



2017  1500

RAM



CANADA'S LONGEST-LASTING LIGHT-DUTY PICKUPS³



RAM: QUALITY, DURABILITY AND CLASS-EXCLUSIVE ADVANTAGES.

The reasons why Ram 1500 stands above our well-respected competition are evident: uncompromising capability, proven commitment to safety and security, and state-of-the-art technology.

We can make such bold statements based solely on what the 2017 Ram 1500 lineup offers. Numerous superior advantages, proven durability and innovative segment-exclusive features—like the **Active-Level™ Four-Corner Air Suspension System¹** and the stand-alone **RamBox® Cargo Management System¹**—all explain why Ram 1500 continues to dominate as Canada's fastest-growing light-duty pickup.⁴

Ram 1500 carries the strength from earning numerous accolades in the industry. In the prestigious 2016 Canadian Truck King Challenge, Ram 1500 equipped with the 3.0L EcoDiesel V6 dominated the competition, taking back-to-back first-place wins and beating out Ford F-150 and Chevy Silverado. Furthermore, the EcoDiesel V6 also makes Ram 1500 the industry's **only diesel-powered half-ton pickup¹** and the **most fuel-efficient full-size pickup in Canada.²** Now add the fact that Ram 1500 stands tall as **Canada's longest-lasting light-duty pickups,³** and it's clear. Ram 1500 delivers exactly what every pickup driver wants: **outstanding capability, best-in-class fuel efficiency,² and uncompromising comfort and convenience.**

HOW RAM 1500 BECAME CANADA'S LONGEST-LASTING LIGHT-DUTY PICKUPS³

To achieve this, we went to extremes, subjecting Ram 1500 to rigorous computer-aided engineering processes, howling wind chambers and gruelling on-road trials in conditions that ranged from 49°C (120°F) deserts to -29°C (-20°F) arctic climates. The chart below reflects quality and durability so remarkable, Ram simply dominates, with longevity that far outweighs that of the competition.

PERCENTAGE, BY BRAND, OF ALL LIGHT-DUTY PICKUPS SOLD OVER THE PAST 28 YEARS THAT ARE STILL ON THE ROAD TODAY³

RAM	81%
GMC	70%
FORD	70%
CHEVY	68%

"IT'S AS REAL WORLD AS IT GETS." This direct quote is from the originator of the Canadian Truck King Challenge—a competition that presents some of the most rigorous and demanding courses a truck could face. Measuring performance and fuel consumption over 4,000 kilometres during two days with empty runs, loaded beds, and while towing, a Ram 1500 Laramie® powered by the 3.0L EcoDiesel V6 with the TorqueFlite® 8-speed automatic was the 2016 overall winner, earning the best average over 20 different categories. From brute towing strength to impressive fuel economy and refined interior comfort, Ram 1500 rightfully took first place.



CANADA'S ONLY DIESEL 1/2-TON PICKUP^{1*}



BEST-IN-CLASS 8.0 L/100 KM (35 MPG) HWY FUEL EFFICIENCY²



ACTIVE-LEVEL FOUR-CORNER AIR SUSPENSION SYSTEM¹



MULTILINK COIL SPRING REAR SUSPENSION¹

*All disclaimers and disclosures can be found on the back cover.



RAM 1500. WE'LL FACE DOWN EVERY PICKUP OUT THERE.



RAM SPORT

Shown in Bright White with optional equipment.



RAM LARAMIE®

Shown in True Blue Pearl with optional equipment.



RAM REBEL

Shown in Granite Crystal Metallic with optional equipment.



RAM LARAMIE LONGHORN®

Shown in Bright Silver Metallic with Monotone paint and optional equipment.

FROM THE MOMENT YOU SEE IT, YOU KNOW IT: THIS IS A RAM. Every Ram 1500 stands out with total distinction, featuring unique interiors and sharp exteriors instantly recognizable by dramatic grille treatments. With an impressive array of bold looks and tough powertrains, here's where to find the perfect combination that defines you.

