

1991
DODGE

TRUCK CATALOG | RAM PICKUP
DAKOTA
RAM 50
RAMCHARGER



Put Dodge Truck Technology To Work For You.



The Ram 250 LE with Cummins diesel power, shown in Sand Metallic Clear Coat and Dark Tundra Metallic Clear Coat.

Cummins Turbo Diesel Power.

The only true turbo diesel available in a full-size pickup, the Cummins Turbo Diesel delivers outstanding fuel efficiency, quick acceleration, excellent towing ability, and strong high-altitude performance. Backed by Dodge's 7-year/100,000-mile power train limited warranty protection,* the Cummins Turbo Diesel produces **160 horsepower** at 2,500 rpm and **400 pound-feet of torque** at 1,700 rpm.

Proven Turbocharger.

Designed by Holset Engineering Company, Limited to function as an integral part of the diesel engine, the turbocharger has proven dependable and efficient over millions of tough truck miles.

Highest Torque.

The Cummins Turbo Diesel engine develops the highest torque of any pickup diesel available.



*See complete warranty details on back cover.

Dodge Dakota with V8 power shown in Dark Spectrum Blue Metallic Clear Coat and Sand Metallic Clear Coat.

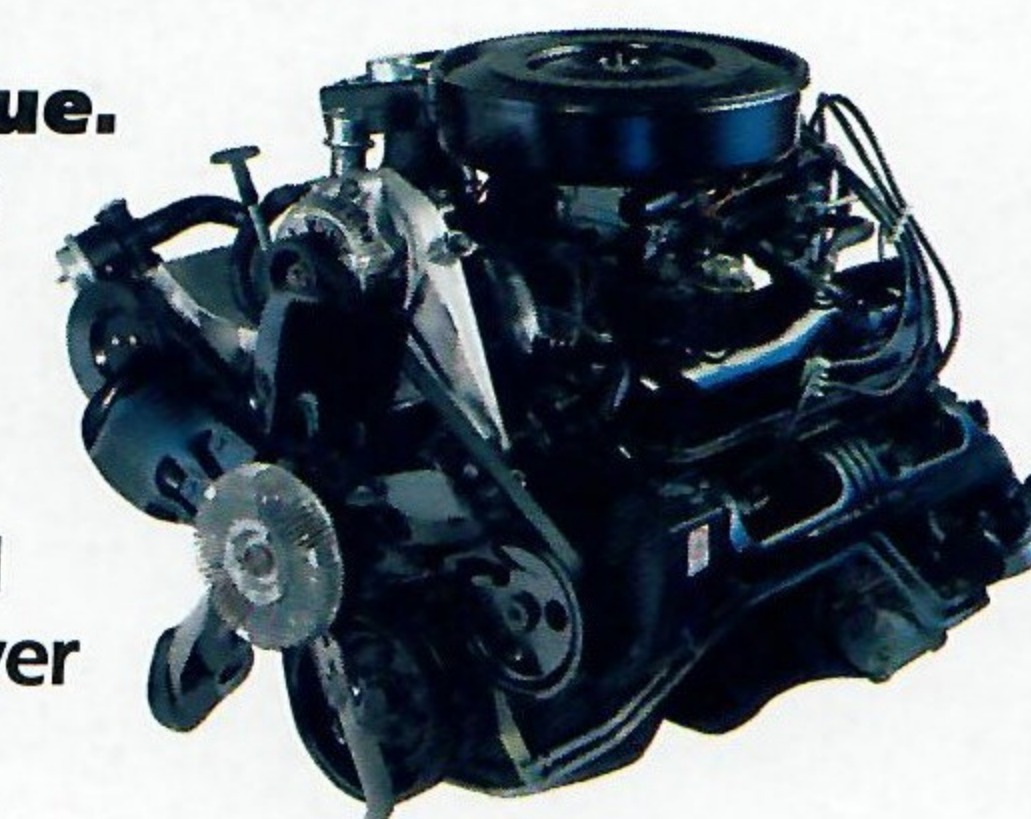


New V8 Power For Dakota.

An optional EFI 5.2-liter (318 cu. in.) V8 added to the Dakota engine lineup makes Dakota the **first** and **only** pickup in its class to offer V8 power. The extra horsepower and torque offered by the 5.2-liter V8 allow the midsize Dakota to outperform the Ford Ranger and Chevy S-10 in both hauling and towing.

Added Torque.

The 5.2-liter V8 delivers **260 pound-feet of torque** at 2,000 rpm and **170 horsepower** at 4,000 rpm.



Corrosion Protection.

