





# Tough day or hard play...it's handled!



Dodge Ram 50 4x2 is a quick-change artist that takes the challenge—whatever you throw at it. Stick to business? Tool around town? Head for the hills? You got it! The Sports Cab, as shown in White on the LE model at left, offers extra inside room for secure storage. Above, you see a fun-lovin' Ram 50 SE with standard 72-inch double-wall cargo bed in Yellow with monochromatic paint package, or at right in Bright Copper Metallic with sassy body graphics. The standard power behind these robust pickups is a dynamic 2.4-liter MPI engine with a 5-speed manual overdrive transmission or, if you prefer,

order the available 4-speed automatic with an overdrive that can be locked out for heavy loads. Additional standard features include power-assisted front disc brakes, carpeted interiors, an adjustable steering column, tinted glass and all-season radial tires. Compare that with other compact import pickups!

Vehicle shown above contains aftermarket equipment which is not factory installed. These items are available at extra cost.

Cover: Power Ram 50 SE, shown in Red.

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.

Some of the equipment shown or described throughout this catalog is available at extra cost.







gutsy Power Ram 50 has two 4WD ranges: high for mud, sand and snow conditions, and low for maximum traction. Plus high ground clearance,

ties as standard trip odometers, soft-feel steering wheel and electronic digital clock. Who says off-roading has to be down and dirty?



# Rugged exterior... but a softy at heart

A. Travel first class. These reclining bucket seats in velour fabrics are trimmed with vinyl and feature adjustable new seethrough headrests. They're standard in Ram 50 LE and Power Ram 50 LE models and available in a bucket seat package for both SE models (Power Ram 50 SE with standard cab only). Color-coordinated floor mats, door trim and a full console are included in the SE bucket seat packages.

B. Here, at the driver's station of the Ram 50 LE, the information is all laid out for you to monitor. Gauges for fuel, volt, temperature and oil pressure. Digital clock, trip odometer and racy tachometer. Lights and wiper/washer controls on the stalk. Options shown include air conditioning and AM stereo†/FM stereo radio and cassette tape player with graphic equalizer: Not shown, but available for SE and LE models, is an electronic speed control that makes highway driving a breeze.



#### Comfort, Style and Utility.

- C. This cloth-and-vinyl splitback bench seat is standard in the Sports Cab models of Ram 50 and Power Ram 50 SE. Seatbacks recline individually and tilt forward for access to the large storage area behind them.
- D. This cloth-and-vinyl bench seat is standard on conventional cab SE models of Ram 50 and Power Ram 50. Comfortable, attractive seating for three.
- E. An all-vinyl bench seat is standard in Ram 50 conventional cabs and in Power Ram 50. Durable and easy to wipe clean.

#### Available Radios.

- F. Start with the basics: AM/FM stereo with four speakers.\*
- G. Take control of your entertainment with AM/FM fourspeaker stereo radio and cassette tape player.\*
- H. Go all out with the AM stereo†/FM stereo radio and cassette tape player with graphic equalizer\* Electronic tuning and four speakers for super sound!

\*Radio availability varies by model. See your dealer for details.

†Some AM stereo broadcasting may not be compatible with this radio.

#### Additional Features.

- I. Also available in Sports Cab models is a sunroof with a retractable interior sunshade. This feature includes flip-up, sunscreen-tint glass for more fun in the sun.
- J. In Sports Cab models, there's plenty of extra storage space behind the seats, including a storage box for valuables concealed under the carpet.



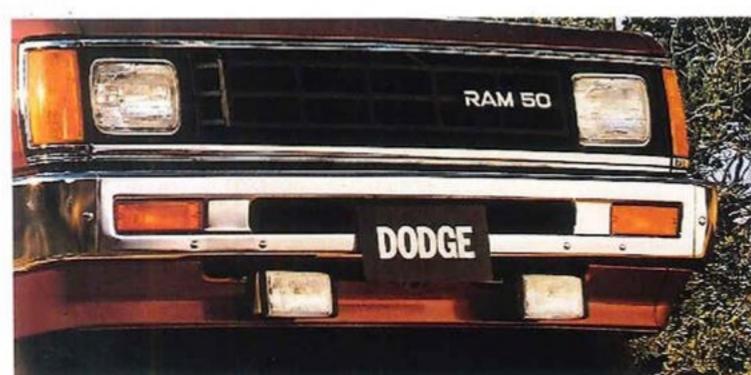
## **MOPAR Accessories**



Bed Liner: Dodge bed liners prevent scratches, chips and dents in your pickup cargo bed. Available for standard and longbed models in over-rail or under-rail styles.



Tool Box: This lockable, rustproof box features reinforced construction, a portable sliding tool tray and loads of storage space.

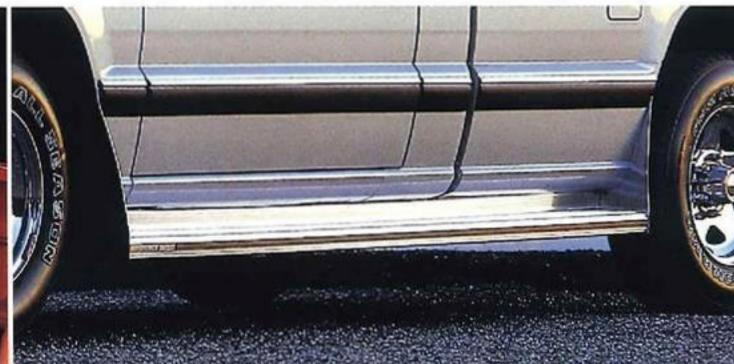


Fog Lights: Precision, optical quality lenses and durable nylon/glass fiber housings make poor weather driving easier through better road visibility.

#### Nothing But The Best.



Light Bar and Off-Road Lights: The sturdy light bar makes a firm foundation for these bright halogen lights, which feature mirror reflectors and integral lens guards. (Sold separately. See back cover note.)



Running Boards: In matte black or brushed, anodized aluminum, they provide a convenient step up into your Ram 50.



Tonneau Cover: Black vinyl cover offers a neat, finished look and protects cargo from weather. Available for standard and longbed models.

Ask your salesperson for further information on the complete line of quality Mopar accessories for Dodge Ram 50

#### Let's Talk Ram 50.

Now you're talking two-wheel drive. Not as demanding as offroad driving...but Ram 50 is no slouch in any department!

Suspension, for example, is a controlled coil spring up front and sturdy leaf-spring out back. Plus bias-mounted shock absorbers for sure-footed stability.

Power is delivered by an efficient 2.4-liter MPI four-cylinder engine (A) that handles just about anything you could ask for on the road. Its standard manual transmission is a fivespeed overdrive and, if you want the convenience of an automatic, you can move up to the optional four-speed automatic transmission with overdrive and a pushbutton lockout control in the shift

All Ram 50 cargo boxes (D) have double-wall construction to keep your pickup looking sharp on the outside.

