, painted	S	NA	NA	S	NA	NA	NA	NA
—15"x7" 5-spoke aluminum	NA	P	P	NA	0	NA	P	P
—15"x8" cast aluminum (included in Tire and Handling Group only)	NA	0	0	NA	0	P	0	0

S = Standard. 0 = Optional. NA = Not available. P = Package. ¹4x4 Club Cab models only. ²Always wear your seat belts for a fully effective air bag. Rearward-facing child seats cannot be used in regular cab models. ³4x2 or 4x4 models with V8 engine must have 3.55 axle ratio; 4x2 models with I-4 or V6 engine and manual transmission or 4x4 models with V6 engine must have 3.92 axle ratio. All models are packaged with 10" x 2.5" rear brakes. ⁴Not available with 2.5-liter 4-cylinder engine. ⁵Requires Power Convenience Group. ⁶Rear stabilizer bar is only available on Club Cab 4x2 models with Tire and Handling Group. Infinity is a registered trademark of Infinity Systems, Inc.

Dakota Interior Dimensions

	Front	Rear
Head Room	40.0	38.0
Hip Room	56.7	58.0
Shoulder Room	58.1	58.2
Leg Room	41.9	22.1
Seat Width	50.4	47.6
Seat Depth	19.7	13.4
Seat Adjustment		
— Regular cab	7.5	NA
— Club cab	8.7	NA
Total Passenger Room (cu ft)	56.4	28.3

NA = Not applicable. All measurements in inches unless noted.

DAKOTA

Power Train and Performance Specifications

Engine	Transmission	HP	Torque lb-ft	Gross Combination Weight Rating			
				Standard Capacity		Upgraded Capacity	
				Axle Ratio	GCWR ¹ lb	Axle Ratio	GCWR ¹ lb
2.5L I-4 Magnum	Man 5-Spd	120	145	3.55	5,400	3.92	5,800
3.9L V6 Magnum	Man 5-Spd	175	225	3.21	7,500	3.55	8,000
3.9L V6 Magnum	Auto 4-Spd	175	225	3.55	8,800	3.92	9,200
5.2L V8 Magnum	Man HD 5-Spd	230	300	3.21	7,800	3.55	9,500
5.2L V8 Magnum	Auto HD 4-Spd	230	300	3.55	9,200	3.92	10,500
		Available Payload Rating (lb)		Available Trailer Weight Allowances ² (lb)			
Engines I-4 V6 V8		Standard	Optional	Standard	Optional with 10,500 GCWR		
Regular Cab 4x2 6.5-Ft Box	S O O	1,250	1,800/2,600 ³	2,000	6,800		
Regular Cab 4x2 8-Ft Box	S O O	1,250	1,800/2,600 ³	2,000	6,800		
Regular Cab 4x4 6.5-Ft Box	S O	1,450	2,000	4,100	6,500		
Club Cab 4x2 6.5-Ft Box	S O	1,450	2,000	3,600	6,400		
Club Cab 4x4 6.5-Ft Box	S O	1,450	1,800	3,800	6,200		

¹Gross Combination Weight Rating. Maximum engine cooling package is required to achieve these ratings. ²Standard Trailer Tow Weight Allowance is a guide based on an unloaded truck with standard equipment. Higher Trailer Weight Allowances are available with certain power train and axle ratio combinations. Weight Allowance must always be reduced by the weight of optional equipment, trailer hitch, passengers (other than driver) and cargo in truck. Maximum tongue weight depends on the tow weight allowance and the payload. Load equalizing hitches are recommended for all trailers over 2,000 lb. See dealer for details on payload, trailer weight allowances and recommended towing practices. ³No payload upgrade available with I-4 Magnum. Other optional payloads available with selected power train combinations.

Dimensions	Regular Cab Short Bed	Regular Cab Long Bed	Club Cab Short Bed
Wheelbase	112"	124"	131"
Overall Length	195.8	215.2	214.8
Overall Height 4x2/4x4	65.6/67.9	65.3	65.7/68.1
Overall Width	71.5	71.5	71.5
Box Length	6.5'	8.0'	6.5'
Box Width	59.3"	59.3"	59.3"
Box Depth	17.6"	17.6"	17.6"
Tailgate Opening	57.8"	57.8"	57.8"
Width Between Wheelhouses	44.7"	44.7"	44.7"

Everything But The Chauffeur.



A



B



C



D

Dodge full-size passenger vans provide two great ways to move people — the factory-appointed Ram Wagon or custom conversion vans outfitted with a wide variety of features. Either way, Dodge passenger vans have the comfort, reliability and safety that builds confidence and trust when moving people is your goal.