All Dodge trucks feature extensive corrosion protection. A 7-step process is standard on Ram Pickup, Dakota and Ramcharger. And Dodge offers the additional protection of a 7-year/100,000-mile Anticorrosion Limited Warranty.*



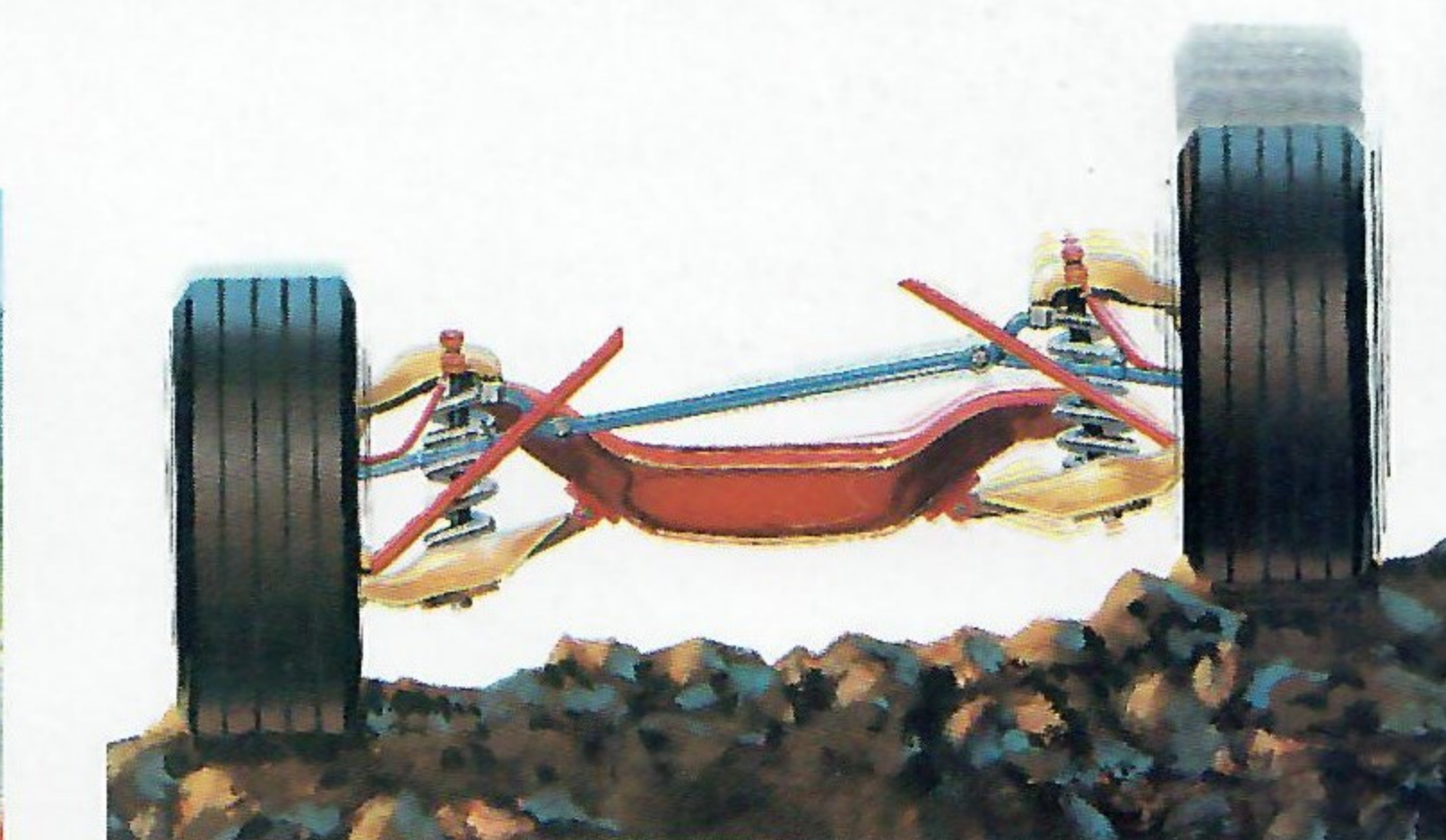
Safety and Security of Rear-Wheel Antilock Brakes.

This important safety feature is standard on all 1991 Dakotas, Ram Pickups, and Ramchargers—and standard on Ram 50 LE models. A computer-controlled system helps maintain directional stability by preventing rear-wheel brakes from locking up under heavy braking on dry pavement or when traction is reduced.



Race-Proven Durability.

There's no better test of durability than the demanding SCORE/HDRA Off-Road Desert Racing Series. And there's no better proof of Dodge superiority than the nine championships our trucks have won in this series during the last ten years.



Independent Front Suspension.

An independent front suspension featured on all Dakotas, Ram 50, two-wheel drive Ram pickups and Ramcharger contributes to easy handling, a smooth ride, effortless steering and riding comfort.