Capability is always a given, but Ram Laramie fuses strength with aesthetics and comfort. The definitive look: classic crosshair grille in full chrome with bright hex-perforated inserts and chrome front and rear bumpers. Drawing on the DNA as the award-winning interior of Laramie Longhorn, the Laramie interior features wood-grain accents and leather-faceted seats.

A true Rebel stands out—and the bold Ram 1500 Rebel is self-expression riding on Rebel-exclusive 17-inch aluminum wheels with Matte Black pockets. Taking good looks to the limit, Rebel delivers a Black grille, contrasting lower front fascia, and sport performance hood, all powered by the 3.6L Pentastar™ V6 or available 5.7L HEMI® V8.

While every Ram 1500 offers model-specific interiors, Longhorn choices include etching on the premium leather seats. Longhorn exteriors are equally as stunning. The new grille treatment is in chrome, with twin side inserts and in-their-face Ram identity; to that, add White Gold two-tone paint with accent running boards, wheel flares and dual exhausts with chrome tips.

AS EFFICIENT AS

8.0 L/100 KM

(35 MPG) HWY²



SLT in Flame Red, shown with optional equipment.



CAPABLE. EFFICIENT. RESPECTED.

Few powertrain components have so radically altered the pickup landscape as the 3.0L EcoDiesel V6 with its ingenious engineering that puts power and efficiency in the same truck. Mated to the TorqueFlite® 8-speed automatic transmission, the 3.0L EcoDiesel features a high-strength cylinder block and lightweight aluminum alloy pistons with heat-treated aluminum cylinder heads.

The EcoDiesel is pure efficiency and capability in motion. It makes Ram 1500 the **only diesel-powered half-ton pickup in Canada**,¹ and further stands out with **best-in-class fuel economy**.² Capability is also at top-tier levels; the EcoDiesel delivers phenomenal low-end torque of 420 lb-ft achieved at 2,000 rpm, exactly the capability you need for confident towing and hauling. Efficiency even translates into time- and money-saving oil filtration technology: recommended oil change intervals are so infrequent, they can reach up to 16,000 km between changes.⁵



WARDS 10 Best Engines™

Third-party recognition also contributes to the respected EcoDiesel heritage. The engine is so durable, efficient and powerful, it's earned the prestigious **Wards "10-Best Engines" award**—not once, but three times in a row.* Put it all together, and it becomes clear: this diesel powerhouse leaves nothing to be desired—and leaves its competitors far behind.

*Awarded in 2014, 2015 and 2016.

CANADA'S MOST FUEL-EFFICIENT FULL-SIZE PICKUP EVER.²



3.0L ECODIESEL V6

As efficient as **8.0 L/100 KM (35 MPG) HWY***
240 HORSEPOWER 420 LB-FT OF TORQUE
Up to **4,178-KG (9,210-LB) TOWING CAPACITY⁶**

5YR/100,000 KM⁷ POWERTRAIN LIMITED WARRANTY

²See page 34 for fuel economy details.

MEET THE BENCHMARK FOR WORLD-RENOWNED CAPABILITY.

RAM 1500

HEMI
5.7 LITER

This hemispherical head design is so versatile, it's powered everything from prototype aircrafts to tanks. Today, the 5.7L HEMI® V8 powerhouse features engineering refinements like the Multi-Displacement System (MDS), technology that seamlessly shuts off half of the cylinders during highway cruising to transform this mighty V8 into a fuel-sipping 4-cylinder. Mated to the standard 6-speed automatic, or the innovative available TorqueFlite® 8-speed automatic, count on the HEMI V8 powertrain to deliver it all: notable fuel efficiency with exceptional capability and performance. Little wonder that, based on the last six years of registrations, the legendary 5.7L HEMI V8 is **Canada's best-selling V8 engine**.⁸

LEGENDARY 5.7L HEMI V8

As efficient as **11.0 L/100 KM (26 MPG) HWY***
395 HORSEPOWER 410 LB-FT OF TORQUE
Up to **4,826-KG (10,640-LB) TOWING CAPACITY**⁶

5YR/100,000 KM⁷
POWERTRAIN LIMITED WARRANTY

*See page 34 for fuel economy details.