Dodge passenger vans offer many more choices — like three body lengths, seating for eight to 15 and three Magnum engines — to outfit a Dodge wagon or van to meet your specific needs efficiently.

As a matter of fact, about the only thing a Dodge Ram Wagon or Conversion Van doesn't have is a personal driver.

Dodge passenger vans that come with a full lineup of powerful Magnum® engines are built to handle the extra miles. Unibody construction is stronger and lighter than body-on-frame designs. Giving you more load-carrying capacity just in case you need to take along a few extras. Anticorrosion applications assure thoroughly protected exterior sheet metal. And the long list of safety features protects the most important cargo of all — the driver and passengers.

Dodge Ram Wagons and Conversion Vans — comfortable to drive, smart to own.

A Dodge Ram 2500 Conversion Van shown in 127-inch wheelbase with raised roof.

B Dodge Ram 3500 SLT Maxiwagon, shown in Dark Red Metallic with Light Gray. Features 15-passenger seating.

C Ram 3500 Maxivan Conversion outfitted with a side-mounted wheelchair lift and raised roof.

D SLT Wagon interior shown in Medium Quartz, includes premium cloth-with-vinyl trim, reclining front bucket seats with folding armrests, center console with storage and tilt steering wheel with air bag*.

*Always wear your seat belts for a fully effective air bag

Jack Of All Trades.

Plumbers don't paint. Carpenters don't clean carpets.

Why would we build only one type of van to accommodate every trade?

Dodge Ram Van offers three job-rated sizes, several window and door combinations and a variety of packages, because to get the job done you need the proper equipment.

Of course, some of Ram Van's features are universal tools of the trade. Dodge Magnum® engines barely break a sweat on the tough jobs. Unibody construction offers the most efficient payload carrying capacity for your cargo needs. Short turning diameters allow you to maneuver through the tight spots and anticorrosion applications assure thoroughly protected exterior sheet metal.

Ram Vans — because when it comes to hard work, one size definitely doesn't fit all.

Winner:
**Dodge Ram Wagons and Ram Vans—
Lowest Ownership Costs over
5 years/70,000 miles.**
*IntelliChoice®
"Complete Small Truck Cost Guide"*

E Dodge Ram 2500 127" wheelbase Cargo Van with dual side and rear doors shown in Bright White.

F Dodge Ram 3500 Maxivan, shown in Colorado Red, offers 304 cubic feet of cargo space, ideal for hauling large items like carpet.

G Ram Vans offer several custom work packages to meet the individual needs of each job. Shown here in Colorado Red is the Tradesman Upfitter package, which includes the Crown Slide Down™ ladder rack, full-size metal partition and a heavy-duty floor mat.



RAM PASSENGER & CARGO VANS

Selected Standard and Optional Equipment

	CARGO VAN			PASSENGER VAN		
	1500	2500	3500	Value	SLT	Conversion
Air Bag — Driver	S	S	S	S	S	S
Air Conditioning —Front, CFC-free refrigerant	O	O	O	S	S	P
Alternator						
—117-ampere	S	S	S	NA	NA	NA
—136-ampere	O	O	O	S	S	P
Axle — Antispin differential (specific ratios only)	O	O	O	O	O	O
Battery						
—600-ampere maintenance-free	S	S	S	S	S	NA
—750-ampere maintenance-free	O	O	O	O	O	P
Brakes						
—Power-assisted front disc/rear drum with rear wheel antilock	S	S	S	S	S	S
—Power-assisted with 4-wheel antilock	O	O	O	O	O	O
Bumpers						
—Front and Rear—Painted dark silver	S	S	S	NA	NA	NA
—Front and Rear—Bright with step pad	O*	O*	O*	S	S	P
—Rear—Bright step type	O	O	O	O	O	O
Clock —Digital, in radio	S	S	S	S	S	S
Console						
—Engine cover with storage bins, tray and dual cup holders	O	O	O	O	P	O
Cooling						
—Maximum engine (standard on 3500 vans and 3500 maxiwagons)	O	O	S	O	O	O
—Auxiliary automatic transmission oil cooler (standard on 3500 vans and 3500 maxiwagons)	O	O	S	O	O	O
Deluxe Convenience Group —Includes speed control and tilt steering	O	O	O	O	S	P
Doors						
—Dual side	S	S	S	S	S	S
—Sliding side	O	O	O	O	O	NA
—Dual rear	S	S	S	O	O	S
—Single rear	O	O	O	S	S	O
Dynamic Side-Impact Protection —Includes steel side-guard door beams for driver and front-passenger doors	S	S	S	S	S	S
Engine Block Heater	O	O	O	O	O	O
Exterior Appearance Group —Includes bright front and rear bumpers and bright grille	O	O	O	S	S	P
Fuel Tank —35-gallon	S	S	S	S	S	S
Glass						
—Tinted, all windows	S	S	S	S	S	S
—Privacy Sunscreen: Rear quarter windows	O	O	O	O	P	O
—No glass in cargo doors and van rear area	S	S	S	NA	NA	NA
—Window options shown at right	O	O	O	NA	NA	NA
—Vented glass for optional windows	O	O	O	NA	NA	NA
Glove Box —Locking	S	S	S	S	S	S
Grille						
—Painted dark silver	S	S	S	NA	NA	NA
—Bright	O*	O*	O*	S	S	S
Headlamps —Halogen	S	S	S	S	S	S
Instrument Cluster —Includes gauges for oil pressure, engine temperature, voltmeter, fuel, speedometer and trip odometer	S	S	S	S	S	S