 **Salem Autorama, Inc.**
339 S. Broadway
Salem, Ohio 44460

Why Dodge Dakota Pickup?

Dakota LE Club Cab shown in Dark Tundra Metallic Clear Coat and Sand Metallic Clear Coat.



More value. Dakota offers a choice of four new Customer-Preferred Advantage Packages that provide big discounts on valuable equipment and allow you to tailor your pickup to your specific needs.

More cab room. The Dakota Regular Cab offers room for three adults to travel in comfort. And the Dakota Club Cab's seating for six is greater than that of Chevy S-10 Maxi Cab and Ford Ranger Super Cab pickups.

More box room. Dakota offers a longer, wider, and deeper cargo box than compact competitors, and models equipped with an 8-ft box are able to haul a 4' x 8' sheet of plywood with the tailgate closed.

More power and towing. The midsize Dakota is the only pickup in its class to offer the power and performance of an optional V8 engine, capable of towing trailers up to 6,700 lbs.

More payload. Both two- and four-wheel drive Dakotas feature more maximum payload than the Chevy S-10 and Ford Ranger.

Longer warranty. Backed by Dodge's 7/70 Power Train and 7/100 Anticorrosion Limited Warranties,** Dakota offers the longest standard warranty protection of any pickup truck.



The Dakota LE Club Cab interior, shown in Tundra, features a 60/40 split bench seat.

Trailer Towing Capability	
Model	Max. Trailer Wt.
Dakota "S"	2,700 lbs.
Dakota 4x2	6,700 lbs.
Dakota Club Cab 4x2	5,900 lbs.
Dakota Sport 4x2	6,100 lbs.
Dakota Club Cab Sport 4x2	5,600 lbs.
Dakota 4x4 Models	6,500 lbs.
Dakota Sport 4x4 Models	5,900 lbs.

Consult your dealer for information regarding necessary equipment and driveline combinations for proper trailer towing applications.



The Dakota "S," shown in Electric Blue Clear Coat, offers rugged pickup performance at a low base price.

Engine/Transmission Availability	
2.5L 4-cyl.	5-spd. manual OD
3.9L V6	5-spd. manual OD 4-spd. automatic OD
5.2L V8	4-spd. automatic OD

Engine and transmission combinations shown are not available on all models. Consult your dealer for actual availability.

Why Dodge Ram 50 Pickup?

The Power Ram 50 SE, shown in Bright Turquoise Metallic.



Reclining bucket seats, shown in Charcoal, are standard on Ram 50 LE and Power Ram 50 LE models.



Why Dodge Ramcharger?



The Ramcharger 4x2, shown in Dark Spectrum Blue Metallic Clear Coat and Sand Metallic Clear Coat.

More value. Dodge Ramcharger offers a choice of two new Customer-Preferred Advantage Packages that provide big discounts on valuable equipment and allow you to tailor your sport utility to your specific needs.

More choice. Dodge Ramcharger is the only full-size sport utility available in both two- and four-wheel drive.

More convenience. The four-wheel drive Ramcharger features Ram-Trac shift-

ing that allows drivers to shift between 2WD and 4WD on the fly.

More towing capacity. Ramcharger offers 7,500 lbs. of towing capacity—more than the Chevy Blazer 4x4 sport utility.

Longer warranty. No other sport utility offers Dodge's 7/70 Power Train and 7/100 Anticorrosion Limited Warranties.**

More fun on the road. The sporty Ram 50 Pickup isn't all work—it's also great for a day at the beach, camping, or just riding down the highway looking good.

More convenience. Power Ram 50 automatic locking hubs allow drivers to shift from two-wheel drive to four-wheel drive without ever leaving the cab.

Big payload. The rugged Power Ram 50 4x4 carries plenty of payload, yet still delivers the efficiency and maneuverability drivers expect from a compact pickup.

Big power. The standard 2.4-liter Ram 50 2WD engine delivers hefty horsepower ratings for hauling and towing and offers multipoint fuel injection—a feature not available on some other base engines.

Engine/Transmission Availability	
2.4L 4-cyl.	5-spd. manual OD 4-spd. automatic OD
3.0L V6	5-spd. manual OD 4-spd. automatic OD

Engine and transmission combinations shown are not available on all models. Consult your dealer for actual availability.

Trailer Towing Capability	
Model	Max. Trailer Wt.
Ram 50 4x2	3,500 lbs.
Ram 50 4x2 Sports Cab	3,500 lbs.
Power Ram 50 4x4	3,500 lbs.
Power Ram 50 4x4 Sports Cab	3,500 lbs.

Consult dealer for information regarding necessary equipment and driveline combinations for proper trailer towing applications.



The Ramcharger LE interior, shown in Charcoal.