395 HORSE-POWER **410 LB-FT OF TORQUE**

SLT with SLT Plus Décor Group shown in Maximum Steel Metallic with optional equipment.

Properly secure all cargo.

CANADA'S BEST-SELLING ENGINE:³

3.6L VVT

It's obvious from the get-go: churning out 305 horsepower and 269 lb-ft of torque—and backed with 7,600-lb (3,447-kg) of sheer towing strength—this engine makes your Ram 1500 both a great daily driver and a work-ready partner. But a closer look at the proven 3.6L Pentastar V6 with its partner, the TorqueFlite[®] 8-speed automatic transmission, shows even greater advantages. Among them: both the Pentastar and the TorqueFlite ensure peak performance through sophisticated thermal management systems that keep fluids at ideal operating temperatures. The TorqueFlite also employs a segment-exclusive rotary dial e-shifter with steering wheel-mounted buttons—engineering that gives you the choice of manual gear selection for greater control when towing and hauling heavy loads. Factor in generous recommended oil change intervals up to 16,000 km⁵; a tough 10.2:1 compression ratio with a pulse-width modulated fuel pump and cooling fan, and you've got the engineering for confident, fuel-efficient performance and can-do capability.



3.6L PENTASTAR™ V6

As efficient as **9.6 L/100 KM (29 MPG) HWY***
305 HORSEPOWER 269 LB-FT OF TORQUE
 Up to **3,447-KG (7,600-LB) TOWING CAPACITY⁶**



305 HORSE-POWER

7,600-LB (3,447-KG) TOWING CAPACITY⁶

Ram Rebel shown in Flame Red with optional equipment.

FOUR CORNERS, FIVE MODES = ONE COMFORTABLE RIDE.



THE CLASS-EXCLUSIVE ACTIVE-LEVEL™ FOUR-CORNER AIR SUSPENSION SYSTEM!¹

It's everything that benchmark technology should be: responsive at highway speeds and consistently comfortable, even on the toughest off-road paths. The available class-exclusive Active-Level Four-Corner Air Suspension System¹ gives you five distinctive modes of operation, providing capable control on unpaved terrain and ensuring far easier loading and unloading when dealing with building materials or cumbersome cargo. The system is all-inclusive, supplying aerodynamic efficiencies while cruising, lowering the vehicle for easier entry and exit, and raising it for the off-road.



▲ OFF-ROAD 2 MODE +51 mm (+2.0 in.)
 Provides impressive ground clearance for the path or trail and generous angles for approach, departure and breakover.



▲ OFF-ROAD 1 MODE +30 mm (+1.2 in.) front; +22 mm (+0.9 in.) rear
 Enjoy outstanding ride balance with an extra degree of clearance when off-road scenarios are less severe than Off-Road 2 Mode requirements.



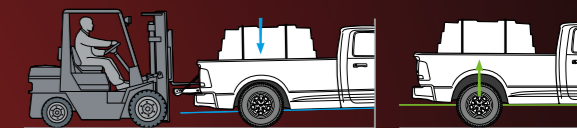
◆ NORMAL
 The most comfortable balance of ride and handling for everyday driving on city and suburban streets.



▼ AERO MODE -15 mm (-0.6 in.)
 At highway speeds, the Aero Mode automatically lowers the entire vehicle. By reducing aerodynamic drag and "body roll," improving fuel-efficiency.



▼ ENTRY/EXIT MODE -53 mm (-2.1 in.) front; -43 mm (-1.7 in.) rear
 This mode automatically lowers the vehicle, making entry and exit, loading and unloading, and hooking or unhooking trailers far easier.