	CARGO VAN			PASSENGER VAN		
	1500	2500	3500	Value	SLT	Conversion
Lock Group —Includes one key for ignition and front door and a second key for side door	O	O	O	NA	NA	O
Mirrors						
—Exterior: Dual manual control, 6" x 9" foldaway black	S	S	S	S	NA	NA
—Dual power control, 6" x 9" foldaway black	O	O	O	NA	P	P
—Interior: Rearview day/night 10"	S	S	S	S	S	S
Power Convenience Group —Includes power locks, power front windows, keyless and illuminated entry systems	O	O	O	O	P	P
Seats —Front driver and passenger						
—Heavy-duty vinyl buckets	S	S	S	S	NA	S
—Vinyl buckets	O	O	O	NA	NA	O
—Deluxe cloth trim buckets	O	O	O	O	NA	O
—Premium cloth trim reclining buckets	O	O	O	NA	P	O
—Driver only (delete passenger seat for credit)	O	O	O	NA	NA	O
Shock Absorbers —Heavy-duty gas-charged for long life	S	S	S	S	S	S
Sound Systems						
—AM/FM stereo radio, 10 station memory and 2 speakers	S	S	S	NA	NA	NA
—AM/FM stereo radio with cassette player, 10 station memory, seek, digital clock and 4 speakers	O	O	O	S	S	S
—Delete standard radio for credit	O	O	O	NA	NA	NA
Steering —Power-assisted with variable ratio	S	S	S	S	S	S
Steering Column —Tilt	O	O	O	O	P	P
Stripe —Lower bodyside and rear	S	S	S	NA	NA	NA
Suspension						
—Front: Independent coil spring, with stabilizer bar	S	S	S	S	S	S
—Rear: Leaf springs	S	S	S	S	S	S
Tires						
—P235/75R15 BSW all-season (1500/2500) (set of 5)	S	S	NA	S	O*	S
—P235/75R15 OWL all-season (1500/2500) (set of 5)	O	O	NA	NA	O	O
—LT225/75R16D BSW all-season (3500 non-Maxi) (set of 5)	NA	NA	S	S	S	S
—LT245/75R16E BSW all-season (3500 Maxi) (set of 5)	NA	NA	S	S	S	S
—Tire upgrades (see dealer for availability)	O	O	O	O	O	O
Tradesman Uppfitter Package *	O	O	O	NA	NA	NA
Trailer Tow Preparation Group *	NA	O	O	O	O	O
Unibody Construction	S	S	S	S	S	S
Wheels						
—15" steel argent w/hub caps (4) (set of 5)	S	S	NA	S	NA	NA
—15" styled steel argent (set of 4)	O	O	NA	NA	NA	NA
—15" styled steel chrome (set of 4)	O	O	NA	O	P*	P*
—16" steel argent with hub caps (set of 5)	NA	NA	S	S	S	S
—Matching spare wheel for all premium wheels	O	O	NA	O	O	O
Windshield Wipers —Deluxe 2-speed with intermittent delay	S	S	S	S	S	S

S = Standard. O = Optional. P = Included as part of package. NA = Not available.
 * Always wear your seat belts for a fully effective air bag.
 * Available for 127" wb non maxivan models only.
 * Available with Exterior Appearance Group.
 * WSW is standard on 2500 models.
 * Not available with 1500 models or V6 engine.
 * 1500 and 2500 models.

Dodge Ram Van Load Carrying Capacity

	STANDARD GVW (LB)	OPTIONAL GVW AVAILABLE (LB)	MAXIMUM PAYLOAD AVAILABLE (LB)
1500			
109"	6,010		2,085
127"	6,010		1,990
2500			
109"	6,400		2,510
127"	6,400	6,800*	2,370
127" Maxi	6,400		2,170
3500			
127"	7,500	8,510	4,055
Maxi	8,510	9,000	4,265

* Available on 127" wb 2500 model conversion vans.