Depending upon model and transmission, payloads range from 1,400-plus pounds to more than 2,000 pounds.

Any way you look at it, Dodge Ram 50 is a sure way to

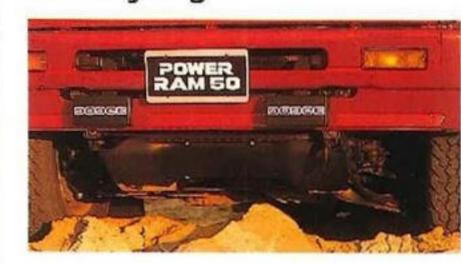
#### Let's Talk Power Ram 50!

Now you're talking four-wheel drive-with the power, suspension and durability features to

Power? Standard on four out of five 1990 Power Ram 50 models (all but the Power Ram 50 with standard bed) is a muscular, new six-cylinder engine: the 3.0-liter MPI V-6 with 181 cubic-inch displacement (B), plenty of tire-turning torque (168 lb-ft @ 2,500 rpm) and a commanding 143 horsepower. Suspension? Up front, the

Power Ram 50 4x4s tame the rocks and ruts with a beefy independent torsion-bar suspension (C).

Durability? Tough, rigid skid plates (shown below) are built to carry you over rugged terrain and still protect the vital engine, transfer case and fuel tank as you go.



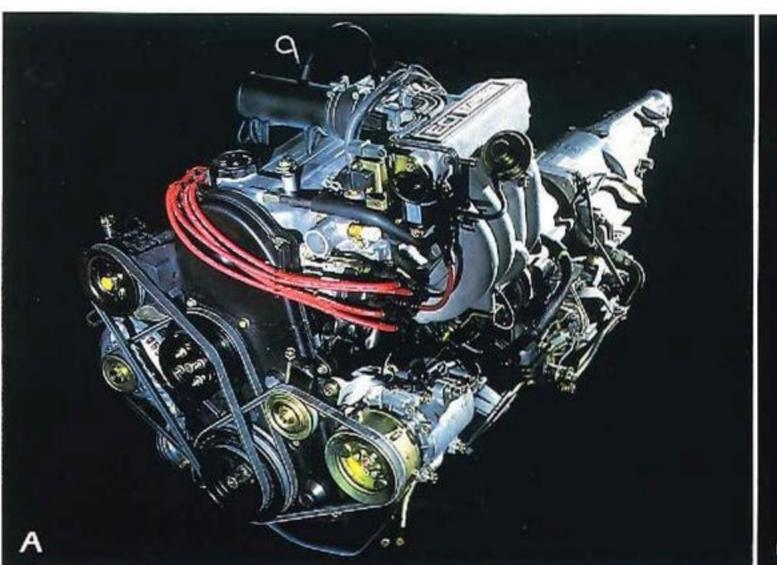
Finally, let's talk convenience. Yes, convenience! Power Ram 50 models let you shift from

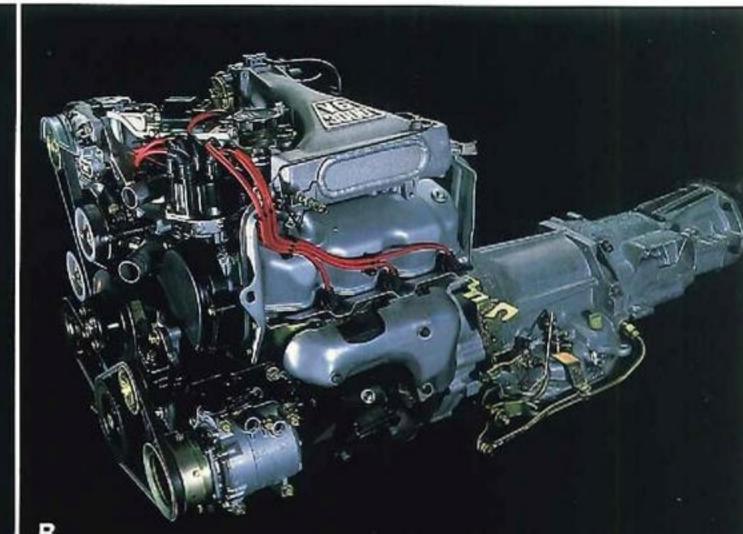


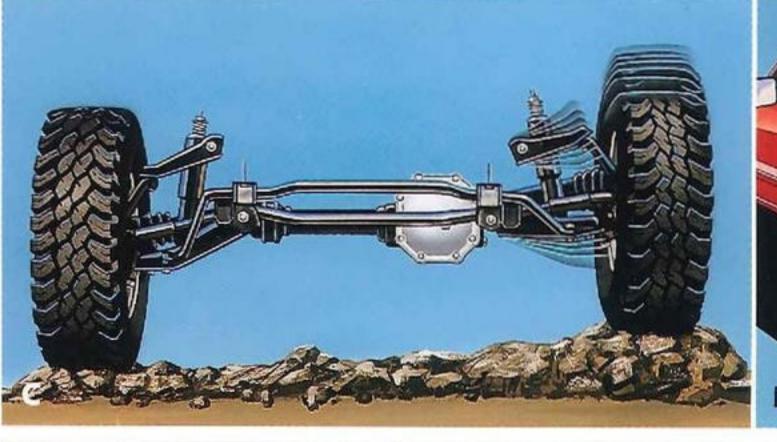
two-wheel drive to four-wheel drive-and back again-without leaving the cab! The hubs (shown above) can be locked automatically from inside. And, when you're in 4WD, a dashlight shows which of two ranges you're in: 4-H for ordinary off-roading and 4-L for the extraordinary stuff.

		eage Es	stimates y MPG		
	Rarr	50	Power Ram 5		
	5-SPEED	AUTO.	5-SPEED	AUTO.	
2.4L	19/24	19/23	19/22	18/20	
3.0L			17/22	17/20	

Ram 50 built by Mitsubishi Motors Corporation, sold and serviced by over 3,000 Dodge Truck dealers.