Engine/Transmission Availability	
5.2L V8	4-spd. manual OD (4x4 only) 4-spd. automatic OD
5.9L V8	4-spd. manual OD (4x4 only) 4-spd. automatic OD

Engine and transmission combinations shown are not available on all models. Consult your dealer for actual availability.

Trailer Towing Capability	
Model	Max. Trailer Wt.
Ramcharger 4x2 models	7,500 lbs.
Ramcharger 4x4 models	7,500 lbs.

Consult dealer for information regarding necessary equipment and driveline combinations for proper trailer towing applications.

Why Dodge Ram Pickup?



Power Ram 150 SE 4x4, shown in Black Clear Coat and Silver Star Metallic Clear Coat.

Engine/Transmission Availability	
3.9L V6	5-spd. manual OD (4x2 only) 4-spd. manual HD 3-spd. automatic (4x2 only) 4-spd. automatic OD (4x4 only)
5.2L V8	4-spd. manual HD 3-spd. automatic (4x2 only) 4-spd. automatic OD
5.9L V8	4-spd. manual HD 4-spd. automatic OD
5.9L Diesel	5-spd. manual OD HD 3-spd. automatic (until Jan '91) 4-spd. automatic OD (after Jan '91)

Engine and transmission combinations shown are not available on all models. Consult your dealer for actual availability.

Trailer Towing Capability	
Model	Max. Trailer Wt.
150 "S" 4x2/150 4x2	9,000 lbs.
150 Club Cab 4x2	8,700 lbs.
250 4x2	10,900 lbs.
250 Club Cab 4x2	8,900 lbs.
350 4x2	10,900 lbs.
350 Dually 4x2	10,700 lbs.
150 "S" 4x4/150 4x4	8,100 lbs.
150 Club Cab 4x4	8,100 lbs.
250 4x4	10,400 lbs.
250 Club Cab 4x4	8,500 lbs.
350 4x4	10,400 lbs.

Consult your dealer for information regarding necessary equipment and driveline combinations for proper trailer towing applications.



The Ram 150 LE Club Cab 4x2, shown at left in Sabre Gray Metallic Clear Coat and Silver Star Metallic Clear Coat.

More power, more torque, more towing capacity. The Ram Pickup, which features new front-end styling, is also the only full-size pickup to offer the power and performance of a Cummins Turbo Diesel engine. When equipped with the Cummins Turbo Diesel and manual transmission, the Ram Pickup offers more torque and more towing capacity than any full-size diesel pickup.

More satisfaction. Owners have rated the Dodge Ram Pickup highest in truck customer satisfaction for the second year in a row!*

Longest warranty. Dodge's world-famous 7/70 Power Train and 7/100 Anticorrosion Limited Warranties** are the longest truck warranties in the industry.

More value. Dodge Ram Pickups offer a choice of four new Customer-Preferred Advantage Packages that provide big discounts on valuable equipment and allow you to tailor your pickup to your specific needs.

More payload. Dodge Ram Pickup is America's hardest working full-size pickup with a higher base payload than any of its 1/2-, 3/4-, or one-ton comparable two-wheel drive Regular Cab competitors.



The Ram 150 LE 4x2, shown in Colorado Red Clear Coat and Bright White Clear Coat.

*Source: J.D. Power and Associates 1989 and 1990 Light-Duty Truck Customer Satisfaction Survey.

**See complete warranty details on back cover.



The Ram 350 LE Dually is shown in Dark Spectrum Blue Metallic Clear Coat and Silver Star Metallic Clear Coat.



The Ram 150 LE Regular Cab interior, shown in Crimson Red, features a cloth-and-vinyl-trim bench seat.



7/70 Power Train Limited Warranty.

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles. In vehicles equipped with a diesel engine, the engine (parts and components) is covered for seven years or 100,000 miles; the remainder of the power train is covered for seven years or 70,000 miles. A deductible applies. See your dealer for a copy of the warranty.

7/100 Anticorrosion Limited Warranty.

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. See your dealer for a copy of the limited warranty.

3/36 Import Protection.

Dodge Ram 50 Imports, built by Mitsubishi Motors Corporation, are covered by a three-year or 36,000-mile basic limited warranty (excludes adjustments, tires, wear items and maintenance). There is additional warranty coverage on power train components (three years or 50,000 miles); plus outer panel rust-through protection (five years/unlimited mileage). No deductible applies. Restrictions apply. See a copy of the limited warranty at your dealer.

If replacement parts are needed, visit your Dodge Truck dealer for genuine Mitsubishi parts, imported and distributed by Mopar.

Chrysler Purchase Assistance Program for the Physically Challenged.

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1991 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER AT 1-800-255-9877.

Buckle Up For Safety.

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Advantage: Dodge

