

1994  DODGE

NEW RAM PICKUP

SHAFFER'S SALEM AUTORAMA, INC.
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216/332-1546



The Rules Have Changed.

For far too long, owning a full-size pickup meant living with a set of unwritten rules:

- Trucks aren't supposed to be comfortable.
- A truck is a truck, not an office.
- Trucks are noisy.
- Four-wheel antilock brakes are for cars, not pickups.
- Pickups don't carry air bags.
- Trucks ride like trucks.
- Trucks are clumsy.
- Trucks are magnets for rust.
- For serious torque, diesel is the only choice.

But the rules have changed. Now there's the new Dodge RAM Pickup.

This design sketch was the inspiration behind the new Dodge RAM Pickup. It was favored over many other designs for its pleasing combination of strength, boldness and unique Dodge personality.



Someday, All Trucks Will Be Made This Way.

Right from the start, the new Dodge RAM Pickup development team brought together specialists from every discipline, using our successful platform team approach to create a breakthrough truck. But the most important team member was you.

During research sessions across the country, truck owners like you told us you wanted a truck with no trade-offs. You asked for practical features for work or recreational use. You wanted a balanced truck, combining job-rated durability and reliability with interior comfort, convenience and safety.

A team of Dodge Truck engineers studied a wide variety of competitive trucks and cars to identify the best-in-class benchmark for every truck component. All of the information gathered was used to create a master list of product objectives the new RAM would meet or exceed to reinvent the American pickup.

Truck Technology Will Never Be The Same.

The new Dodge RAM was the first Dodge vehicle created exclusively on the advanced CATIA computer-aided design system.

Every supplier, engineering group and manufacturing technician interacted with this common database. They conducted load and

stress tests, crash tests, parts fit-and-finish analyses, and other computer simulation studies months and even years before prototype vehicles were built.

Each component was then thoroughly tested and punished well beyond its limits during four million miles of testing and refinement.

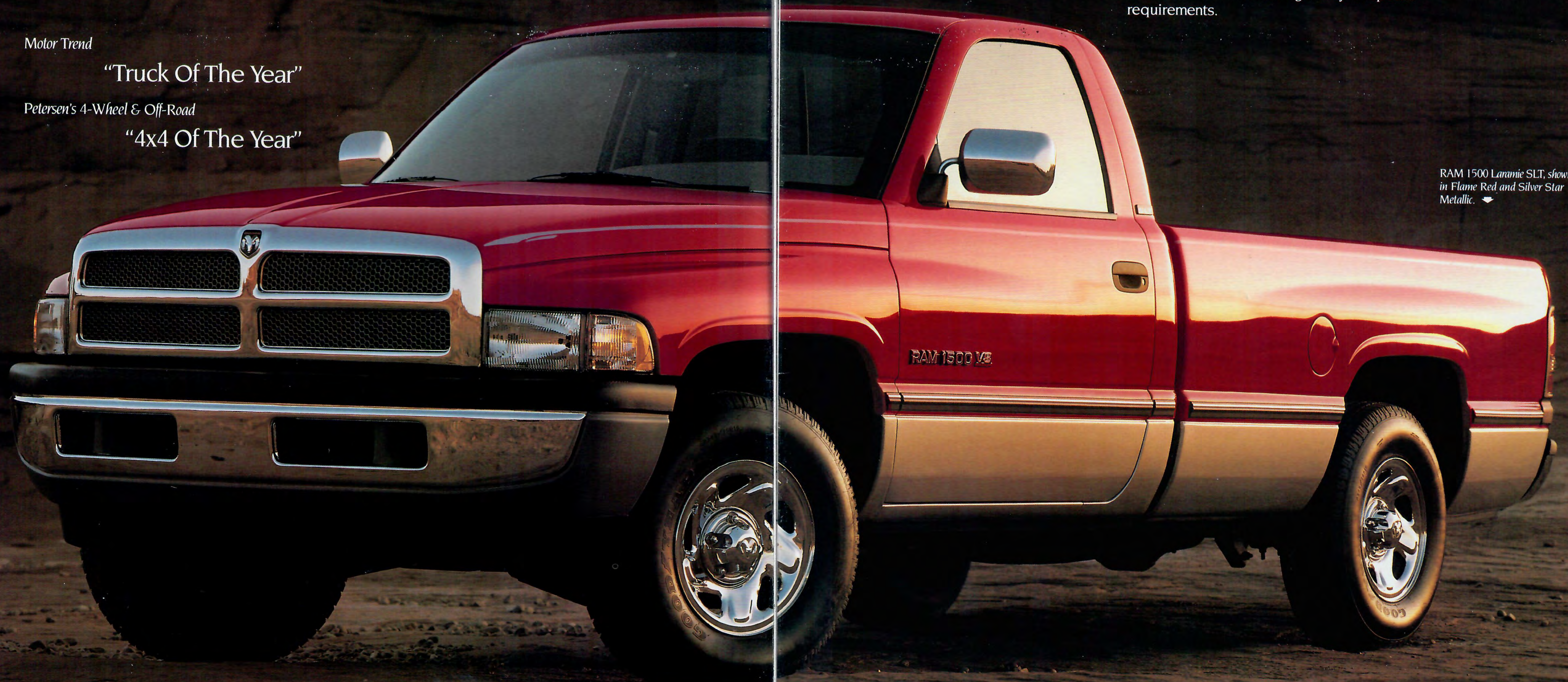
The result is a pickup that changes the rules. A new RAM that hauls heavy loads, tows large trailers and handles rugged off-road trails with ride, handling, safety and cab comforts that are unsurpassed. And with a wide range of models, options and GVWRs, rest assured there's a new RAM that's right for your special requirements.

Motor Trend

“Truck Of The Year”

Petersen's 4-Wheel & Off-Road

“4x4 Of The Year”



RAM 1500 Laramie SLT, shown in Flame Red and Silver Star Metallic.

The Rules Have Changed

The Most Interior Room And Storage Of Any Standard Cab Pickup.

We set out to make the cab of the new Dodge RAM the largest, most comfortable and most convenient of any pickup. And we succeeded.

The cab is four inches longer than its nearest competitor; provides more shoulder and hip room; longer seat travel for tall folks; wider three-across seating with a priority on comfort and support; seatbacks that recline (a first in standard cabs); a "business storage" center armrest/console; and an ingenious behind-the-seat storage system you won't find in any other truck.

The new Dodge RAM offers the added safety of the industry's only driver-side air bag* standard on every model. The 40-20-40 split-bench seat provides separate leg room adjustments for driver and passenger, and comfortable seating for three. A six-way power adjustable driver's seat is available on Laramie SLT.

Trucks Have Never Been This Convenient.

The new RAM's instrument panel is designed to be easily understood and comfortable to

use: a full complement of large, easy-to-read analog gauges and solid-feel controls and switches, positioned for clear view and ease of operation, even with a gloved hand.

The heat/ventilation system includes side window defrosters and four directional outlets for faster, quieter airflow. The new air conditioner uses environmentally responsible R134a refrigerant which contains no CFCs (proven to deplete the ozone layer).

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

Laramie SLT interior, shown in Slate Blue with 40-20-40 split-bench, reclining seatbacks and adjustable driver-side lumbar support. Handy door panel map pockets provide additional useful storage right where you need it. ▶

The wide center armrest/console opens to provide convenient "office on wheels" storage for your laptop computer, cellular phone, pencils, legal pad and more. The console door's thick, foam-padded inner surface holds items quietly and securely even with the console in the upright position. (Mopar hand-held cellular phone shown.) ▶



The new Dodge RAM's exclusive new available behind-the-seat storage system includes a cab-width floor tray, plus height-adjustable hanging bins and cargo nets. There is more than 13 inches of rear area floor space.



The Rules Have Changed Your Safety And Comfort Are Top Priorities.

One thing is obvious: truck drivers want the same level of safety and comfort offered by today's passenger cars.

Safety and comfort both begin with a chair-high, command-of-the-road seat position and large glass areas, providing long-distance comfort as well as a full range of vision. Visibility is further enhanced by standard six-by-nine-inch sideview mirrors.

The new RAM is the industry's first full-size pickup with a driver-side air bag* standard on every model, and more available safety features than any other pickup.

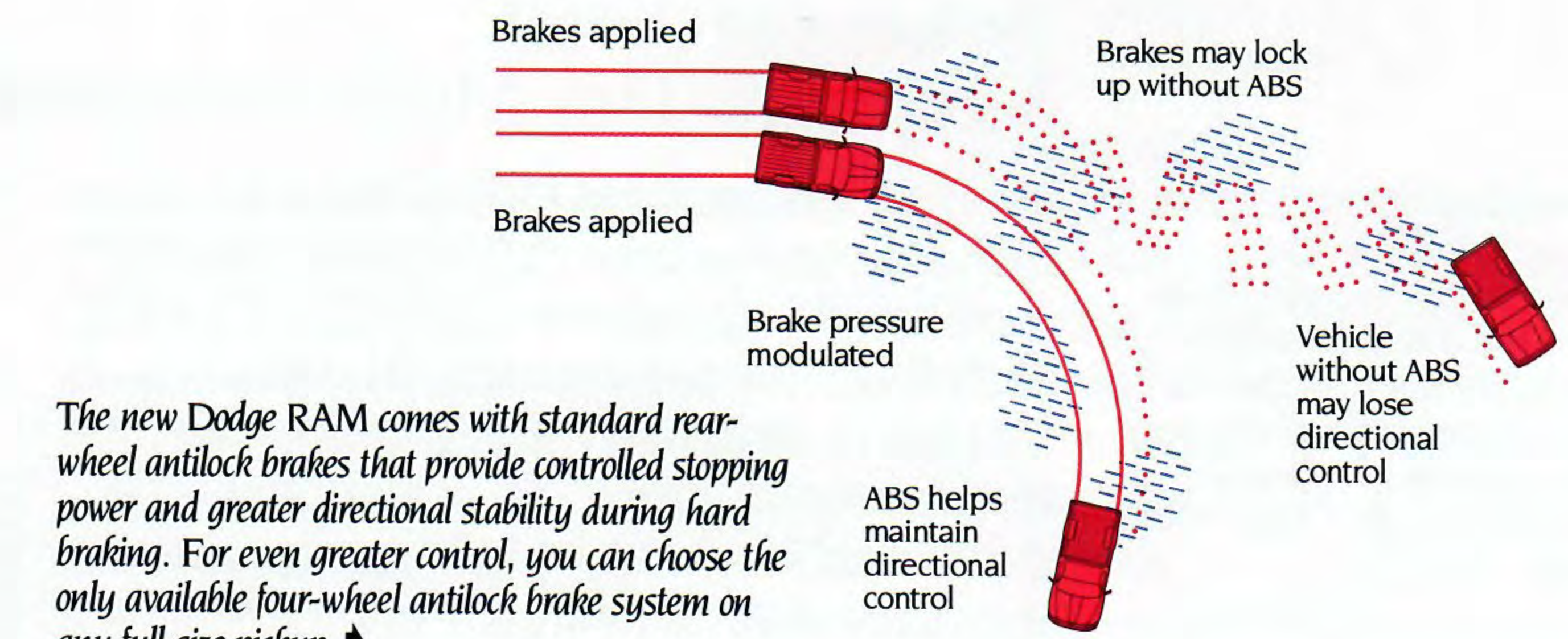
The new Dodge RAM is also the only full-size pickup you can buy that offers optional four-wheel antilock brakes (ABS) for directional stability and control during hard braking. (Rear-wheel antilock brakes are standard.)