## **Specifications and Dimensions**

	Ram 50 Two-Wheel Drive						Power Ram 50 Four-Wheel Drive					
	Standard Wheelbase	Long Wheelbase	Extended Cab	SE Standard Wheelbase	LE Extended Cab	Standard Wheelbase	Long Wheelbase	SE Extended Cab	SE Standard Wheelbase	LE Extended Cab		
2.4-liter MPI	S	S	S	S	S	S	N	N	N	N		
3.0-liter MPI	N	N	N	N	N	N	S	S	S	S		
5-Speed Manual Transmission	S	S	s	S	s	S	S	S	S	S		
4-Speed Automatic Transmission	0	0	0	0	0	0	0	0	0	0		
Wheelbase (in.)	105.1	116.1	116.1	105.1	116.1	105.5	116.5	116.5	105.5	116.5		
Overall Length (in.)	177.2	193.7	188.2	177.2	188.2	177.2	193.7	188.2	177.2	188.2		
Overall Width (in.)	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2	65.2		
Overall Height (in.)	58.5	58.3	59.3	58.5	59.3	64.4	64.4	65.6	64.4	65.6		
Box Length-Inside at floor (in.)	72.0	88.3	72.0	72.0	72.0	72.0	88.3	72.0	72.0	72.0		
Box Width-Inside at floor (in.)	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7		
Fuel Tank (gal)	13.7	18.2	18.2	13.7	18.2	15.8	19.8	19.8	15.8	19.8		
Payload* (lbs)	1,585	1,565+	1,505	1,580	1,500	1,815	1,770	1,650	1,705	1,620		
*Payload must be reduced by we	ights of optional equ	uipment and passen	gers. †Optiona	al 2,000-Pound Paylo	ad Package availal	ole. S-Standard	d. 0-Optional.	N-Not availab	ile.			

## **Option Checklist**

			Po	wer R	am 5	O LE
		Pow	ver Ra	am 50	SE1	
		Powe	r Ran	n 50		
	R	tam 5	O LE			
R	am 5	The second second	1	131		
Ram	See Leville 10					
	1					
Alternator 45-ampere	S	S	S	S	S	S
Automatic Locking Hubs	N	N	N	S	S	S
Battery-45-amp/hour, maintenance-free	S	S	S	S		
Brakes-Power-assisted	3	3	3	3	S	S
□ Disc front, drum rear	S	S	S	S	S	5
□ Rear: blend-proportioning	"		"	J	J	
valve	S	S	S	N	N	1
□ Rear: load-sensing valve	N	N	N	S	S	S
Electronic Ignition	S	S	S	S	S	S
Skid Plates-Underbody					numin in	
protection	N	N	N	S	S	S
Stainless Steel Exhaust						
System	S	S	S	S	S	S
Steering-Power-assisted	E	E	S	S	S	S
Suspension College Control of						
□ Coil spring front, leaf	S	S	S	NI	N	
spring rear □ Torsion bar front, leaf	3	3	3	N	N	1
spring rear	N	N	N	S	S	S
Transfer Case	N	N	N	S	S	S
EXTERIOR FEATURES	-11		11	3	3	3
				Value of the last		
Bumpers  □ Front: painted black	S	N	N	S	N	A
□ Front: chrome	N	S	N	N	N S	N
□ Front: color-keyed	N	P	S	N	P	S
□ Rear step: black	E	N	N	N	N	N
□ Rear step: chrome	N	E	N	N	N	N
☐ Rear tube: color-keyed☐ Rear tube: black☐	N	P	S	N	P	S
	N	N	N	E	E	N
Cargo Box-Double-wall	S	S	S	S	S	S
Cargo Box Tie-Down Hooks	S	S	S	S	S	S
Corrosion Protection-Exten-						E
sive use of galvanized steel	S	S	S	S	S	S
Glass-Tinted: all windows						
except backlight	S	S	S	S	S	S
Grille						120
□ Black	S	SP	N	S	S	N
□ Color-keyed □ Surround chrome	N N	S	S	N N	PS	S
						Constitution of the last
Headlights—Rectangular	S	S	S	S	S	S
Light-Cargo Box	Р	S	S	S	S	S
Mirrors-Outside, left/right						
□ Swing-away: black	S	S	S	S	S	S
□ Low-mount-black -bright	E N	E	E N	E	E	E
	И	L	IN	IX		IN
Moldings □ Windshield: bright	Р	S	N	S	S	N
□ Vinyl bodyside	,	3	IV	3	3	IX
-Black with bright strip	Ε	N	N	E	S5	N
-Color-keyed	N	P	S	N	Р	S
Mudguards—Front and rear	N	N	N	S	S	S
Tape Graphics-Bodyside and						
tailgate	N	S	N	N	S4	N
Tires						
□ P195/75R14 all-season	52,525	HI				
OWL (set of five)	N	S	N	N	N	N
□ P195/75R14 all-season	s	N	N	N	M	NI
hlack cidowall (cot of tura)	3	IA	IA	N	N	N
black sidewall (set of five)  P225/75R15 mud-and-						
□ P225/75R15 mud-and- snow black sidewall						
□ P225/75R15 mud-and- snow black sidewall (set of five)	N	N	N	S	N	N
□ P225/75R15 mud-and- snow black sidewall	N	N	N	S	N	N

#### **EXTERIOR FEATURES Cont'd**

		THE REAL PROPERTY.	Pow	er Ra	am 50	LE
		Powe	er Rai	n 50	SE1	
		Power	Ram	50		
	R	am 50	LE			
Ra	am 50	SE				
Ram	501					
□ P225/75R15 mud-and-	1					
snow outlined white						
letters (set of five)	N	N	N	E	S	S
Tow Hooks – Front	N	N	N	S	S	S
Wheel Trim Rings	_					
(set of four)	E	N	N	N	N	N
Wheels (set of four) – Ram 50 models, 14-inch						
wheels; Power Ram						
50 models, 15-inch wheels						
□ Argent, styled □ Painted, wide-spoke	S	N	N	N	N	N
□ Chrome, wide-spoke	N	SE	N S	SE	SEES	NSES
□ Cast aluminum alloy	N	N	N	N	Ē	Ē
□ Spare: argent, styled	S	S	S	S		
Window - Rear sliding	E	E	E	E	Е	E
Wipers - Windshield	c	0	N	0		B.I
☐ Two-speed ☐ Intermittent	S	S	NS	S	S	NS
INTERIOR FEATURES	.,	THE PERSON	0			J
Air Conditioning <sup>2</sup>	E	E	Е	E	E	E
Automatic Free-Wheel Hub	L	L	L		E	E
Indicator	N	N	N	S	S	S
Carpeting	S	S	S	S	S	S
Cigar Lighter	Р	S	S	S	S	S
Clock-Electronic digital	N	E	S	N	Ε	S
Floor Mats-Color-keyed,						
carpeted	E	E	Ε	E	Ε	E
Hood Release-Inside	S	S	S	S	S	S
Light-Dome	S	S	S	S	S	S
Mirror-Rearview, day/night	Р	S	S	S	S	S
Radios □ AM/FM stereo	Ε	Ε	N	Ε	Е	N
☐ AM/FM stereo with	C	E	IN	C	E	N
cassette tape player	Ε	E	E	E	Ε	E
□ AM stereo³/FM stereo						
with cassette tape player and graphic equalizer	N	Е	Ε	N	Ε	E
Steering Column—Adjustable	S	S	S	S	S	S
Steering Wheel	5	0	J	J	J	3
□ Two-spoke	S	N	N	S	N	N
□ Sport two-spoke, soft-feel	S N	S	S	Ň	S	S
Sunroof (Sports Cab	-				200	
	E	N	E	N	E	E
models only)  frip Odometer	Р	S	S	S	S	S

Conventional Cab only.
Sports Cab only.