ACTIVE-LEVEL TECHNOLOGY. For typical pickups, a heavily loaded cargo bed produces obvious sag and points headlights up instead of on the road. The available class-exclusive Active-Level Four-Corner Air Suspension System¹ automatically equalizes your Ram 1500 while under heavy payloads, helping maintain a horizontal load plane and a level and consistent driving profile.

FINGERTIP EASE. Operation of the available Active-Level Four-Corner Air Suspension System, remote start and locking RamBox[®] is as simple as the touch of a button.



CLASS-EXCLUSIVE MULTILINK COIL SPRING REAR SUSPENSION!¹



DURABILITY AND COMFORT THAT STAND APART. Leave the competition's technology where it belongs: far behind you. Standard on most Ram 1500 models is the class-exclusive multilink coil spring rear suspension!¹ sophisticated engineering that supplies more lateral stiffness and greater vehicle control than conventional leaf-spring suspensions. The rear suspension is long-proven in Ram 1500 and is so strong, durable and comfortable, it's the preferred engineering to support railroad coaches and boxcars.



TOUGH PARTNERS GIVE RAM 1500 UNQUESTIONABLE 4x4 AUTHORITY.

THE ON-DEMAND TRANSFER CASE. This long-proven two-speed BorgWarner[®] transfer case offers four operating modes, plus Neutral. Electronically operated via centre stack-mounted controls, it features an Auto Mode for all-weather operation, and requires no driver input whatsoever. Standard on Ram Big Horn,[®] Sport, Laramie,[®] Laramie Longhorn[®] and Laramie Limited 4x4 models.

THE PART-TIME TRANSFER CASE. Electronically operated via the centre stack-mounted controls, this BorgWarner transfer case offers greater operator input, making it the preferred technology for tough applications—in particular, off-road, farm, industrial and leisure activities. It features two speeds with three operating ranges, plus Neutral. Standard on Ram ST, SLT, Outdoorsman[®] and Rebel 4x4 models.

YOUR RAM 1500 PICKUP IS READY FOR THE TOUGHEST ASSIGNMENTS.



HOW RAM 1500 LETS YOU MASTER TOWING.

WHEN IT COMES TO HAULING AND TOWING, YOU'VE COME TO THE RIGHT PLACE. Combining the best of durable strength and sophisticated technology and software, this is how you utilize Ram capability for confident towing. Major factors that give Ram 1500 such authority in the field include:

- Trailer Sway Control, part of the comprehensive Electronic Stability Control (ESC)¹⁰ system, uses sensors to detect yaw (lateral motion of the trailer) and applies selective brake pressure to the tow vehicle's opposite side to counteract the force. The sway is measurably reduced, greatly enhancing operator confidence.
- The Tow/Haul Mode, standard on all Ram 1500 models, varies the transmission shift patterns to adapt performance for ideal towing.
- Other available features such as the class-exclusive Active-Level™ Four-Corner Air Suspension System,¹ the integrated Class IV hitch receiver with 4- and 7-pin wiring harness, and the responsive electronic Trailer Brake Controller were engineered specifically to help contribute to greater towing confidence and control.

SMART MANAGEMENT MAKES THE WORK EASY. The integrated switch bank is intuitively located on the centre stack; it lets you manage a host of standard and available towing controls and interior features. Included in these is management of the Trailer Brake Controller, the ESC¹⁰ system, Tow/Haul Mode, ventilation and heat for the seats, the heated steering wheel, and the selectable modes of the class-exclusive Active-Level Four-Corner Air Suspension System.¹



TOWING CONNECTORS AND ADJACENT LIGHTING. Ideally positioned in the rear bumper well, the standard 4- and 7-pin trailer connector keeps the connections far from dirt and debris; at-hand illumination makes it a breeze to hitch or unhitch a trailer at night. Providing both pin settings eliminates the need for an adapter or jumpers in the event of encountering different trailer setups when towing.