There's also a collapsible steering column, side-guard door beams, a double-walled,

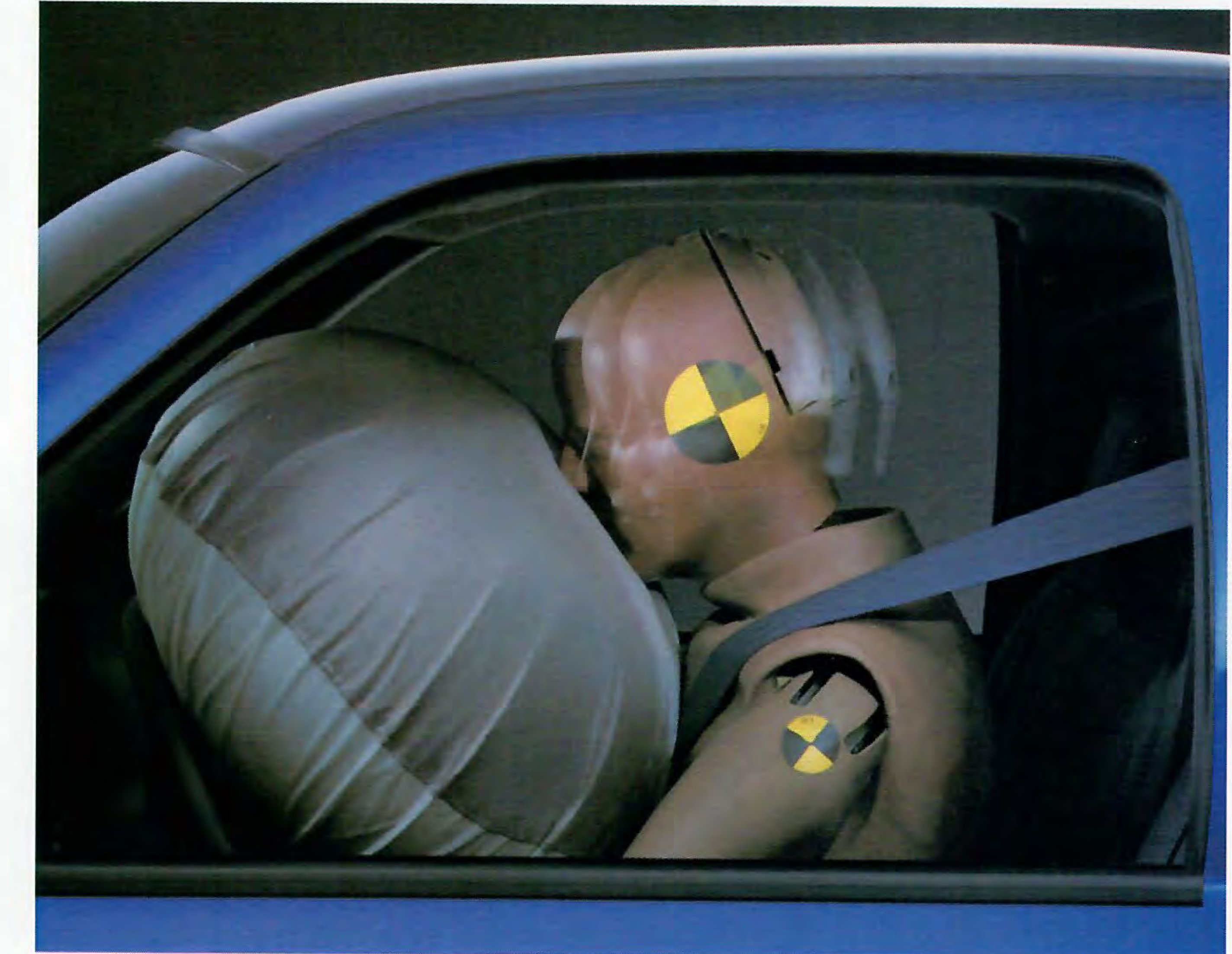
high-strength steel roof, a rigid, boxed front frame, and a center high-mounted stoplight above the back window. Serious pickup truck safety has been designed into every new Dodge RAM.

Extra care was taken to assure your comfort and satisfaction throughout the life of your new RAM Pickup. Laboratory robots were used to slam the doors, the tailgate and other functioning parts thousands of times to assure that each moving part has a cycle life equivalent to at least 500,000 miles of driving. Highly effective door and window sealing keeps out dust, water and road noise. The cab is isolation-mounted to the frame for reduced vibration, while sound-proofing is extensive. The result is America's quietest pickup at idle and 55 mph.

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



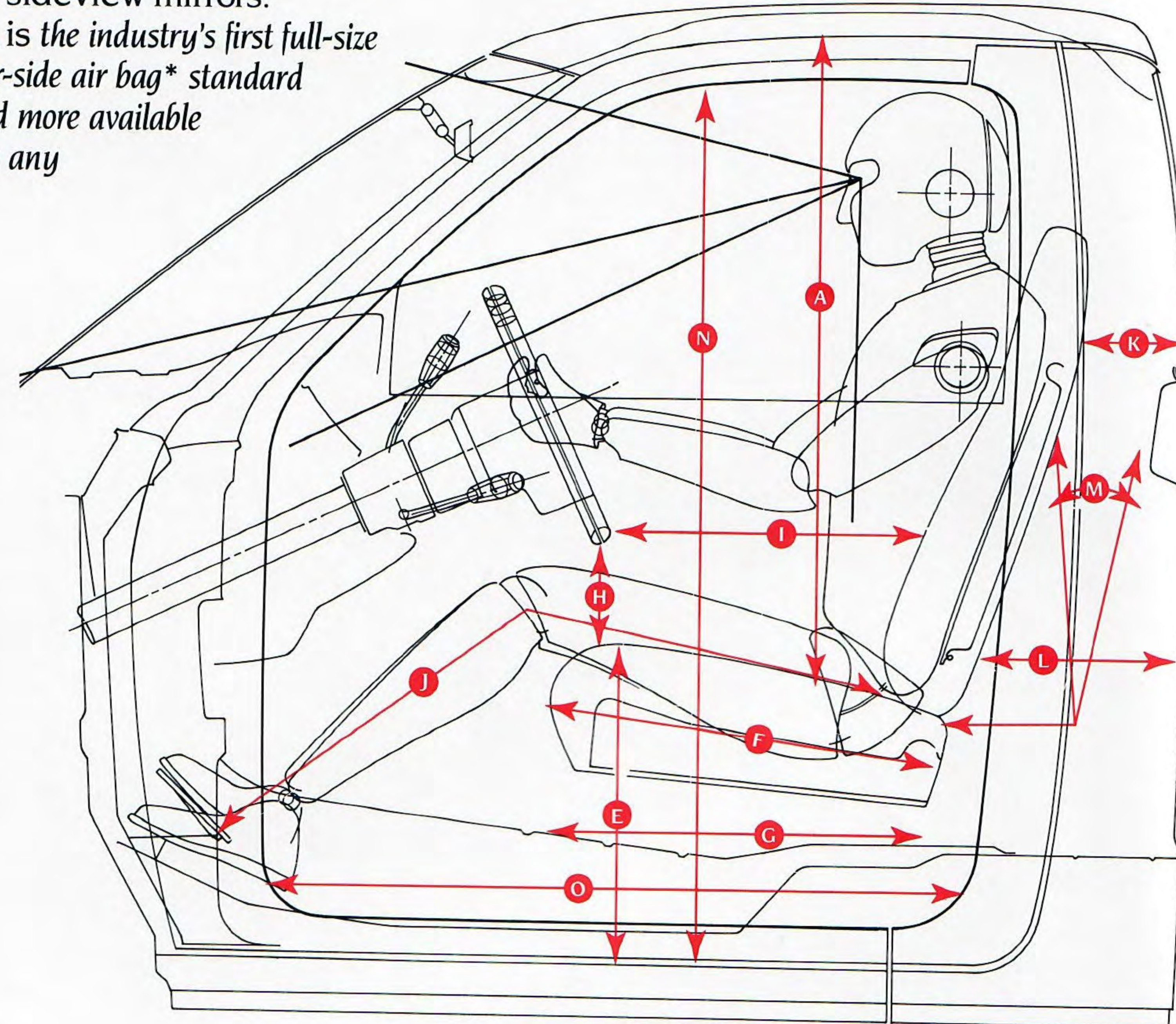
The new Dodge RAM comes with standard rear-wheel antilock brakes that provide controlled stopping power and greater directional stability during hard braking. For even greater control, you can choose the only available four-wheel antilock brake system on any full-size pickup.



The new RAM's air bag* system has been specially engineered to withstand the rigors of real-world truck use. In a front-end collision, the air bag* restraint system inflates, helps to protect you by absorbing the sudden forward motion, and then deflates, all in a fraction of a second.

The new RAM's chair-high seating and generous window glass combine to give you a commanding view of the road.

Regular Cab	Inches
A Head Room	40.2
B Hip Room	65.8
C Shoulder Room	66.3
D Seat Width	60.2
E Seat Height	13.2
F Seat Depth	19.0
G Seat Adjustment (front/rear)	7.5
H Leg Clearance (Seat to steering wheel)	5.9
I Steering Wheel To Seatback (Max)	15.9
J Leg Room	41.0
Back Of Seat To Back Of Cab	
—Top	3.8
—Bottom	13.2
M Seatback Angle (Degrees)	21.0
N Door Opening Height	47.1
O Door Opening Width	41.8