#### SAFETY FEATURES

☐ Driver and right front passenger adjustable head restraints ☐ Energy-absorbing instrument panel □ Energy-absorbing steering column and steering wheel □ Ignition and steering column lock □ Interlocking door latches □ Locks on all doors

□ Manual lap/shoulder safety belts on front outboard seats; lap belts on all other seats where appropriate □ Safety glass windshield □ Safety hood latch □ Safety Rim wheels □ Self-locking seatbacks ☐ Tinted glass

#### MONOTONE COLOR COMBINATIONS (Standard on Ram 50, Ram 50 SE, Power Ram 50 and Power Ram 50 SE)

Exterior	Interior
☐ Bright Copper Metallic	Light Buckskin/Dark Buckskin
☐ Light Buckskin Metallic	Light Buckskin/Dark Buckskin
☐ Bright Red	Light Gray/Dark Gray
☐ Bright Silver Metallic	Light Gray/Dark Gray
□ White	Light Buckskin/Dark Buckskin or Light Gray/Dark Gray



ADDITIONAL I Power Ram 50 SI		MBINATIONS For Ram 50 SE an
□ Black		Light Buckskin/Dark Buckskin or Light Gray/Dark Gray
☐ Bright Blue Me	etallic	Light Gray/Dark Gray
☐ Bright Yellow		Light Buckskin/Dark Buckskin or Light Gray/Dark Gray
TWO-TONE CO Ram 50, Power R	OMBINATIONS am 50 and Power	(Optional on LWB and Sports Cab Ram 50 SE)
Upper	Lower	Interior
□ Black	Buckskin Metallic	Light Buckskin/Dark Buckskin
☐ Bright Blue Metallic	Silver Metallic	Light Gray/Dark Gray
□ Bright Red	Silver Metallic	Light Gray/Dark Gray
MONOCHROM on SE SWB)	ATIC COMBINA	ATIONS (Standard on LE, optiona
Exterior		Interior
□ Bright Blue Me	etallic	Light Gray/Dark Gray
□ Yellow		Light Gray/Dark Gray or Light Buckskin/Dark Buckskin
□ Bright Red		Light Gray/Dark Gray
□ White		Light Gray/Dark Gray or Light Buckskin/Dark Buckskin
TRIM COMBI	NATIONS	
Model		Seats
Conventional Ca	b:	
Ram 50 and Pow	er Ram 50	All-Vinyl Bench
Ram 50 SE and F	Power Ram 50 SE	Cloth-and-Vinyl Bench
Ram 50 SE and F	Power Ram 50 SE	Optional Velour-and-Vinyl Bucket
Sports Cab:		
Ram 50		Cloth-and-Vinyl Split-Back Bench
Power Ram 50 SE		Cloth-and-Vinyl Split-Back Bench
The second secon	ower Ram 50 LE	Velour-and-Vinyl Buckets

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.

Additional peace-of-mind protection for Dodge Imports built by Mitsubishi is available through Chrysler Service Contracts. The Contracts are available in a variety of time and mileage combinations to meet your needs.

These contracts provide additional time and mileage coverage after the limited warranty expires. Towing and car rental allowances are included. See your dealer for details.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information.

MOPAR light bars are designed to enhance the appearance of the vehicles. Since the safety characteristics are limited, these products are not intended to prevent injury or damage in the event of an accident.

#### Chrysler Credit Financing.

Chrysler Credit offers a variety of finance programs that will help make your new vehicle even more affordable. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plans, Retail Financing, and more. Ask your salesperson for details.

#### Chrysler Purchase Assistance Program for the Physically Challenged.

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and trucks. For further information contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

## **Option Checklist**

		1200	PU	wer h	lam 5	O LE
		Pov	ver Ra	m 50	SE1	
		Powe	er Ran	n 50		
	R	lam 5	0 LE			
R	am 5	O SE		13		
Ram	50¹					
Alternator-45-ampere	S	S	S	S	S	S
Automatic Locking Hubs	N	N	N	S	S	S
Battery-45-amp/hour,						
maintenance-free	S	S	S	S	S	S
Brakes-Power-assisted						
□ Disc front, drum rear □ Rear: blend-proportioning	S	S	S	S	S	S
valve	S	S	S	N	N	1
□ Rear: load-sensing valve	N	N	N	S	S	S
Electronic Ignition	S	S	S	S	S	S
Skid Plates-Underbody protection	N	N	N	S	S	0
Stainless Steel Exhaust	14	14	IN	3	3	S
System	S	S	S	S	S	S
Steering-Power-assisted	E	E	S	S	S	S
Suspension	11					
□ Coil spring front, leaf						
spring rear □ Torsion bar front, leaf	S	S	S	N	N	N
spring rear	N	N	N	S	S	S
Transfer Case	N	N	N	S	S	S
EXTERIOR FEATURES		110000				
Bumpers		-		Marie		
☐ Front: painted black	S	N	N	S	N	N
□ Front: chrome	N	NSPNEP	N S N		N S P	N
□ Front: color-keyed □ Rear step: black	N E	N	2	N	N	NSN
□ Rear step: chrome	N	E		N	N	
☐ Rear tube: color-keyed	N	P	N S	N	PE	N
□ Rear tube: black	N	N	N	E	200	N
Cargo Box-Double-wall	S	S	S	S	S	S
Cargo Box Tie-Down Hooks	S	S	S	S	S	S
Corrosion Protection-Exten-		0		0	_	
Sive use of galvanized steel	S	S	S	S	S	S
Glass-Tinted: all windows except backlight	S	S	S	S	S	S
Grille	3		0		0	0
□ Black	S	S	N	S	S	N
□ Color-keyed	N	SPS	S	N	S P S	S
□ Surround chrome	N		N	N	-	N
Headlights-Rectangular	S	S	S	S	S	S
Light-Cargo Box	Р	S	S	S	S	S
Mirrors—Outside, left/right	c	0	0	0	0	
□ Swing-away: black □ Low-mount—black	S E	SEE	S E	S	S E E	SEN
-bright	N	E	N	N	E	N
Moldings		FILE				
□ Windshield: bright	Р	S	N	S	S	N
<ul> <li>□ Vinyl bodyside</li> <li>—Black with bright strip</li> </ul>	Ε	N	N	E	S <sup>5</sup>	N
-Color-keyed	N	P	S	N	P P	S
Mudguards—Front and rear	N	N	N	S	S	S
Tape Graphics-Bodyside and						
tailgate	N	S	N	N	S4	N
Tires						
□ P195/75R14 all-season	N	C	N	NI	M	
OWL (set of five)  □ P195/75R14 all-season	N	S	N	N	N	N
black sidewall (set of five)	S	N	N	N	N	N
□ P225/75R15 mud-and-	00		1903.5	Bill		
	N	N	N	C	N	N
	14	14	13	3	.13	14
□ P205/75R14 steel-belted						
snow black sidewall (set of five)	N	N	N	S	N	