PARKVIEW® REAR BACK-UP CAMERA.¹¹ This available system uses a tailgate-mounted hidden camera and conveniently displays the area behind your Ram truck on the radio screen or rearview mirror (depending on radio system). When equipped with the 5-inch or 8.4-inch touchscreen radio, active grid lines automatically adjust the guide paths as the steering wheel is turned, an invaluable aid when aligning trailers and hitches. Available with the 8.4-inch touchscreen is view-at-speed capability, which augments the practicality of the Rear Back-Up Camera.¹¹ View-at-speed works in all gears, and allows you to monitor the rear while at rest or while driving—a great means to combine confidence and control while towing and hauling.

TECHNOLOGY FOCUSED ON SAFETY AND SECURITY.

ADVANCED TECHNOLOGIES DESIGNED TO PROTECT YOU are focused on operating ease and occupant comfort. Ram 1500 keeps you and yours safe and secure while delivering the highest degree of performance, convenience and capability.



PARK-SENSE® FRONT AND REAR PARK ASSIST SYSTEM.¹¹ The six Park-Sense sensors located in the front bumper, and four located in the rear bumper, monitor the areas within the sensors' fields. The front sensors can detect obstacles from a distance of up to 1.6 m (63 in.) and the rear sensors from a distance of up to 2.0 m (79 in.). This available feature utilizes read-outs in the cluster display augmented with audible chimes to fully notify the driver of front and/or rear objects within range.



REMOTE KEYLESS ENTER 'N GO.TM This available feature eliminates the need for keys in hand: with the key fob in a pocket or bag, the driver can approach the locked vehicle, touch the door handle, enter, push the ignition Start/Stop button and go. The remote keyless locking system also applies to locking and unlocking the tailgate and the available class-exclusive RamBox® Cargo Management System.¹



ADVANCED LIGHTING TECHNOLOGY. Bifunctional Projector Headlamps. An alternative to the standard headlamps, these 70-millimetre lamps ensure superb forward- and spread-light performance, using smart bifunctional technology to help increase peripheral light. **Auto High-Beam Headlamp Control.** This optional system automatically toggles between low and high beams to maximize nighttime vision. Intuitive and intelligent, the system effectively ignores local ambient lighting like streetlights, sign reflections and buildings. When cresting a hill, it instantly switches to low-beam light output.



RAIN-SENSING WINDSHIELD WIPERS. This available feature senses moisture on the windshield and automatically activates the wipers. This is especially useful for road splash or overspray from the windshield washers of the vehicle ahead. To activate the feature, just rotate the end of the multifunction lever to one of the five settings.



ELECTRONIC STABILITY CONTROL (ESC)¹⁰ SYSTEM. ESC¹⁰ is standard on every Ram 1500. The system is so refined, it can anticipate the intended path of the vehicle to optimize driving dynamics. The comprehensive ESC¹⁰ system includes:

ANTILOCK BRAKE SYSTEM (ABS). This four-channel system monitors each wheel's speed and allows backup braking should one of the two braking circuits be compromised.

TRACTION CONTROL. Integrated with the ABS, Traction Control regulates wheelspin at all speeds. Impending wheel-slip during acceleration results in throttle modifications to reduce torque; in extreme situations it will selectively apply brakes to maintain control. It can be turned off with a console-mounted button.

READY ALERT BRAKING. The system senses when the driver's foot is lifted from the accelerator, and then instantly applies a slight brake force to ensure brake pads and discs are correctly lined up should a sudden stop be necessary.

TRAILER SWAY CONTROL. This system detects trailer sway and will automatically compensate for it by applying selective brake pressure on the tow vehicle's opposite side to counteract and reduce the sway.

ELECTRONIC ROLL MITIGATION (ERM). Operational only during a severe or an evasive driving manoeuvre, this system anticipates wheel lift and applies the appropriate brake (or reduces engine power) to reduce lift.