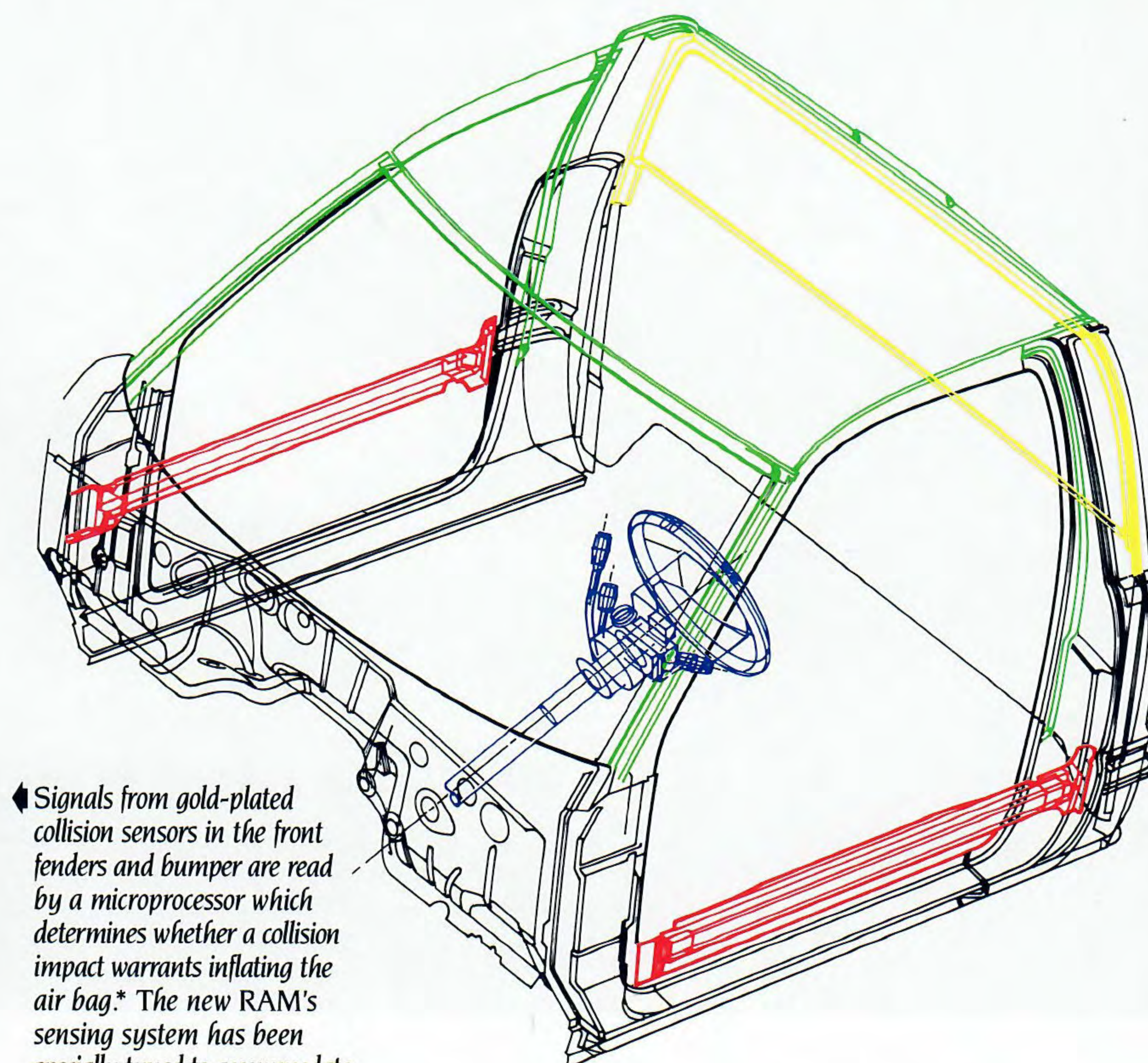
The new RAM ST's standard interior, shown in durable Crimson Red deluxe cloth, features a 40-20-40 split seat. (Also available in Fusion vinyl.)



The new RAM WS and LT interior, shown in Quartz, includes a solid-back bench seat with tough, cloth-backed Fusion vinyl. (Also available in deluxe cloth on WS models.)



The new RAM's double-walled cab roof construction has proved highly damage resistant during extensive roof crush tests. Its full inner panel, plus an adhesive-bonded rear window, add structural strength.



Signals from gold-plated collision sensors in the front fenders and bumper are read by a microprocessor which determines whether a collision impact warrants inflating the air bag*. The new RAM's sensing system has been specially tuned to accommodate the many rigors of truck use.



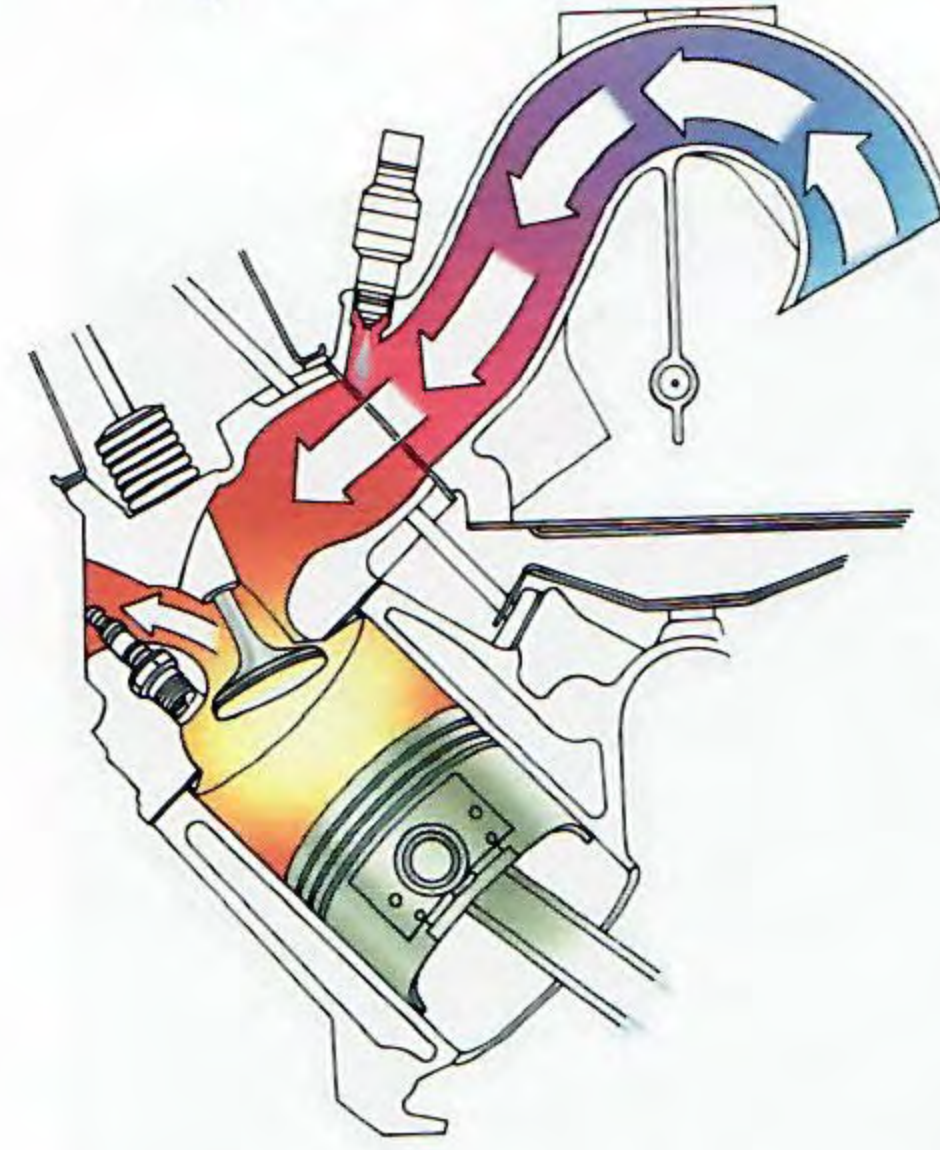
High-strength steel side-guard door beams help protect you during side-impact collisions.

The rear window is convex to minimize distracting glare. An optional solar glass sliding rear window reduces heat buildup.



The Rules Have Changed
Magnum: The Most Powerful Line Of Pickup Engines.

Every Magnum engine features the Dodge-exclusive "returnless" microprocessor-controlled multipoint fuel-injection (MPI) system that provides instant throttle response for maximum horsepower and fuel economy over a broad rpm range. ◀



The new Dodge RAM Pickup has a full selection of five powerful, reliable engines, developed for maximum horsepower, torque, and all-around performance. There's a Magnum just right for your truck's power requirements, from a 175-horsepower, 239-cubic-inch V6 up to the 300 horsepower of the massive 488-cubic-inch V10.

The gasoline-powered Magnums feature the proven technology of multipoint fuel injection; a cast aluminum intake manifold with huge 14.5-inch runners, plus four inches of additional runner length; fist-sized valves with narrow stems for maximum airflow and efficient combustion; and a host of other advanced features.

You won't find any dead spots on the power curve and there's plenty of low-end torque to

launch off the line and maintain speed under heavy loads.

Magnum V10: The Most Power Of Any Pickup.

Specially engineered for power, endurance and reliability, the new V10 has an extra-strength



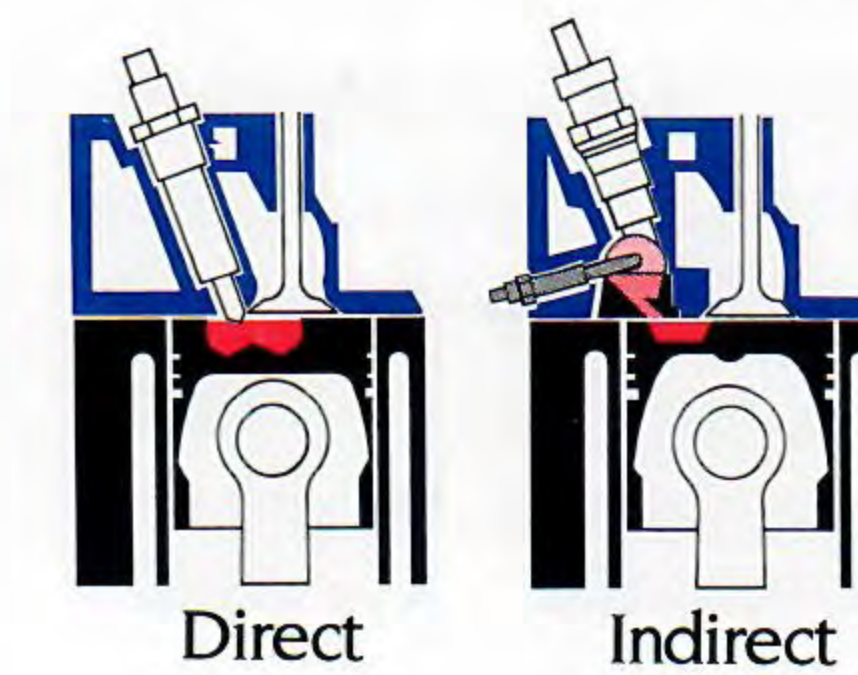
cast iron, deep "Y" block; smooth-running six-main-bearing crankshaft; and moly-coated pistons for low wear during break-in.

The ignition system is distributorless and computer-controlled for precise engine timing. Response is instantaneous from its multipoint fuel injection.

This new Magnum engine has been mated to the same heavy-duty components that have proved their durability with the Cummins Intercooled Turbo Diesel, including a massive radiator, auxiliary oil cooling, transmissions, transfer cases and running gear designed for years of hard use.

◆ The new optional 488-cubic-inch (8.0-liter) Magnum V10 is simply the most powerful gasoline engine in any American pickup truck. This multipoint fuel-injected V10 is more fuel efficient than the Ford 460 or Chevy 454 V8s. Its low rpm torque curve translates to 400 lb-ft of torque at 1,000 rpm. That's just off idle!

The unique Cummins' direct-chamber fuel-injection design provides more efficient combustion than indirect injection diesels by using 100 percent of fuel energy for power versus IDI prechamber combustion systems that lose up to 15 percent of the fuel's heat energy through cooling of the precombustion chamber.



The Magnum V10's performance, durability and reliability have been verified over and over during endurance testing in the dynamometer lab, on the test track and in preproduction trials with some of the nation's biggest truck fleets, where each vehicle logs an average of 12,000 miles every month.

Newly Refined Cummins Intercooled Turbo Diesel.

The best-in-class performance and fuel economy of the 359-cubic-inch (5.9-liter) Cummins Intercooled Turbo Diesel means dependability, power, and the most torque of any diesel pickup.