	1150		Pov	ver Ra	am 50	LE
		Pow	er Ra	m 50	SE1	
	ME	Powe	r Ram	50		
	R	am 50	LE			
Ra	am 50					
Ram	N. 1-122					
P225/75R15 mud-and-	1					
snow outlined white						
letters (set of five)	N	N	N	E	S	S
ow Hooks – Front	N	N	N	S	S	S
Vheel Trim Rings						Mil
(set of four)	E	N	N	N	N	N
Wheels (set of four) - Ram						
50 models, 14-inch wheels; Power Ram						
50 models, 15-inch wheels						
Argent, styled	S	N	N	N	N	N
Painted, wide-spoke	N	S	N	NS	NS	N
Chrome, wide-spoke Cast aluminum alloy	N	E	S	E	E	S
Spare: argent, styled	N S	NS	N S	NS	E	SES
Vindow – Rear sliding	E	E	E	E	E	E
Vipers – Windshield	_		-		_	_
Two-speed	S	S	N	S	S	N
Intermittent	N	P	S	N	S	NS
NTERIOR FEATURES						
ir Conditioning <sup>2</sup>	Е	E	Ε	E	Е	E
utomatic Free-Wheel Hub						
Indicator	N	N	N	S	S	S
Carpeting	S	S	S	S	S	S
igar Lighter	P	S	S	S	S	S
lock-Electronic digital	N	E	S	N	Ε	S
loor Mats-Color-keyed,			West 1		#Ear	10/5
carpeted	E	E	E	E	E	E
ood Release-Inside	S	S	S	S	S	S
ight-Dome	S	S	S	S	S	S
lirror-Rearview, day/night	Р	S	S	S	S	S
adios AM/FM stereo	r	-	N	-	-	N
AM/FM stereo with	E	E	N	E	E	N
cassette tape player	E	E	Ε	E	Ε	E
AM stereo <sup>3</sup> /FM stereo	C20/25		1000			
with cassette tape player	M	Г	_	NI.	-	-
and graphic equalizer	S	E	E S	N	E	E
teering Column-Adjustable	3	3	3	S	S	S
teering Wheel Two-spoke	9	N	N	S	N	N
Sport two-spoke, soft-feel	S	S	S	N	S	NS
unroof (Sports Cab					-	0
models only)	Ε	N	Ε	N	Ε	E
rip Odometer	Р	S	S	S	S	S
Standard. E-Extra cost. P-Package.	N-Not a	available				7

Some AM stereo broadcasting may not be compatible with this radio. 4Conventional Cab only. 5 Sports Cab only.

SAFETY FEATURES ☐ Driver and right front passenger ☐ Manual lap/shoulder safety adjustable head restraints belts on front outboard seats; lap ☐ Energy-absorbing instrument belts on all other seats where panel □ Energy-absorbing appropriate □ Safety glass windshield □ Safety hood steering column and steering wheel □ Ignition and steering latch □ Safety Rim wheels column lock □ Interlocking door □ Self-locking seatbacks latches Locks on all doors

☐ Tinted glass MONOTONE COLOR COMBINATIONS (Standard on Ram 50, Ram 50 SE, Power Ram 50 and Power Ram 50 SE)

Exterior	Interior					
☐ Bright Copper Metallic	Light Buckskin/Dark Buckskin					
☐ Light Buckskin Metallic	Light Buckskin/Dark Buckskin					
□ Bright Red	Light Gray/Dark Gray					
☐ Bright Silver Metallic	Light Gray/Dark Gray					
□ White	Light Buckskin/Dark Buckskin o Light Gray/Dark Gray					



Power Ram 50 S		1: 1: 0 1 1: (0 1 0 1 1:
□ Black		Light Buckskin/Dark Buckskin or Light Gray/Dark Gray
☐ Bright Blue M	etallic	Light Gray/Dark Gray
□ Bright Yellow		Light Buckskin/Dark Buckskin or Light Gray/Dark Gray
TWO-TONE CO Ram 50, Power R	OMBINATION dam 50 and Pow	S (Optional on LWB and Sports Cab ver Ram 50 SE)
Upper	Lower	Interior
□ Black	Buckskin Metallic	Light Buckskin/Dark Buckskin
□ Bright Blue Metallic	Silver Metallic	Light Gray/Dark Gray
□ Bright Red	Silver Metallic	Light Gray/Dark Gray
MONOCHROM on SE SWB)	ATIC COMBI	NATIONS (Standard on LE, optional
Exterior		Interior
☐ Bright Blue Me	etallic	Light Gray/Dark Gray
□ Yellow		Light Gray/Dark Gray or Light Buckskin/Dark Buckskin
□ Bright Red		Light Gray/Dark Gray
□ White		Light Gray/Dark Gray or Light Buckskin/Dark Buckskin
TRIM COMBI	NATIONS	
TRIM COMBI	NATIONS	Seats
		Seats
Model	ıb:	Seats  All-Vinyl Bench
Model Conventional Ca	ib: er Ram 50	All-Vinyl Bench
Model Conventional Ca Ram 50 and Pow	er Ram 50 Power Ram 50 S	All-Vinyl Bench SE Cloth-and-Vinyl Bench
Model Conventional Ca Ram 50 and Pow Ram 50 SE and I	er Ram 50 Power Ram 50 S	All-Vinyl Bench SE Cloth-and-Vinyl Bench
Model Conventional Ca Ram 50 and Pow Ram 50 SE and I Ram 50 SE and I	er Ram 50 Power Ram 50 S	All-Vinyl Bench SE Cloth-and-Vinyl Bench

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.

Additional peace-of-mind protection for Dodge Imports built by Mitsubishi is available through Chrysler Service Contracts. The Contracts are available in a variety of time and mileage combinations to meet your needs.

These contracts provide additional time and mileage coverage after the limited warranty expires. Towing and car rental allowances are included. See your dealer for details.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering

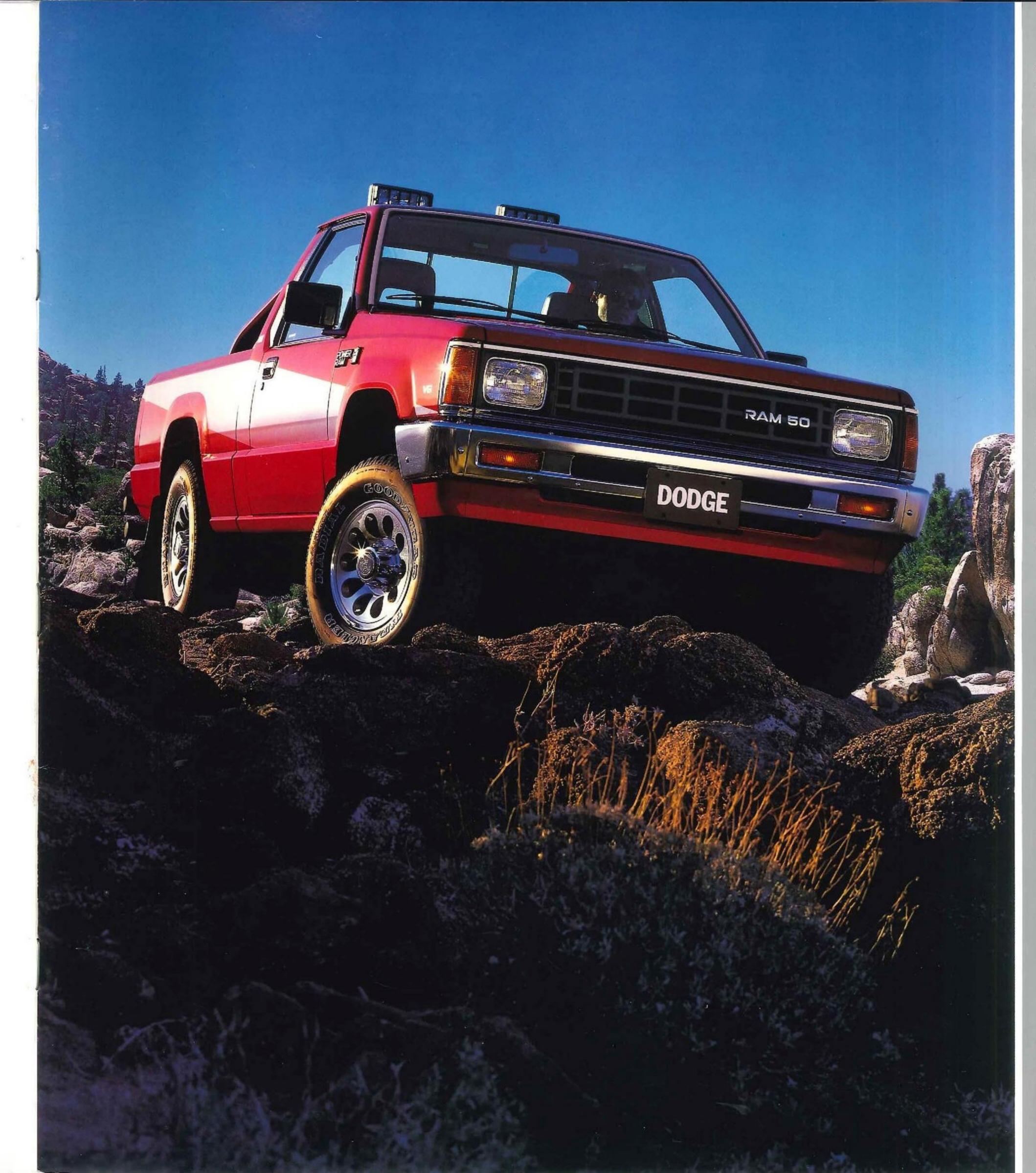
MOPAR light bars are designed to enhance the appearance of the vehicles. Since the safety characteristics are limited, these products are not intended to prevent injury or damage in the event of an accident.

#### Chrysler Credit Financing.

Chrysler Credit offers a variety of finance programs that will help make your new vehicle even more affordable. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plans, Retail Financing, and more. Ask your salesperson for details.

#### Chrysler Purchase Assistance Program for the Physically Challenged.

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and trucks. For further information contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.



## Inside a Dodge Ram Van.

A look through the Dodge Ram Van standard dual rear doors reveals an interior built for practicality and comfort over the long haul. The cargo area is long, high, and wide to handle a variety of loads. Ram Van seating is both attractive and durable. All-vinyl, high-back bucket seats are standard. Optional high-back cloth-and-vinyl bucket seats are also

## 5.9-liter EFI V-8 engine.

This hefty electronically fuel-injected engine delivers the power you need for towing and other heavy-duty applications—190 horsepower at 4,000 rpm.

## Engine cover console.

Features color-keyed carpeting and includes a foldout tray, plus closable storage compartments. Requires automatic transmission.

### Bright rear step bumper.

Strong and durable, this step bumper features a corrugated surface for sure footing. Also provides an attractive rear styling accent.

#### Wheels and wheel covers.

1. 15" cast aluminum road wheels add a bold, distinctive look to the Dodge Ram Van. Available in a set of four on all models except B250 Maxivan and B350 models. Set your van off from the others

with sporty 15" steel road wheels. Available in a set of four on all models except B250 Maxivan and B350 models.

3. Deluxe bright wheel covers are available in a set of four.

## Sliding side cargo door.

Perfect for loading or unloading in limited-space areas. Opens and closes easily. Available as a no-charge option.

## Single rear cargo door.

This easy-to-operate rear cargo door comes with fixed or vented tinted glass that provides additional rearward visibility.





Tempo Cloth with vinyl trim high-back bucket seats available for driver and passenger seat only. Available in Tundra, Twilight Blue,



Saddle Grain all-vinyl high-back Command bucket seats. (Delete credit option available on passenger seat.) Available in Tundra, Twilight Blue, Bordeaux Red.



available on passenger seat.) Available in

# STANDARD AND OPTIONAL EQUIPMENT

#### Cnacifications

Model	B150	) Van	B250 Van	B250 Van & Maxivan		B350 Van	& Maxivan	
Wheelbase (in.)	1,200	109.6/ 127.6		/ 127.6/ 127.6 Maxi		127.6/ 127.6 Maxi		127.6 Max
GVW (Ib)	5,000	5,300	6,010	6,400	7,500	8,510	8,510(2)	9,000
Payload (lb)	1,295/ 1,170	1,585/ 1,465	2,320/ 2,195	2,555/ 2,415	3,285/ 3,145	4,200/ 4,080	4,165/ 4,030	4,425
Axle Capacity (lb) Front Rear			300 850		3,600 5,500	4,000 3,600 Maxi 5,500	3,600 5,500	4,000 6,200
Brakes (in.) Front Disc Rear Drum Booster		11.75 x 1.25 11 x 2.5			12 :	x 1.25 x 2.5 single	12.82 x 1.25 12 x 3 9.0 dual	12.82 x 1.19 12 x 3 9.0 dual
Engine—Std —Opt	V-6 5.2-liter	3.9-liter (239 CID) 3.9-liter V-6 EFI V 5.2-liter (318 CID) V-8 EFI V 5.9-liter V			5.2-liter (318 CID) V-8 EFI 5.9-liter (360 CID) V-8 EFI		5.9-liter (360 CID) V-8 EFI	
Spring Rating (lb) Front  Rear—Std  —Opt	Computer selected 1,375 1,610 h.d.	Computer selected 1,610 1,810 h.d.	Computer selected 1,810 1,980 h.d.	Computer selected 1,980	Computer selected 2,360 2,770 h.d.	Computer selected 2,770	Computer selected 2,670	Computer selected 3,100
Shock Absorber Diameter (in.) Front-Std -Opt Rear-Std -Opt	13 1.	.0 ⁄16 .0 ⁄16	13 1	1.0 13/16 <sup>(1)</sup> 1.0 13/16 <sup>(1)</sup>		1.0 13/16 <sup>(3)</sup> 1.0 13/16 <sup>(3)</sup>	1 <sup>3</sup> ⁄ <sub>16</sub>	
Steering—Std		***************************************	ALS	Por	ver			
Transmission—Std —Opt	3-sp 3-sp	eed automa eed automa	erdrive with tic with 127 tic with 109 natic overdri	.6" wb .6" wb	4-	speed auton	natic overdr –	ive
Tire Size	P195/75R15	P205/75R15	P225/75R15	P235/75R15XL	LT225/75R16D LT225/75R16E (Maxi)	LT225/	75R16E	LT245/ 75R16E
Tire Type				Steel-bel	ted radial			
Wheel Rim Size (in.)		15 x 6.50		15 x 6.50 15 x 6.50 h.d. (Maxi)		16 x 6.0		16 x 6.5