Dimensions

	109.6 WB	127.6 WB	127.6 WB MAXI
Overall Height (Max)	79.5	79.9	79.9
Overall Width (Max)	79.8	79.8	79.8
Overall Length (Max)	187.2	205.2	231.2
Effective Head Room: Driver	40.5	40.5	40.5
Floor-To-Roof Height	53.2	53.2	53.2
Maximum Inside Width	72.2	72.2	72.2
Front Seat To Rear Door	91.2	109.2	135.2
Engine Cover To Rear Door	119.6	137.6	163.6
Width Between Wheelhouses	50.0	50.0	50.0
Rear- And Side-Hinged Doors			
—Opening height/width	47.2/49.3	47.2/49.3	47.2/49.3
Sliding Side Door			
—Opening height/width	47.2/39.8	47.2/39.8	47.2/39.8
Ram Van Cargo Area Capacity (cu ft)	206.6	246.7	304.5

NOTE: All dimensions are in inches unless noted.



Colorado Red



Medium Red Metallic



Dark Red Metallic

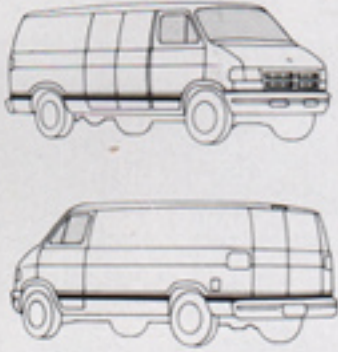
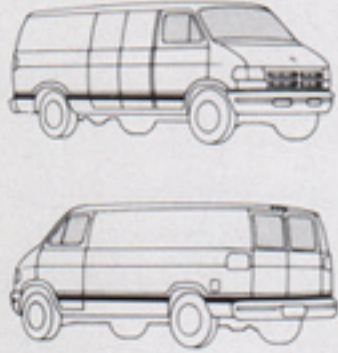
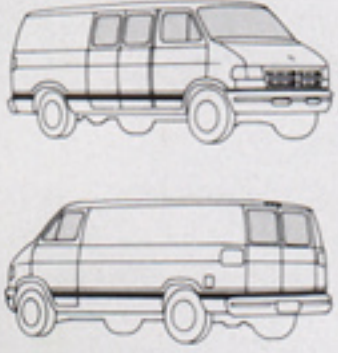
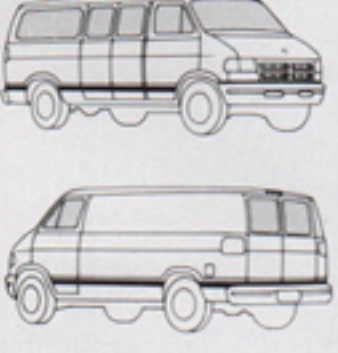
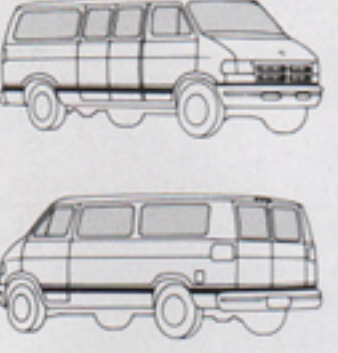


Hunter Green Metallic

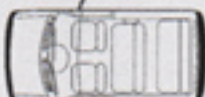














Dark Spruce Metallic

Cargo Van Window Group Combinations

CODE	STYLE	REAR DOOR WINDOW GLASS	RIGHT SIDE DOOR WINDOW GLASS	LEFT SIDE WINDOW GLASS OPPOSITE RT. DOOR	REAR QUARTER WINDOW GLASS	
					RIGHT	LEFT
		NONE	NONE	NONE	NONE	NONE
	STANDARD					
		FIXED	NONE	NONE	NONE	NONE
	OPTIONAL					
		FIXED	FIXED	NONE	NONE	NONE
	OPTIONAL					
		FIXED	FIXED	NONE	FIXED	NONE
	OPTIONAL					
		FIXED	FIXED	FIXED	FIXED	FIXED
	OPTIONAL					

Model/Engine/Seating Availability

		3.9L V6	5.2L V8	5.9L V8
Passenger Vans	 109' WB 8 PASSENGER 1500	S	0	—
	 127' WB 8 PASSENGER 2500	—	S	0
	 127' WB 12 PASSENGER 3500	—	S	0
	 127' WB MAXI 12 PASSENGER 3500	—	S	0
	 127' WB MAXI 15 PASSENGER 3500	—	S	0
	Cargo Vans	 109' WB 1500/2500	S	0*
 127' WB 1500/2500		S	0	0*
 127' WB 3500		—	S	0
 127' WB MAXI 2500		S	0	—
 127' WB MAXI 3500		—	S	0
Conversion Vans**		 109' WB 2500	S	0
	 127' WB 2500/3500	—	S	0
	 127' WB MAXI 3500	—	S	0

*2500 Models only. **Conversion Vans offer a wide variety of seating configurations. *Not available on 109' 1500 models.