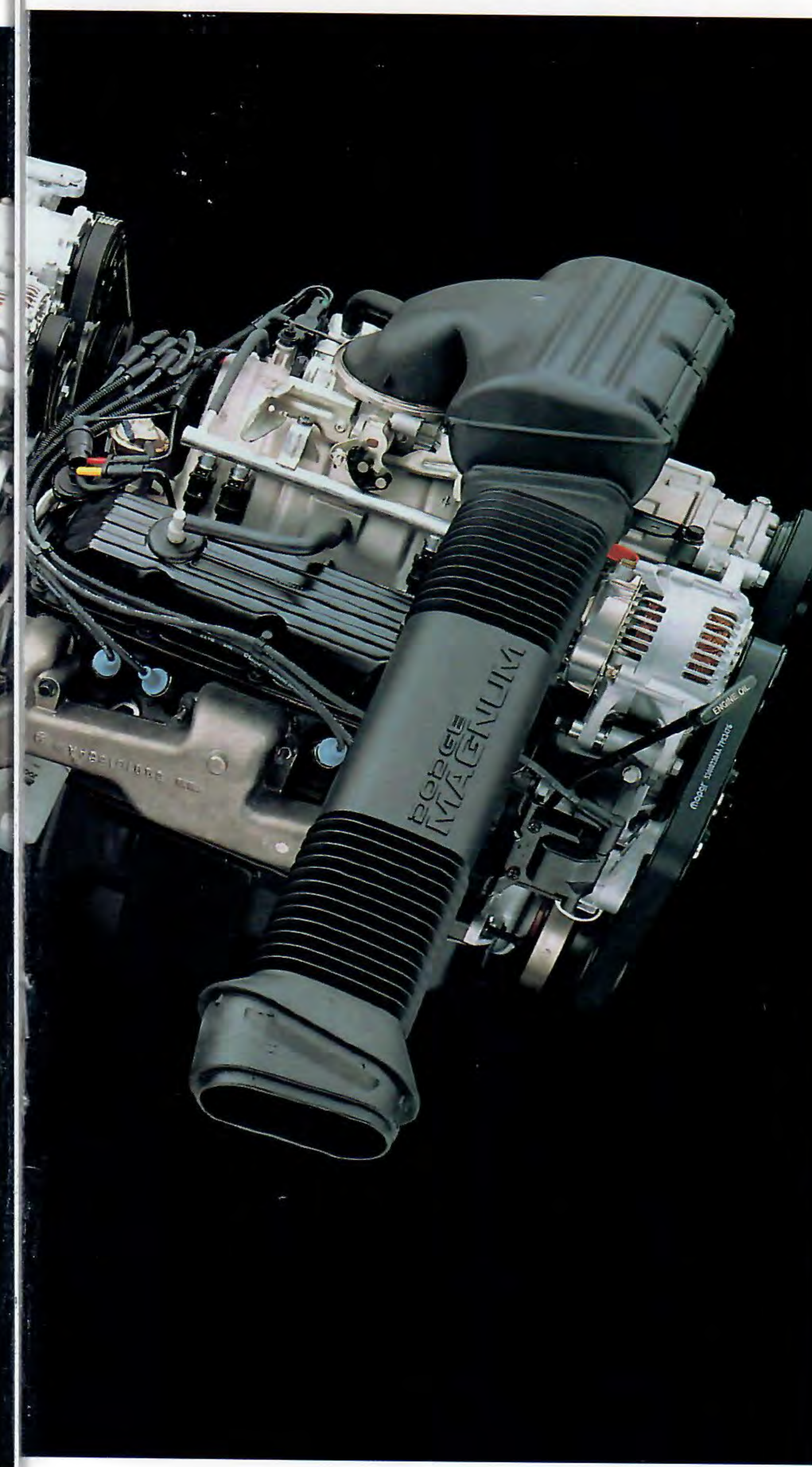
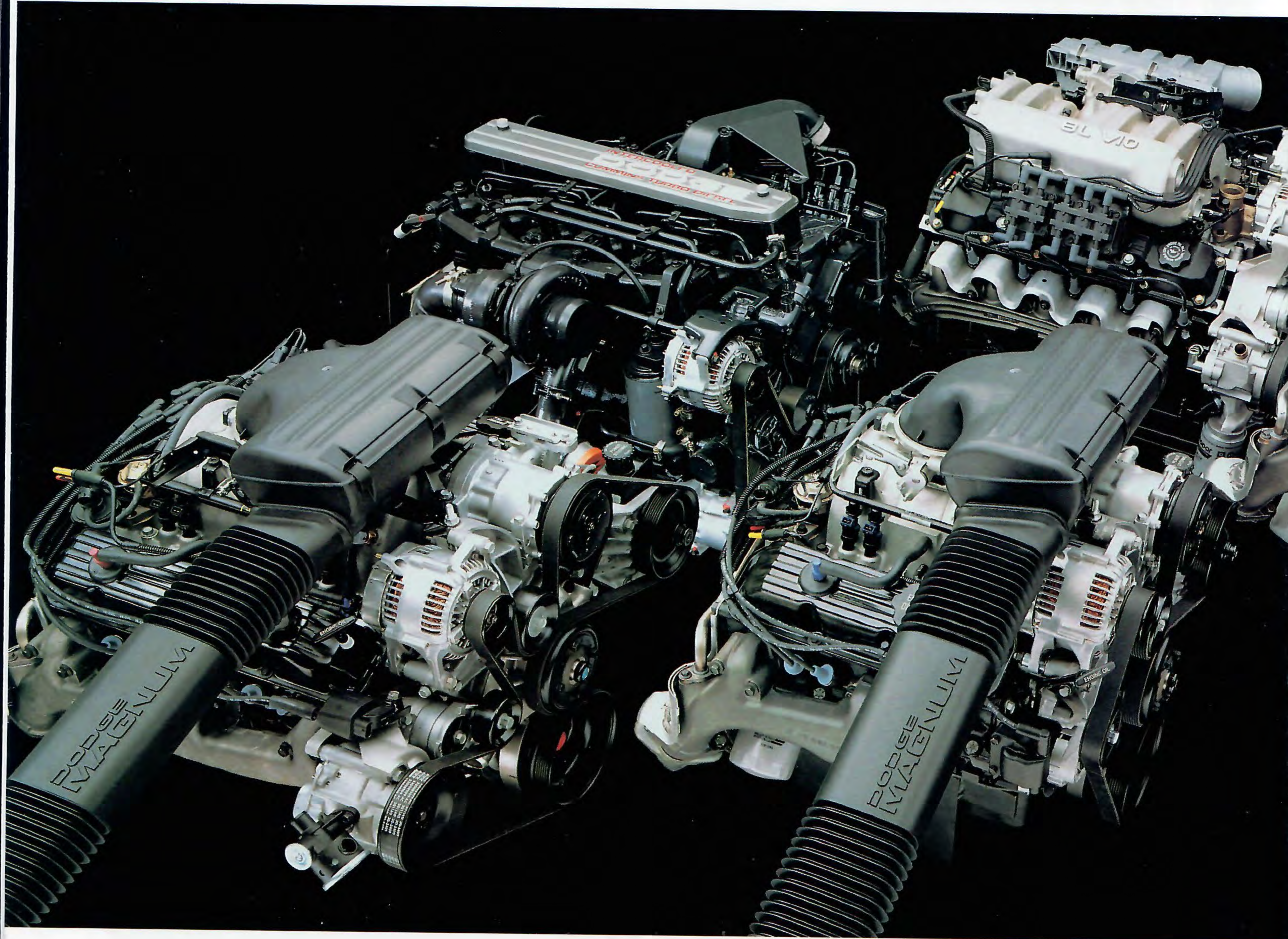
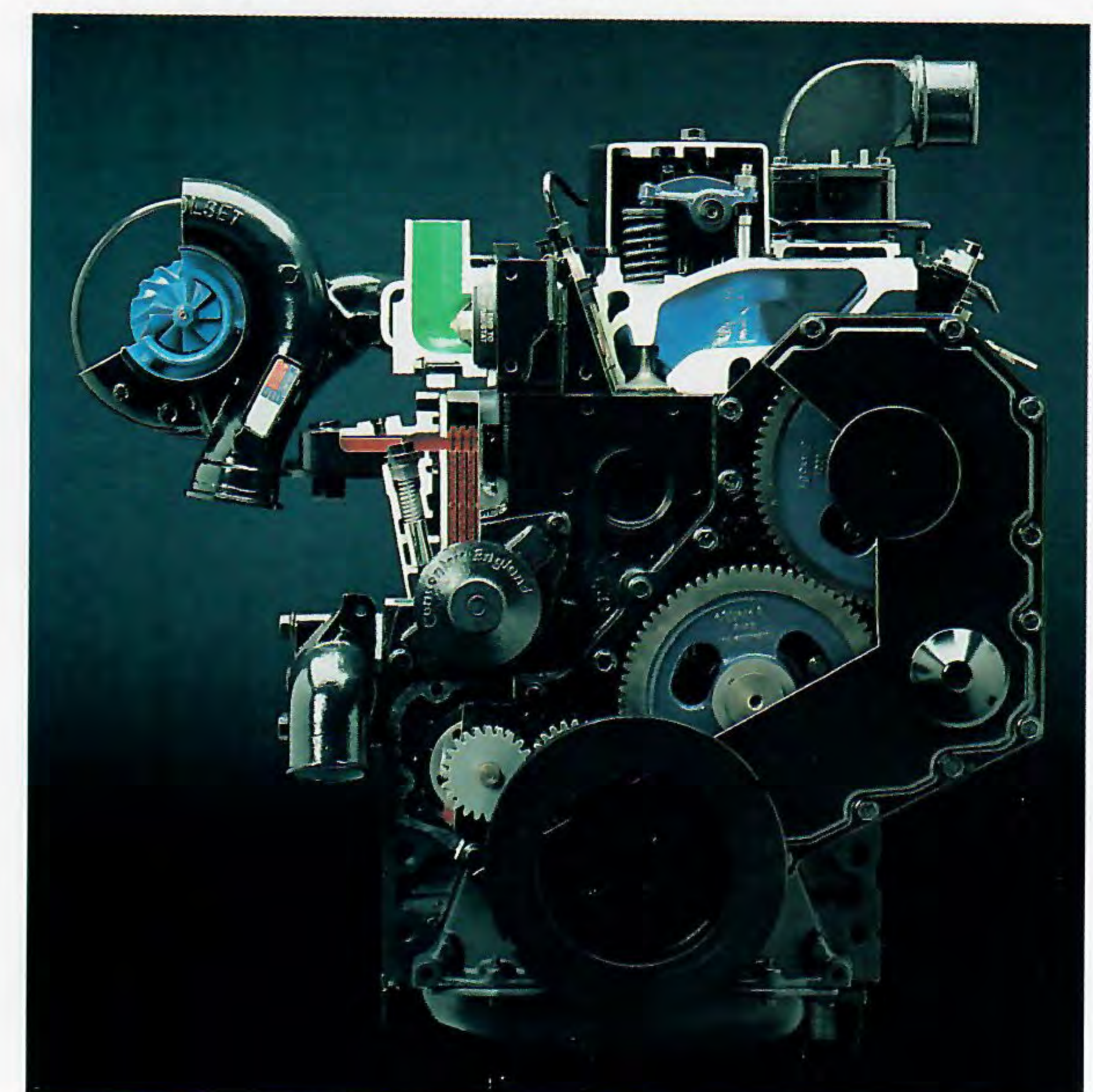
Designed for 35,000- to 65,000-pound GVWR applications, the Cummins B-Series Diesels are favored among "big-rig" truckers. That level of overdesign makes the Cummins-powered new RAM the hardest-working pickup in America.