(2)With School Bus Package only. (3)Standard on B350 regular van. (4)Not available on B150 Van. NOTE: Payload should be reduced by the weight of occupants and any optional equipment.

### Dodge Van Exterior and Interior Dimensions

uge vali Exterior alli	u IIIIGIIO	ווטווווע ו	EXIGIOU COIOLS	
	109.6" wb	127.6" wb	127.6" wb Maxi	Black
eight (max.)	79.6"	80.9"	80.6"	
idth (max.)	79.8"	79.8"	79.8"	Bright White
ength (max.)	178.9"	196.9"	222.9"	Dark Tundra Metallic
fective head room: driver	36.1"	36.1"	36.1"	
oor-to-roof height	53.2"	53.2"	53.2"	Light Blue Metallic
aximum inside width	72.2"	72.2"	72.2"	Crimson Red
ont seat to rear door	92.9"	110.9"	136.9"	In the later of the same of th
ngine cover to rear door	120.1"	138.1"	164.1"	Light Tundra
idth between wheelhouses	50.0"	50.0"	50.0"	Dark Quartz Gray Metallic
ear and side hinged doors -opening height -opening width	47.2" 49.3"	47.2" 49.3"	47.2" 49.3"	Navy Blue Metallic
de sliding door —opening height —opening width	47.2" 39.8"	47.2" 39.8"	47.2" 39.8"	Platinum Silver Metallic  Medium Tundra Metallic
n cargo area capacity (cu ft) <sup>(1)</sup>	206.6	246.7	304.5	NOTE: Due to printing limitations the colors shown will vary slight from actual hues. See your Dodg
his papagity salaulated by CAT a	tandard HOIII	00-7-11-1		nom actual flues, see your bodg

09.6" wb	127.6" wb	127.6" wb Maxi	Black		
79.6"	80.9"	80.6"			
79.8"	79.8"	79.8"	Bright White		
78.9"	196.9"	222.9"	Dark Tundra Metallic		
36.1"	36.1"	36.1"			
53.2"	53.2"	53.2"	Light Blue Metallic		
72.2"	72.2"	72.2"	Crimson Red		
92.9"	110.9"	136.9"			
20.1"	138.1"	164.1"	Light Tundra		
50.0"	50.0"	50.0"	Dark Quartz Gray Metallic		
47.2" 49.3"	47.2" 49.3"	47.2" 49.3"	Navy Blue Metallic		
47.2″ 39.8″	47.2" 39.8"	47.2" 39.8"	Platinum Silver Metallic  Medium Tundra Metallic		
06.6	246.7	304.5	NOTE: Due to printing limitations, the colors shown will vary slightly from actual hues. See your Dodge		
ard HSIII	100a (without	nassenger seat	dealer for accurate color chine		

(1)Cubic capacity calculated by SAE standard HSJ1100a (without passenger seat). dealer for accurate color chips.

Form No. 81-305-0031 9/89 (200M) Litho in USA

#### Ram Van Standard and Ontional Equipment

		B150		
	EXTERIOR	E		
Bumper-Rear step type: bright				
Trans.	Bumper Guards and Nerf Strips: front and rear (Advantage Pac II or III required)	E		
1	Bumpers—Front and rear: painted argent			
	Corrosion Protection—Extensive use of galvanized steel/Uniprime®			
	Door-Single rear	E		
	Door-Sliding side, cargo	E		
10000	Doors-Cargo: double-hinged type, right side and rear (all doors include easily removed metal check arm)	S		
	Fuel Tank-22-gallon	S		
	Fuel Tank-35-gallon	E		
	Glass-All windows: tinted	S		
y	Grille-Argent finish	S		
100	Hubcaps-Bright (set of four)	S		
d	Mirrors-Exterior dual 5-inch by 7-inch: bright	S		
10	Mirrors-Exterior dual low-mount 6-inch by 9-inch: bright	E		
11	Mirrors-Exterior dual power remote control, low-mount 6-inch by 9-inch: bright	Е		
	Molding-Lower bodyside	E		
	Wheel Covers-Deluxe (set of four)	E		
The state of the s	Wheels—Argent-painted steel road type: with bright hub (set of four; not available on B250 Maxiwagon)	E		
100	Wheels—Cast aluminum road type (set of four; not available on B250 Maxiwagon)	Е		
INTERIOR				
100	Air Conditioning <sup>(1)</sup> —Front	E		
	Cigar Lighter	S		
13	Clock-Electronic digital: integral with radio	S		
Vi.	Console—Engine cover: includes carpeted engine housing	E		
27.50	Floor Mat-Driver and passenger compartments with underlayment; black	S		
1	Headliner-Driver and passenger compartments; white hardboard	S		
140	Hood Release-In-cab activated	S		
	Radio(2)—AM stereo(3)/FM stereo, electronically tuned: two speakers	S		
	Radio <sup>(2)</sup> —AM stereo <sup>(3)</sup> /FM stereo: electronically tuned: Dynamic Noise Reduction <sup>(4)</sup> , cassette tape player with automatic reverse, bass/treble slide control	E		
Radio <sup>(2)</sup> —Premium AM stereo <sup>(3)</sup> /FM stereo, electronically tuned: seek-and- scan, Dynamic Noise Reduction <sup>(4)</sup> , electronic cassette tape player with automatic reverse, metal tape sensor, Dolby B Noise Reduction <sup>(5)</sup> , joystick balance/fader speaker control				
	Radio Delete-Standard radio may be deleted for credit on factory orders	E CO		
	Scuff Pads—Front and rear doors, side step sill: rubber	E		

Scuff Pads-Front and rear doors, side step sill: rubber Tire Carrier-Spare: inside-mounted Alternator-12-volt, 75-ampere Battery-500-ampere, maintenance-free Battery-625-ampere, maintenance-free Battery-700-ampere, maintenance-free

Brakes-Power-assisted front disc, rear drum w/antilock Cooling-Auxiliary: transmission oil-to-air (automatic transmission and maximum engine cooling required) Cooling-Engine: maximum Electronic Ignition System Instrumentation-Voltmeter, engine coolant temperature gauge, fuel gauge, odometer, speedometer, and oil pressure gauge and trip odometer Steering-Power-assisted

to specifications, requirements, or late availability. See your dealer for the latest ordering information.