ELECTRONIC BRAKE-FORCE DISTRIBUTION. This system regulates braking pressure from front to rear to minimize stopping distances for ideal control.

HILL START ASSIST. On hills or inclines, the vehicle is held stationary for two seconds after the brakes have been released to help prevent rollback.

RAIN BRAKE SUPPORT. When the windshield wipers are activated, this standard system pulses the brake pads closer to the spinning rotors, helping to keep the rotors and pads dry to help enable the shortest stopping distance.

HYDRAULIC BOOST COMPENSATION. Should a failure occur in the vacuum brake booster or any related line (e.g., a rupture from tough off-roading), the brake controller will run the ABS pump and the brakes will perform as normal until the failure is serviced.



THE LUXURY OF TOTAL REFINEMENT.



Laramie Longhorn Natura Plus leather shown in Cattle Tan.



Laramie® Limited Natura Plus leather shown in Black.



Laramie leather-faced second-row seats shown in Light Frost.

THE BEAUTY IS IN THE DETAILS—ESPECIALLY WHEN IT WINS AWARDS. When you're looking for the perfect blend of capability, sophistication and craftsmanship, our top-of-the-line Ram Laramie, Laramie Limited and Laramie Longhorn® models deliver.

Laramie sets the stage, with a heated steering wheel, instrument panel with woodgrain accents, power adjustable pedals, leather-faced seats with heated and ventilated front row, and 10-amplified speaker audio system.

In the award-winning interior of Ram 1500 Laramie Longhorn, everything comes together for the right reasons: visual appeal, ergonomic design and comfort, with thoughtful touches that reflect exacting refinement. It starts with the available laser-etched Longhorn identity on

the seats, and genuine European wood burl and real leather throughout the cabin. Finishing touches complete the luxurious appeal with Silver designs on the instrument panel that evoke the Old West; the Silver treatment is also incorporated on the buckles for the front-seatback saddlebag storage on Ram Laramie Longhorn and Laramie Limited models.

The sophisticated, all-Black full-leather interior of Ram Laramie Limited includes leather-wrapped grab handles, a heated leather and Argento wood-wrapped steering wheel, and full-leather seats that show off perforated inserts with Medium Greystone-accented stitch pattern and piping. Along with premium exterior treatments and finishes, these Ram 1500 models eliminate all doubt as to who is the master of this craft.



A.

ABUNDANT STORAGE DESIGNED FOR COMFORT AND CONVENIENCE.

KEEP THINGS ORGANIZED, SAFE AND SECURE. Every Ram 1500 model offers outstanding levels of occupant comfort, with a focus on providing the most convenient means to haul and the best places to store everything you need.

In a truck known for its impressive interior versatility, it's no surprise to find that every square centimetre of space will be utilized to deliver practical storage for you and your passengers.

Look for dual front glove boxes, multi-use centre-stack consoles with their handy media hub, oversize in-door bins, and, in Ram Crew Cab and Quad Cab® models, underseat storage in the rear. In Ram Regular Cab models, there's enough behind-the-front-seat room to store plenty of gear; there are even hooks back there for multiple bags of groceries.

Ram 1500 is all about capability. You'll find it everywhere—from towing strength to the countless conveniences and storage space in this intelligently designed interior.

A. IN-FLOOR STORAGE BINS. Ram Crew Cab interiors are generous with class-exclusive in-floor storage bins¹ that feature a removable and insulated tray. The bins are ideal for keeping beverages and food cold, or for stashing valuables and small tools.

UNDERSEAT STORAGE. This space in Ram 1500 Crew Cab and Quad Cab models lets you hide valuables or store items best left out of sight.

B. DUAL GLOVE BOX AND CONSOLE TREATMENTS. These expand convenience, with large upper and lower storage. The centre console treatment on Ram Laramie Longhorn® and Laramie® Limited models stands out with a refined tambour-style sliding cover and a holder for your cell phone or tablet.