The 1994 Cummins Intercooled Turbo Diesel has a new, quicker turbine design and a turbo wastegate for improved durability, better throttle response and greater low-speed torque.

The new high-pressure, in-line fuel pump provides finer fuel spray and more complete combustion, plus a diesel catalytic converter helps reduce exhaust emissions 30 percent for cleaner air with no loss in performance.

Only the Cummins Diesel provides direct injection and intercooling for the most low-rpm power, most efficient combustion, and best fuel economy.

The Cummins Turbo Diesel's in-line six-cylinder has 40 percent fewer parts and simpler maintenance compared with Ford and Chevy's V8 diesels. An electric heater grid provides quicker starts in cold weather. The exclusive intercooler improves combustion and minimizes emissions. The heavy-duty, high-mileage rated turbocharger has a specially engineered turbine shaft-bearing lubrication system. ◀



Magnum 8.0L V10

- 488-cubic-inch displacement
- 300 hp at 4,000 rpm
- 450 lb-ft of torque at 2,400 rpm (top right)

5.9L Cummins Intercooled Turbo Diesel Manual Transmission

- 359-cubic-inch displacement
- 175 hp at 2,500 rpm
- 420 lb-ft of torque at 1,500 rpm

Automatic Transmission

- 359-cubic-inch displacement
- 160 hp at 2,500 rpm
- 400 lb-ft of torque at 1,500 rpm (top left)

Magnum 5.9L V8

- 360-cubic-inch displacement
- 230 hp at 4,000 rpm
- 330 lb-ft of torque at 3,200 rpm (LD)
- 330 lb-ft of torque at 2,800 rpm (HD) (bottom left)

Magnum 5.2L V8

- 318-cubic-inch displacement
- 220 hp at 4,400 rpm
- 300 lb-ft of torque at 3,200 rpm (bottom right)

Magnum 3.9L V6

- 239-cubic-inch displacement
- 175 hp at 4,800 rpm
- 230 lb-ft of torque at 3,200 rpm (bottom center)

The Rules Have Changed
Designed To Work Harder, Verified to Last Longer.

The better your truck fits the job, the greater its worth as an investment. The new Dodge RAM offers built-in value when you buy; during years of efficient, reliable operation; and down the road at resale time.

Value begins with job-rating. Every component has been designed to work beyond its specified rating to perform the most rigorous jobs. Each new Dodge RAM is completely equipped and fully qualified for its designated work use, with *the most available payload of any 4x2 or 4x4 pickup.*

The new RAM's high-strength, 36,000-psi steel frame was engineered to withstand extreme punishment with the deepest rails of any pickup, plus the extra stiffness of boxed front crossmembers. This frame's optimum combination of stiffness and flexibility includes a unique "K"-shaped main rear crossmember that resists sideways flexing.

Work-oriented features such as two-tiered bed loading, the ability to divide the bed into three separate compartments, tie-down points

for safe cargo hauling, and *the industry's only standard 16-inch wheels on a half-ton pickup* add up to workability unmatched in competitive trucks.

Every new RAM is designed for ease of serviceability and continuing value during operation. Major service components are easily

The new Dodge-exclusive RAM 4x4's unique solid axle link-coil suspension with stabilizer bar provides a new standard of off-road ride, handling, travel and traction. The solid axle delivers proven durability and high ground clearance.



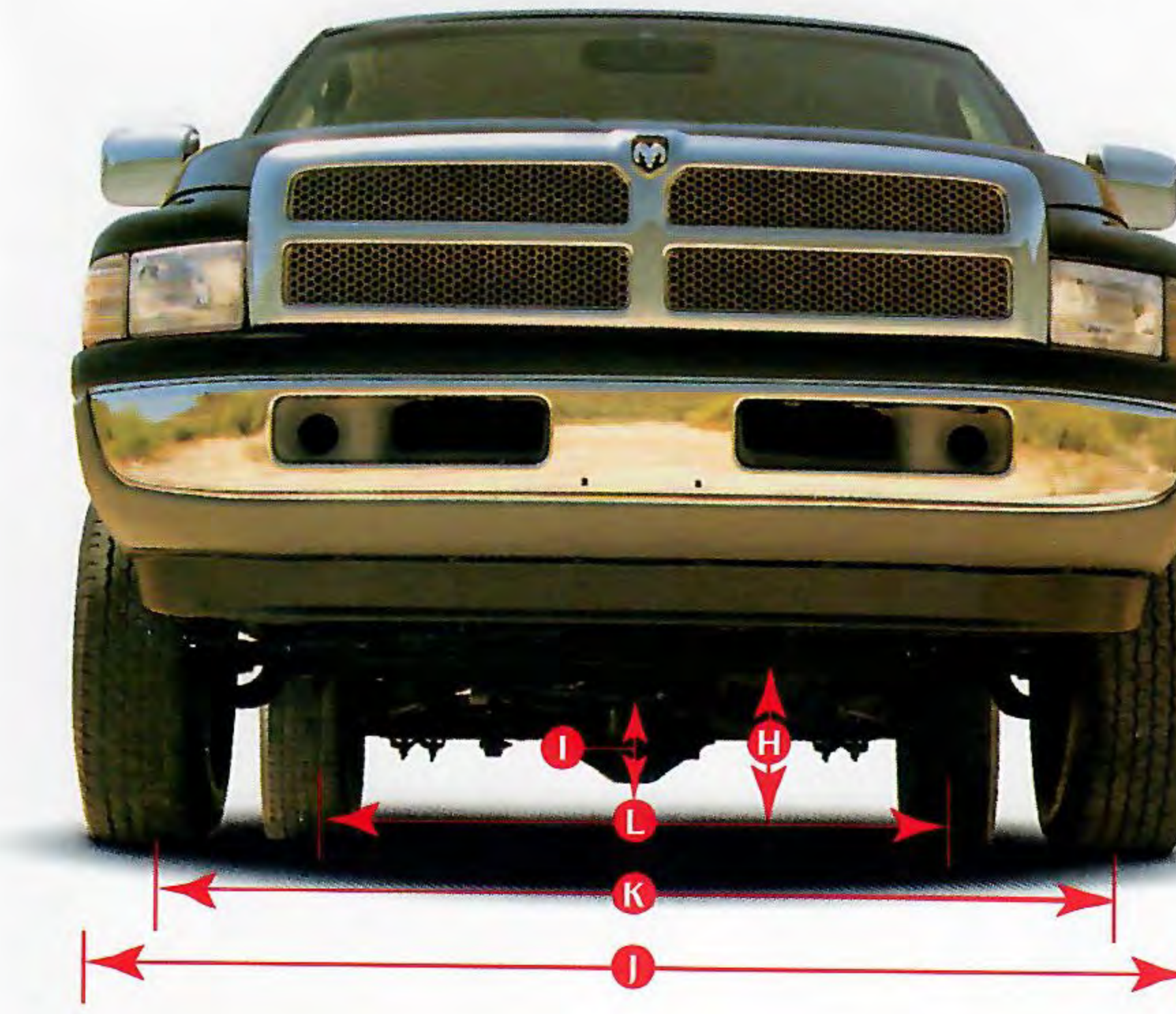
New Dodge RAM 2500 HD 4x4 with Cummins Intercooled Turbo Diesel shown below left in Dark Blue. New RAM 1500 WS shown below right in Brilliant Blue.



accessed, while affecting as few surrounding parts as possible.

Verified Over Four Million Miles Of Testing.

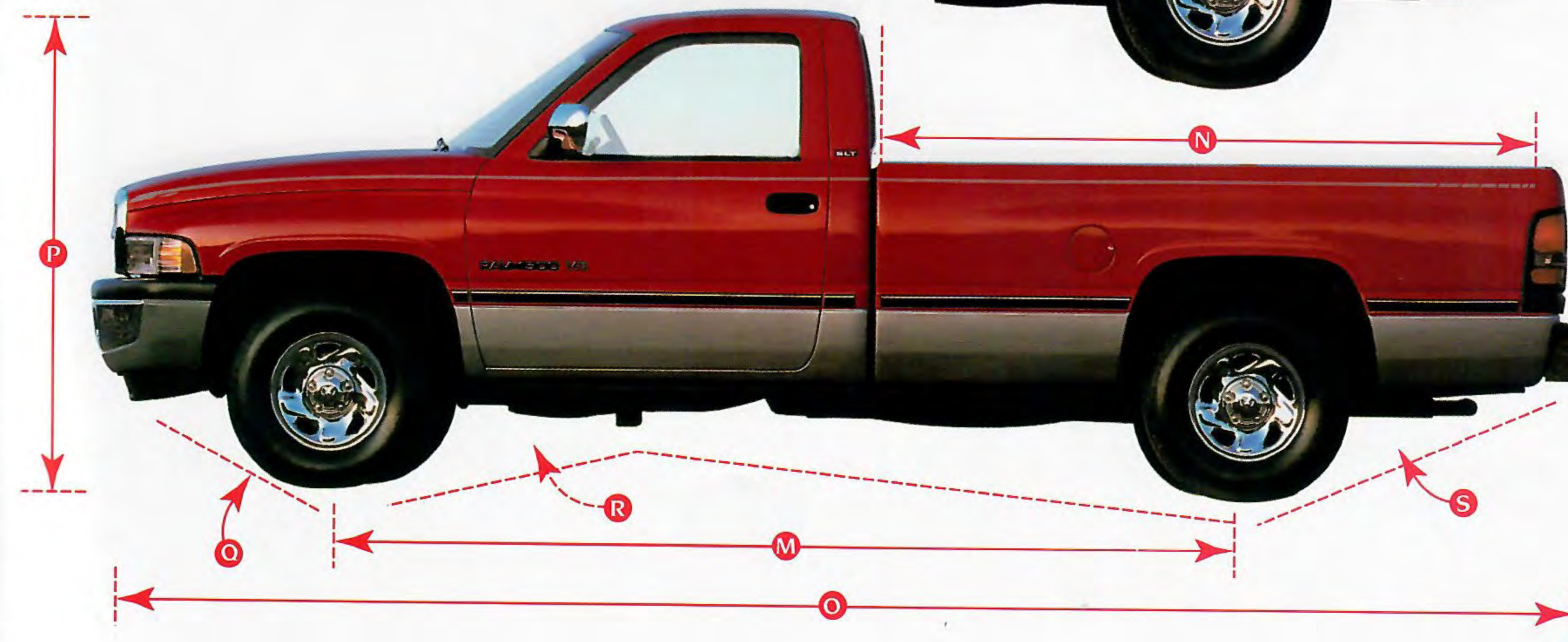
The Dodge RAM Pickup may be all-new, but don't ever call it unproven. This new RAM withstood more than four million miles of laboratory, test track and real-world punishment during its development.



Dodge RAM Pickup Dimensions

Models 4x2/4x4	1500			
	119" wheelbase	135" wheelbase	2500	3500 DRW
H Ground Clearance - (Empty)				
—Front	7.0/8.4	7.3/8.4	7.3/7.6	7.6/8.1
—Rear	7.7/7.8	7.8	7.8	7.8
I Overall Width - At front wheel lip	79.3	79.3	79.3	79.3
J Track				
—Front	68.5	68.5	68.6	68.6
—Rear	68.0	68.0	68.0	73.0
M Wheelbase	119"	135"	135"	135"
N Box Length	6.5	8.0	8.0	8.0
O Overall Length				
—Without rear bumper	199.9	220.1	220.1	220.1
—With rear bumper	204.1	224.3	224.3	224.3
P Overall Height (Empty)	72.1/75.9	72.1/75.9	73.6/75.9	73.6/75.9
Q Approach Angle (Degrees)	25.3/29.7	25.3/29.7	25.3/29.7	25.3/29.7
R Breakover Angle (Degrees)	17.8/21.0	17.8/21.0	17.8/21.0	17.8/21.0
S Departure Angle (Degrees)	30.6/36.2	30.6/36.2	30.6/36.2	30.6/36.2

Inches unless noted.