Windshield Wipers-Two-speed S-Standard. E-Extra cost. NA-Not available. CO-Credit option. <sup>®</sup>Uniprime is a trademark of PPG Industries, Inc. (1)There are special engine cooling requirements for field-(2) All radios include integral digital clock. (3) Some AM stereo broadcasting may not be compatible with this radio. (4) Dynamic Noise Reduction is a trademark of National Semiconductor Corporation. (5) Dolby B Noise

Note: Some of the equipment listed is available in package only.

Windshield Wipers-Deluxe: two-speed intermittent type

Windshield Washers-Wiper-arm mounted: electric

MOPAR parts are engineered by Chrysler Motors for use in your new Dodge Ram Van. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.

Dodge and MOPAR are registered trade-marks, and Ram Van is a trademark of Chrysler Motors Corporation.

## 7/70 Power Train Limited

12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles. A deductible applies. See your dealer for a copy of the

## 7/100 Anticorrosion Limited

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

# CHRYSLEF

#### Chrysler Credit Financing.

programs that will help make your new Dodge Ram Van even more affordable. These special finance and leasing programs are Graduate Plans, Retail Financing, and more. Ask your salesperson for details. Consider Leasing.

wisely considering leasing as an alternative to buying. Leasing a new Dodge Ram Van usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new vehicle purchase. Ask your dealer for details.

# Optional Service Contract

additional peace of mind protection for your new vehicle. Chrysler Motors offers a variet of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

## Chrysler Purchase Assistance Program for the Physically

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at

rials contained herein are as accurate as known at the time of printing. Chrysler Motors reserves the right to discontinue models or options at any time or change specifications and materials, equipment, and design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this publication are at extra cost. Some options are Reduction is a trademark of Dolby Laboratories, Inc. Certain models, packages, and options may be subject required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Dodge Truck dealer.

BUCKLE UP FOR SAFETY.







# Ram Van. A full-size load of value and performance.

usiness or pleasure. Work or recreation. The rugged Dodge Ram Van handles it easily. A variety of wheelbases, body lengths, payload capacities and cargo capacities make it simple to match a Ram Van to the task. New for 1990 is a standard rear-wheel antilock braking system that helps maintain directional stability under heavy braking or reduced traction situations. Also new is an available heavy-duty fourspeed overdrive automatic transmission that helps improve fuel economy.

Pick your payload. Ram Vans are available in 109.6-inch or 127.6-inch

wheelbase sizes and a choice of three body lengths. Payload capacities range from 1,295 pounds on short wheelbase B150 models to 4,425 pounds on the B350 Maxivan, America's roomiest van.\* When it comes to cargo, Ram Vans come through again—with capacities from 206.6 cubic feet on the 109.6-inch B150 with passenger seat removed, all the way up to 304.5 cubic feet of cargo volume on the Maxivan with passenger seat removed.

Pick your power. An efficient 3.9liter EFI V-6 engine that delivers 125 horsepower at 4,000 rpm is standard on B150 models. There's also an optional

5.2-liter EFI V-8 engine that develops 170 horsepower at 4,000 rpm. And for even more powerful performance, Dodge offers an optional 5.9-liter EFI V-8, on B250 and B350 models, that develops 190 horsepower at 4,000 rpm.

Brawny B250. The hardworking B250 is available with standard wideopening dual side and rear doors, or optional sliding side door and single rear door. Money-saving Advantage Pac Discount Packages are also available. See page 4 for details.

\*With passenger seat removed. Based on SAE standard HSJ1100a.

# 

## Ram Van standard features

include: Power-assisted steering

 Power-assisted front disc/rear drum antilock brakes • Independent front suspension • Front stabilizer bar • 22-gallon fuel tank • Full gauge instrument cluster

Extensive corrosion protection

Industry leading 7/70 Limited Warranty.†

B150, shown above left in Light Tundra. B350 Maxivan, shown above right in Light Blue Metallic. B250, shown left and on cover in Navy Blue Metallic.

> Some of the equipment shown or described throughout this catalog is available at extra cost.

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.

Top: The attractive Ram Van assure greater accuracy.

■ 120-amp alternator

required. Included in Advantage Pac IV)

- Accessory wiring harness
- 120-amp alternator
- Garnish trim over front door headers; "A" pillar around windshield
- Horns, dual note electric Instrument panel woodtone
- Instrument panel lower skirts, left and right sides
- Luxury steering wheel
- and rear doors

# OPTIONS AND PACKAGES.

ADVANTAGE PACS

Bright deluxe wheel covers (set of four)

Bumper guards and nerf strips, front and rear: bright

Deluxe Convenience Tilt/Cruise Package (contents listed separately)

Deluxe two-speed windshield wipers with intermittent wipe

Dual exterior 6-inch by 9-inch low-mount mirrors: bright

Exterior Appearance Package (contents listed separately)

Power Convenience Package (contents listed separately)

Radio speaker upgrade-2 additional speakers

Convenience Package (contents listed separately)

Air conditioning<sup>(1)</sup>

Fuel Tank-35-gallon

Dodge Truck dealer through a local

## Lock Package

- Single bitted key for glove box\*

# School Bus Package for B350 models

With Solid Side Panel Van or Vision

- Banded glass in front doors and
- Panel Van or Vision Van; vented glass with Van Window Package; 360 CID V-8 engine; 8,510-Pound GVW Package.

# Van Conversion Appearance

(Advantage Pac III and 700-ampere battery

- Exterior Appearance Package

- Scuff pads-side step sill, front
- Vented glass (Code GAH)

# Van Conversion Upgrade

# Deluxe Convenience Tilt/Cruise

# Convenience Package

- with time delay
   Two-speed windshield wipers with

# Exterior Appearance Package (Included in Advantage Pacs II, III

- Bright taillight bezels
   Bright windshield moldings

# Heavy-Duty Package (Standard on B250 Maxivan)

Heavy-duty front and rear shock

# PAC PAC PAC III PAC Trailer Towing Preparation

(See the Dodge Truck and Car Trailer Towing Guide for complete details and

Auxiliary cooling: transmission oil to air (with automatic

■ 120-amp alternator

625-amp maintenance-free battery Heavy-duty front and rear shock

Maximum engine cooling

Van Conversion Appearance Package (contents listed separately) (1) There are special engine cooling requirements for field-installed air conditioning. Failure to follow requirements may invalidate warranty. See dealer for details.