Specifications, descriptions and illustrative materials contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Corporation reserves the right to discontinue models at any time or change specifications without notice or without incurring obligation. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Dodge Truck Dealer. Some of the equipment shown or described throughout this catalog is available at extra cost. Magnum is a registered trademark of Chrysler Corporation.



Light Spruce



Medium Blue Metallic



Light Gray



Black



Bright White



Viper GTS



Neon



Avenger



Stratus



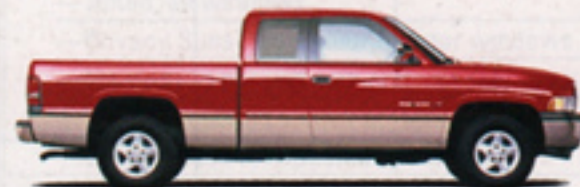
Intrepid



Caravan



New Dakota



Ram Pickup



Ram Chassis Cab with Aftermarket Body



Ram Passenger Van

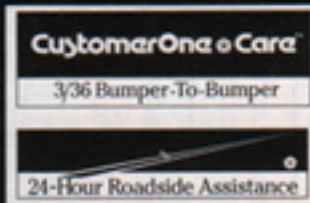


Ram Cargo Van

For more information, call 1-800-4-A-Dodge.
Or visit us on the Internet at <http://www.4adodge.com>

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8/96 74-383-9702 1700M



All Dodge trucks are covered by the 3/36 Customer One Care Plan,* which includes:

- A 3-year or 36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.)
- Roadside Assistance for 3 years or 36,000 miles provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers items not included in the 3/36 warranty: lockout, jump start, out of gas, flat tire repair and towing. Except for jump start and towing, there will be a \$25.00 per use customer fee.¹
- A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion.
- Trucks equipped with Cummins Intercooled Diesel engines have a five-year or 100,000-mile engine limited warranty.

Mopar Customer Care

There's only one sure way to keep your new Dodge truck performing at its optimum. Just make sure it's serviced regularly at your nearby Dodge dealer. You'll find first-rate mechanics specially trained in the maintenance and repair of your new Dodge, and they have immediate access to a complete stock of genuine Chrysler Corporation-engineered Mopar replacement parts.

- The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.



Chrysler Financial offers a broad range of automotive financing, which provides flexible terms for qualified buyers. Our College Graduate Program is especially attractive if you're just beginning your career. Gold Key Lease is designed to lower your monthly payments while Gold Key Lease One allows you to prepay all monthly payments so you have all the advantages of leasing without the hassle of monthly payments. Gold Key Plus is ideal for short-term financing. See your salesperson for details



Additional peace-of-mind protection for Dodge truck owners is available through optional Chrysler Service Contracts ... the only Extended Warranty backed by Chrysler Corporation! These services are available in a variety of time and mileage combinations to meet your driving needs.



Cash reimbursement is available for qualified adaptive driving devices on new Dodge vehicles. Ask your dealer to provide you with more information, or call Automobility Program Headquarters at 1-800-255-9877.

*See your dealer for details and a copy of this limited warranty.
¹Tires and optional cellular phones covered by their own manufacturer's warranty.
²Roadside Assistance services provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.) See Customer One Care 24-Hour Assistance Guide in vehicle glove box for details.

ON THE JOB Commercial Customer Bonus

Get \$500 cash back on a Dodge Ram Van or Wagon, or the exclusive Dodge 100,000-mile/ 5-year Power Train Care with Road Hazard Tire Coverage.* This coverage picks up where the basic factory warranty leaves off, extending your drivetrain coverage all the way up to 100,000 miles or five years from the original in-service date.

*Power Train Care with Road Hazard Tire Coverage option is not available to buyers located in AL, FL, MS, OK or UT. Check with your Dodge dealer or call 1-800-WORK-RAM for more details, eligibility, exclusions and expiration date of offer. This service contract is provided at no cost — there is no refund if cancelled. Some vehicles are not eligible to receive this coverage. Power Train Care is a licensed trademark of the Chrysler Corporation.



The New Dodge