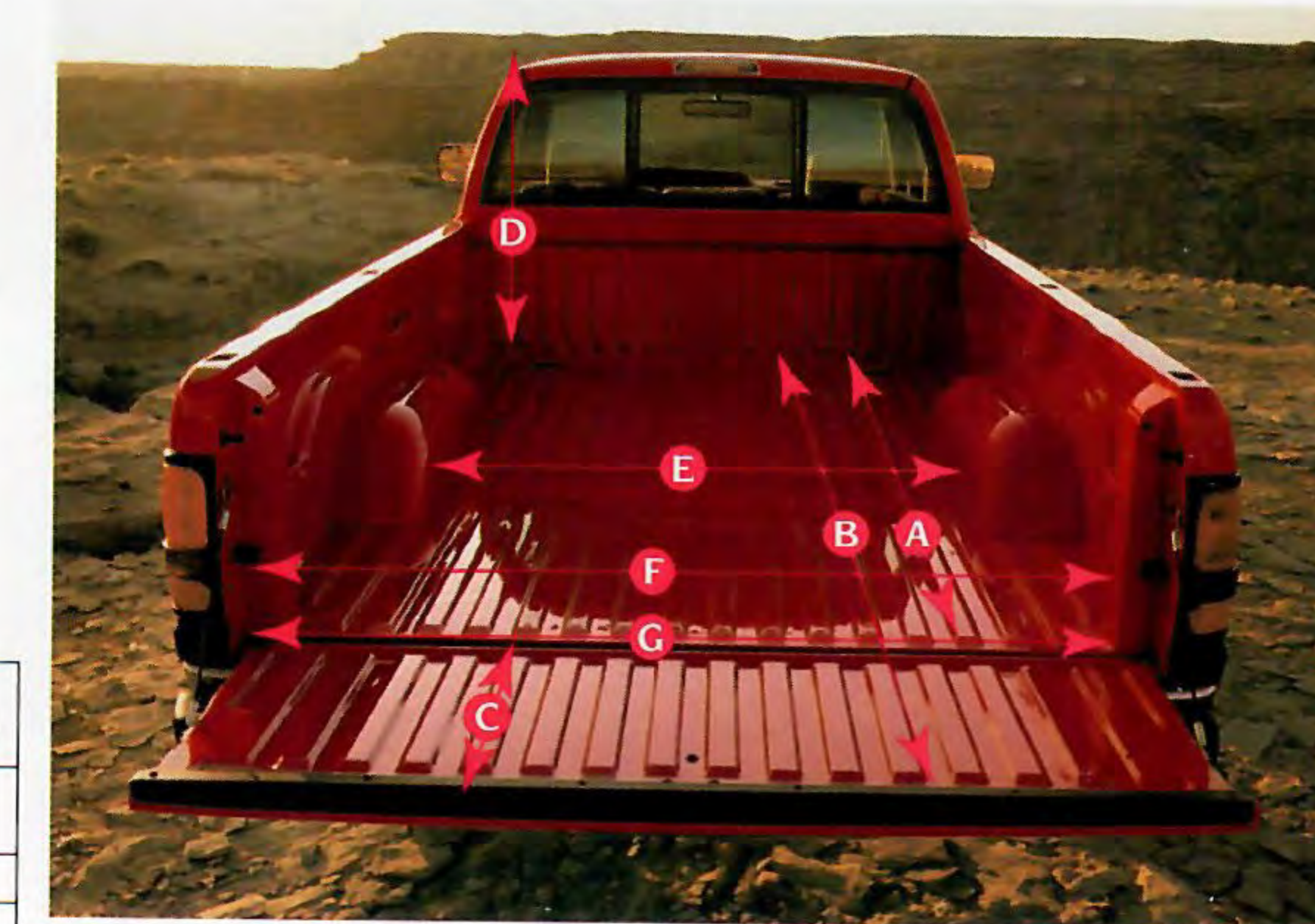
Dodge engineers searched out extreme conditions to test the limits of each truck application ... extreme weather, terrain and roads that punished the new RAM over thousands of real-world miles.

Every system, every component has been pushed beyond its limit time and again. The result is a new Dodge RAM Pickup that will last into the next century. Meanwhile, our testing will continue, because even a great truck can be made better.

Dodge RAM Pickup Dimensions

Models 4x2/4x4	1500		2500	3500 DRW
	6.5' Box	8' Box		
A Overall Length Of Box	82.0	102.2		
B Front Of Box To End Of Open Tailgate	99.9	120.0		
C Tailgate Height	19.4	19.4		
D Box Floor To Top Of Cab	42.3	42.3		
E Width Between Wheelhouses	50.0	50.0		
F Maximum Width At Floor	64.2	64.2		
G Maximum Width Opening	58.7	58.7		

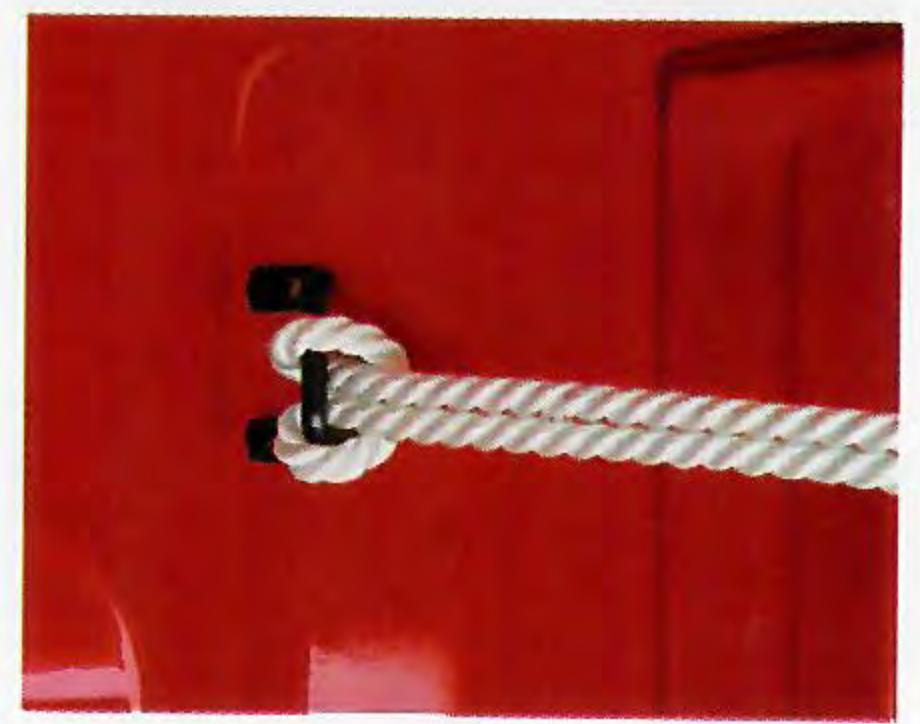
Inches unless noted.



Dodge-exclusive cargo bed provisions support wood bulkheads that divide the bed into three loading compartments to prevent loads from shifting, and for separating and organizing cargo.



The new RAM cargo bed is a versatile system of work features engineered for a variety of cargo hauling needs. Box side indentations hold 2x8 lumber, creating a second level for two-tier loading. Pockets in the box sides allow insertion of vertical stakes for tall loads, while tie-downs are provided for lashing down loads.



Dodge-exclusive front tie-downs are widely spaced and anchored to the structural front-box support rail for extra strength. They're recessed into the box floor and concealed by snap-in plastic covers. Rear tie-downs are high-strength "U" brackets bolted to the base of each rear box corner.

The Rules Have Changed
Job-Rated To Exceed The Need.

When it comes to sheer work power, performance and versatility, the new Dodge RAM is job-rated from the bottom up.

Long-term durability and reliability begin with the Dodge philosophy of over-engineering every RAM component to exceed job requirements, because we know you may occasionally surpass the rated payload or tow ratings. And each model step-up (from a 1500 to a 2500, for example) is equipped with more than just a heavier suspension to carry more load. The frame, brakes, axles, prop shaft, transmission and radiator are all upsized to be more heavy-duty. Take towing, for instance...

New RAM 4x2 Tows More Than Any Other Pickup.

Putting Magnum and Cummins power to maximum use requires a truly heavy-duty power train and running gear, front-to-rear.

The new, heavy-duty, four-speed TorqueFlite 47RH automatic transmission (available on 2500 HD and 3500 models ordered with the Magnum V10 or Cummins Turbo Diesel engine) will tow up to 19,000 pounds GCWR—the industry's highest rating for a one-ton pickup.

All the new RAM's four-speed automatic transmissions feature electronically controlled torque converter clutch and overdrive operation that automatically locks up in fourth gear at highway speeds for better fuel economy,

cooler operation and increased tow ratings.

Three newly designed, performance-rated five-speed manual overdrive transmissions feature synchronized reverse gear and new, easier shifting for less fatigue in heavy traffic.

RAM 4x4s feature a durable, part-time Ram-Trac four-wheel-drive engage system offering shift-on-the-fly convenience on every model.

**The Last Thing You'd Expect In A Pickup:
 A Smooth Ride.**

Each of the six new Dodge RAM models features a suspension that is individually tuned to match the performance requirements of 1/2-, 3/4-, and one-ton pickup owners, two- or four-wheel drive.

The new RAM's suspension is designed for smooth, firm, confident, predictable ride and handling—loaded or unloaded—thanks to an extra-stiff boxed front frame, the firm stance of 16-inch wheels, gas-charged shocks, a front stabilizer bar and the widest track of any full-size pickup.

Long, eight-inch front and 11-inch rear suspension travel (up and down wheel motion), helps the

new RAM Pickup absorb uneven surfaces.

The rear suspension's 60-inch leaf springs reduce spring stress for heavy-hauling ability, and an improved ride.

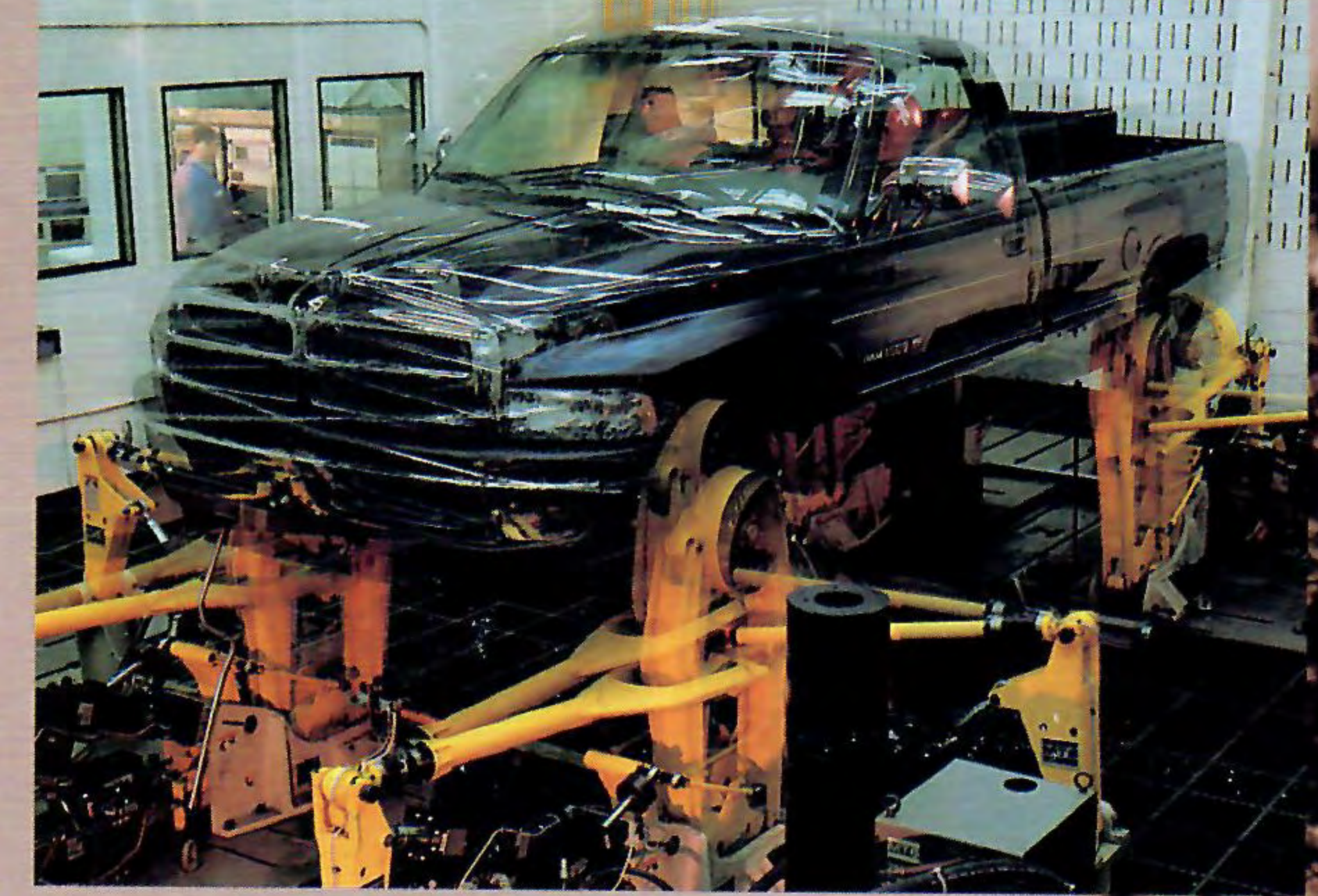
High temperatures in a laboratory are one thing. Extreme heat while fully loaded is another. Towing oversize trailers up long, steep grades with the air conditioner running at maximum capacity is the ultimate test of engine and transmission cooling capabilities.



The massive pulling power of the new one-ton RAM 3500 Laramie SLT Dually, shown in Black and Flame Red, which tows up to 19,000 pounds GCWR.



Extreme temperature testing includes this special heat room which re-creates the scalding heat of the desert. At the other end of the temperature spectrum, the new RAM was thoroughly tested under brutally cold temperatures averaging -41° in special laboratory freeze chambers and in real-world locations such as International Falls, Minnesota and Thompson, Manitoba, Canada. Performance characteristics and fit of all moving parts are tested as they expand due to the heat or contract due to the cold.



Laboratory isolation testing on the suspension "Shaker" (Road Test Simulator) uses computer re-creations of the nation's roughest roads to punish vehicles far longer and more severely than any real-world driver could endure. Testing 18 days on the Shaker equals a 16-week, 20,000-mile endurance run.



The new RAM's suspension geometry and weight distribution include a low roll center to reduce side-to-side body roll during hard cornering.



- Heavy-Duty Service Group**
(Included with Magnum V10 and Cummins Intercooled Turbo Diesel engines.)
- 120-amp alternator
 - 750-amp battery (dual on diesel engine)
 - Maximum engine cooling (not available with V6 engine)
 - Transmission auxiliary oil cooler (not available with V6 engine)
 - Transfer case skid plate (4x4 models only)

- Light Group**
- Ignition key time delay light
 - Overhead console with storage bin
 - Exterior cargo light
 - Glove box light
 - Overhead console map/reading light
 - Underhood single fixed light
 - Auxiliary 12-volt electrical outlet
 - Passenger assist grab handle
 - Deluxe cloth headliner

- Snow Plow Preparation Group**
- Extra-duty suspension and heavy-duty front springs
 - Transmission oil temperature warning light (with automatic transmission only)
 - Requires Heavy-Duty Service Group, minimum tire size LT245/R16, rear step bumper and Trailer Tow Group

- Snow Plow Preparation Group—Heavy-Duty**
- Extra-duty suspension and heavy-duty front springs
 - Transmission oil temperature warning light (with automatic transmission only)
 - All-terrain tires on 3500 models
 - Requires Heavy-Duty Service Group, spare tire, rear step bumper and Trailer Tow Group

- Trailer Tow Group**
- Heavy-duty flasher
 - Class IV trailer hitch receiver
 - Seven lead wiring harness
 - Requires Heavy-Duty Service Group and rear bumper

- Travel Convenience Group**
- Overhead console with compass and outside temperature readings
 - Self-dimming night vision safety rearview mirror
 - Dual exterior power mirrors—bright
 - Deluxe cloth headliner



Premium cloth 40-20-40 split-bench seat. Standard on Laramie SLT models.



Deluxe cloth 40-20-40 split-bench seat. Standard on ST models and available on LT models.



Heavy-duty vinyl bench seat. Standard on WS and LT models.

RAM Pickup Selected Standard and Optional Equipment

Laramie SLT		ST		LT		WS (1500 4x2 only)	
Air Bag ¹¹ —Driver-side, supplemental restraint	S	S	S	S	S	S	S
Air Conditioning	O	O	O	O	O	O	O
Air Dam—Front (standard on 1500 models)	S	O	O	O	O	O	O
Alternator—75-amp	S	S	S	S	S	S	S
Axle—Antispin differential (specific ratios only)	S	O	O	O	O	O	O
Battery—600-amp maintenance-free	S	S	S	S	S	S	S
Brakes—Power-assisted front disc/rear drum with antilock	S	S	S	S	S	S	S
Brakes—4-wheel ABS (NA on 3500 model)	O	O	O	O	O	O	O
Bumper, Front—Painted with step pad	S	S	S	S	S	S	S
—Bright with black step pad							
—Front, sight shield							
Bumper, Rear—Step-type, painted with pad	O	O	O	O	O	O	O
—Step-type, bright with pad							
Cargo Light—Integrated with center stoplight	O	O	O	O	O	O	O
Center High-Mounted Stoplight (CHMSL)	S	S	S	S	S	S	S
Cigar Lighter	S	S	S	S	S	S	S
Clutch—Hydraulic actuation	S	S	S	S	S	S	S
Door Trim—Full-length vinyl with armrest	S	S	S	S	S	S	S
—Full-length with armrest, map pocket, cloth insert and lower carpet							
Floor Covering—Heavy-duty black rubber mat	S	S	O	O	O	O	O
—Premium carpeting							
Frame—36,000-psi high-strength carbon steel ladder-type	S	S	S	S	S	S	S
Fuel Tank—26 gallons on short wheelbase, 35 gallons on long wheelbase	S	S	S	S	S	S	S
Gauges—Includes 120-mph speedometer, engine temperature, fuel, oil pressure, voltmeter and trip odometer	S	S	S	S	S	S	S
Glass—Tinted, all windows, flush fitting	S	S	S	S	S	S	S
—Sliding rear window with solar shading	O	O	O	O	O	O	O
Grille—Painted	S	S	S	S	S	S	S
—Bright							
Halogen Headlights—Aerostyle	S	S	S	S	S	S	S
Hood Release—Inside	S	S	S	S	S	S	S
Heater, Engine Block	O	O	O	O	O	O	O
Heavy-Duty Service Group	O	O	O	O	O	O	O
Insulation—Premium sound							
Lights—Cab clearance option on 1500/2500 models (standard on 3500)	O	O	O	O	O	O	O
Light Group—Interior upgrade including overhead console and cargo light							
Mirrors—6" x 9" dual black, manual	S	S	S	S	S	S	S
—6" x 9" dual power, remote—Bright							
—7" x 10" dual wide-mounted	O	O	O	O	O	O	O
Moldings—Lower bodyside with bright insert	O	O	O	O	O	O	O
—Protection, tailgate top							
Paint—Premium exterior paint with Clear Coat finish and lower body antichip coating	S	S	S	S	S	S	S
—Two-tone treatment, lower bodyside	O	O	O	O	O	O	O
—Two-tone treatment, center band							
—Two-tone treatment, Waterfall (3500 models)	O	O	O	O	O	O	O
Pickup Box—Double-wall construction with stake pockets, cargo tie-down loops and high-strength steel floor, two-tier loading and bulkhead provisions	S	S	S	S	S	S	S
Power Windows and Door Locks							
Radios—AM/FM stereo with clock (two speakers)	O	S	S	S	S	S	S
—AM/FM stereo with cassette and clock (four speakers)	O	O	O	O	O	O	O
—Premium AM/FM stereo, with cassette and clock, six Infinity speakers, seek-and-scan, graphic equalizer							

Laramie SLT		ST		LT		WS (1500 4x2 only)	
Radio Speakers—Four speakers for use with AM/FM radio	O	O	O	O	O	O	O
—Six Infinity speakers for use with AM/FM cassette radio							
Seat—Six-way power, driver-side							
Seats—Heavy-duty vinyl bench: with fixed integral headrests for outboard seating positions and a folding seatback	S	S	S	S	S	S	S
—Deluxe cloth bench: with fixed integral headrests for outboard seating positions and a folding seatback	O	O	O	O	O	O	O
—Deluxe cloth 40-20-40 split bench: with fixed integral headrests for outboard seating positions and folding seatbacks, driver and passenger recliners, driver-side lumbar support, and folding armrest/business console (available at no charge in heavy-duty vinyl)							
—Premium cloth 40-20-40 split bench: with fixed integral headrests for outboard seating positions and folding seatbacks, driver and passenger recliners, driver-side lumbar support, and folding center armrest/business console (available at no charge in heavy-duty vinyl)							
Shock Absorbers—Gas-charged, long-life (heavy-duty), front and rear	S	S	S	S	S	S	S
Snow Plow Preparation Group (4x4 1500)	O	O	O	O	O	O	O
Snow Plow Preparation Group, Heavy-Duty (4x4 2500 HD, 3500)							
Speed Control and Tilt Steering Group	O	O	O	O	O	O	O
Stabilizer Bar, Front	S	S	S	S	S	S	S
Steering—Power-assisted, variable-rated	S	S	S	S	S	S	S
Steering Wheel—Leather-wrapped							
Storage Behind Seat—Includes storage tray and modular system							
Stripe, Upper Bodyside Accent							
Suspension—Front independent coil spring (4x2)	S	S	S	S	S	S	S
—Front solid live axle with link-coil suspension (4x4)							
Tachometer							
Tailgate—Removable with caliper lock latches	S	S	S	S	S	S	S
Tires—1500: P225/75R16 BSW all-season (set of five)	S	S	S	S	S	S	S
—1500: P245/75R16 BSW all-season (set of five)							
—1500 4x4: LT225/75R16 BSW all-season (set of five)	S	S	S	S	S	S	S
—1500 4x4: LT245/75R16 BSW all-season (set of five)							
—2500: LT225/75R16 BSW all-season (set of four)	S	S	S	S	S	S	S
—3500: LT215/75R16 BSW all-season (set of six)	S	S	S	S	S	S	S
Tire Upgrades—Ask dealer for details	O	O	O	O	O	O	O
Trailer Tow Group	O	O	O	O	O	O	O
Transfer Case, 4x4 System—Ram-Trac two-speed part-time 4x4 with shift-on-the-fly (all models)	S	S	S	S	S	S	S
Travel Convenience Group							
Wheel Trim—1500/2500: Argent steel road wheels with black hub center caps (16" x 7")	S	S	S	S	S	S	S
—1500/2500: Argent steel road wheels with hub center caps and trim rings (16" x 7")							
—1500/2500: Chrome styled steel road wheels (16" x 7")							
—3500 DRW: Argent steel road wheels (16" x 6")	S	S	S	S	S	S	S
—3500 DRW: Argent steel road wheels with bright hub center and wheel skins (16" x 6")							
Windshield Wipers—Two-speed deluxe with intermittent feature	S	S	S	S	S	S	S

S-STANDARD. O-OPTIONAL. ●-DISCOUNT PACKAGE EQUIPMENT.
¹¹Always wear your seat belt for a fully effective air bag.
 *Equipment in Customer-Preferred™ Discount Advantage Package gives you major options at NO CHARGE. See salesperson for details.

EXTERIOR PAINT COLORS (ALL COLORS ARE CLEAR COAT)	INTERIOR TRIM COLORS			
	Driftwood ¹¹	Crimson Red	Quartz	Slate Blue
1 Claret Red Metallic (extra cost)	●	●	●	●
2 Flame Red	●	●	●	●
3 Light Driftwood Metallic (extra cost)	●	●	●	●
4 Emerald Green Metallic ¹²	●	●	●	●
5 Dark Blue Metallic (extra cost)	●	●	●	●
6 Brilliant Blue Metallic ¹²	●	●	●	●
7 Black	●	●	●	●
8 Saber Gray Metallic ¹² (extra cost)	●	●	●	●
9 Silver Star Metallic ¹²	●	●	●	●
10 Bright White	●	●	●	●

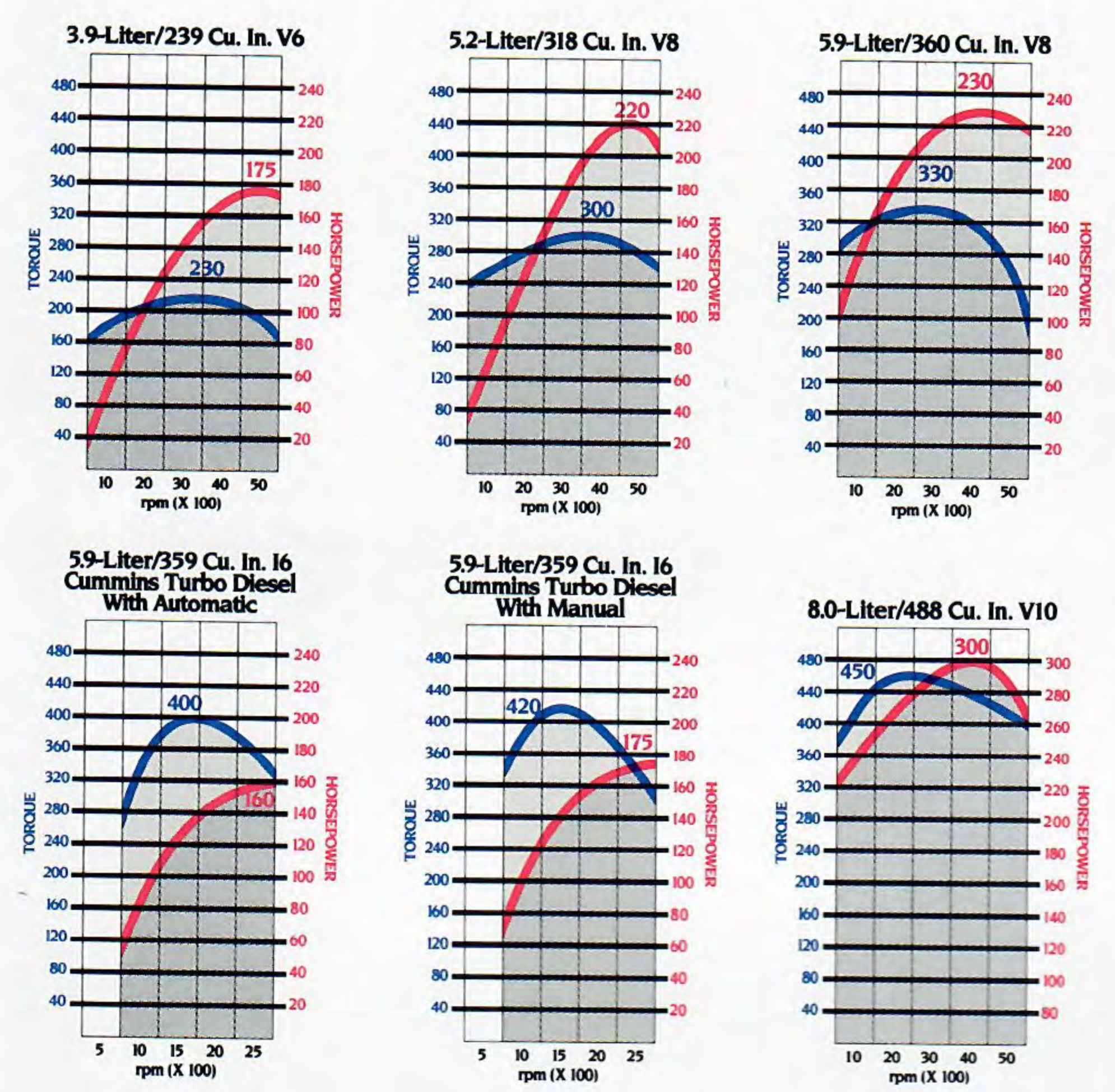
¹¹Available on Laramie SLT models only.
¹²Not available on 3500 models.

Exterior Colors See your dealer for two-tone color combinations.



Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge dealer for accurate color chips.

RAM Pickup Horsepower and Torque Specifications



Model Lineup Regular Cab Pickups	1500		2500		3500	
	2-Wheel Regular	4-Wheel (4x4)	Regular	Regular	Regular	Regular
Wheelbase	119"	135"	119"	135"	135"	135"
Pickup Box Length	6'5"					
GVWR	6,010 ¹⁰	6,400	6,010 ¹⁰	6,400	6,400	6,400
Payload (lbs)	2,050	2,365	1,890	2,200	1,885	1,720
Axles, Front	3,300	3,300	3,300	3,300	3,500	3,300
Axles, Rear	3,900	3,900	3,900	3,900	3,900	4,200
Spring Capacity, Front	3,300	3,300	3,300	3,300	3,500	3,300
Spring Capacity, Rear	3,800	3,800	3,800	3,800	3,600	4,670
Tires, Front and Rear	P225/75R16		LT225/75R16		LT245/75R16	
3.9L Magnum V6	●	●	●	●	●	●
5.2L Magnum V8	●	●	●	●	●	●
5.9L Magnum V8	●	●	●	●	●	●
5.9L Cummins Turbo Diesel	●	●	●	●	●	●
8.0L Magnum V10	●	●	●	●	●	●

¹⁰6,010 GVWR standard on RAM 1500 WS 4x2 model only.

Dodge RAM Pickup Trailer Towing Specifications

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

Service/Ownership Experience

It's our job to make sure your experience of owning a new Dodge RAM Pickup is as special as the truck itself. That's the reason for Customer One dealership and factory personnel training. We want to serve you more helpfully and effectively when you buy, and throughout your years of ownership, with programs such as these:

Owner's Choice Protection Plan.*

The new Dodge RAM is the industry's only full-size pickup to offer an Owner's Choice Protection Plan so you can choose the warranty coverage that's right for you. Every Dodge vehicle is covered by Chrysler Corporation's Owner's Choice Protection Plan.*

- A 12-Month or 12,000-Mile (12/12) Basic Limited Warranty with a Seven-Year or 70,000-Mile (7/70) Power Train Limited Warranty.
- Or choose a Three-Year or 36,000-Mile (3/36) Basic Bumper-To-Bumper Limited Warranty.
- In addition, Cummins Intercooled Turbo Diesel models feature an exclusive Seven-Year or 100,000-Mile (7/100) Engine Warranty.

* See your dealer for details and restrictions on these limited warranties.



Physically Challenged Assistance Program.

Cash reimbursements are available for qualified adaptive driving devices on the new 1994 Dodge RAM Pickups. Ask your dealer to provide you with more information or call the Physically Challenged Resource Center at 1-800-255-9877.

Mopar Customer Care.

There's only one sure way to keep your new Dodge RAM Pickup performing at its optimum mile after mile. Just make sure it's serviced regularly at your nearby Dodge dealer. That's where you'll find first-rate mechanics specially trained in the maintenance and repair of your new Dodge. They've been provided with all the sophisticated equipment today's trucks demand. And they have immediate access to a complete stock of genuine Mopar replacement parts that can make the difference between trouble-free driving and the unacceptable alternative.

Mopar Parts.

Mopar parts are engineered by Chrysler Corporation for use in your new Dodge truck. When replacement is necessary, be sure to specify Mopar parts — used by professional mechanics all over the world. Additionally, Mopar offers a wide line of work and style-oriented accessories for pickups. See your dealer for a complete list. Dodge and Mopar are registered trademarks. RAM Pickup is a trademark of Chrysler Corporation.

Chrysler Credit — The Financing And Lease Professionals.

Chrysler Financing/Chrysler Credit offers a variety of finance programs that can help make your new Dodge truck even more affordable. These flexible finance and lease programs can be tailored to suit your budget and your lifestyle. They include Advantage: Gold Key Lease, Gold Key Plus, College Graduate, Retail Financing, and other special payment plans. Ask your salesperson for details.

Chrysler Service Contracts.

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

Dodge Reminds You To "Tread Lightly."

TREAD LIGHTLY! OFFICIAL SPONSOR
ON PUBLIC AND PRIVATE LAND

Dodge urges that all off-road vehicles be used with an appreciation of the natural beauty and resources of our land. Practicing "Tread Lightly" policies helps to protect nature, ensuring that it will be ours to enjoy for many years to come. Dodge supports the U.S. Forest Service's "Tread Lightly" program and reminds you that when you go off-road, go easy on the environment.

TREAD LIGHTLY ON PUBLIC AND PRIVATE LAND



CustomerOne™

Futuristic design. Innovative engineering. Quality production. All are embodied in the new Dodge RAM Pickup. But to you, the truck buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a vehicle problem, but to respond personally to every owner.

That's the new Chrysler culture: new ways to research, create, test and build world-class trucks and cars — and improved ways to provide world-class treatment of the people who buy them.

For more information about the new Dodge RAM Pickup, any other Dodge products, or the location of your nearest Dodge Truck dealer, call: 1-800-4-A-DODGE.

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