C. CENTRE ARMREST, STORAGE BIN AND CUP HOLDERS. Our centre armrest is multifunctional, featuring a fold-flat writing surface and cup holders that double for convenience, handling smaller items or loose change. The media hub inside it helps keep you connected and your accessories charged.

D. IN-DOOR STORAGE. By design, these at-hand compartments are huge, letting you carry oversize beverage containers and more.

E. FOLD-FLAT LOAD FLOOR. Available on Crew Cab and Quad Cab models, this convenience allows you to carry cargo you'd prefer not to secure in the rear bed.

Properly secure all cargo.



B.



C.



D.



E.

CONNECTIVITY AT EVERY TURN.

EVERY TRIM LEVEL OF THE 2017 RAM 1500 LINEUP provides information at the ready, thanks to a bold instrument panel cluster and the interactive, in-cluster display centre.

Ram 1500 models feature driver-friendly technologies to enhance convenience and promote responsible and focused driving. Among them is an available full-colour 7-inch in-cluster display centre. Fully customizable to driver preferences, this multiview display screen provides personalized settings for dozens of functions, including media, compass, temperature, fuel economy, trip info, cruise control, trailer braking, vehicle status and engine performance.

Our take on safety concentrates on keeping eyes on the road and hands on the wheel. So you'll find dynamic information screens easily customized with an intuitive "roller-menu" controlled by a steering wheel-mounted toggle switch; safety is further enhanced with an available navigation system¹² that operates with simple and safe voice commands.¹³

To improve the driver and passenger convenience, 2017 Ram 1500 SLT, Big Horn,[®] Outdoorsman,[®] Quad Cab[®] and Crew Cab models feature Automatic Temperature Control (ATC) when you opt for one of the Uconnect[®] 8.4 multimedia systems. When equipped, the hands-free microphone is discreetly located in the headliner—a move that improves appearance and performance.

Working your Ram is PowerNet electrical architecture; it employs high- and low-speed data networks which perform thousands of calculations every second, communicating with and connecting multiple in-vehicle system modules. Information about virtually every facet of vehicle operation is telegraphed through multiple smart modules that "talk" to one another.

In the final analysis, what you've got is knowledge operated with fingertip ease. Ram 1500 delivers a wealth of information, keeping you constantly in-the-know about every mechanical aspect of your pickup.



Tire pressure multiview display screen.



Navigation multiview display screen.



Trailer brake multiview display screen.



Air suspension multiview display screen.



Laramie[®] Limited cluster.

LARGEST TOUCHSCREEN IN THE CLASS.¹



Siri[®] VR

SEE

WITHOUT LOOKING
SIRI[®] EYES FREE* lets you take care of communication and audio functions, without taking your eyes from the road.



DO NOT DISTURB

Use this part of the telematics system to automatically respond to incoming calls and texts while driving.*



NAVIGATE YOUR ADVENTURES

Get turn-by-turn directions^{12*} to wherever you're going—and don't hesitate to explore once in a while.

SiriusXM[®] SATELLITE RADIO

LISTEN TO MUSIC, TALK SHOWS AND SPORTS

Access it all. Your SiriusXM satellite radio¹⁴ subscription lets you tune in your favourites: artists, radio hosts and (we hope) winning teams.



SPEAK UP AND BE HEARD

Make and receive calls. Get texts¹³ and send preformatted responses all while driving safely with hands-free¹³ capability.*



VISUALIZE SOMETHING BIG

The 8.4-inch touchscreen is the largest in its class¹—exactly what you need to stay in command.*



DRAG AND DROP*

Select from a menu of apps and drag your choices into place along the bottom row for easy customization.



JUST SAY IT WITH VOICE COMMAND^{13*}

Just about everything you need can be operated by your voice. Speak, and it shall be done.*

Uconnect[®]

*Available feature.

RAM EXCLUSIVE THE RAMBOX® CARGO MANAGEMENT SYSTEM.

RAM 1500. THE AUTHORITY ON DOING THE JOB RIGHT.

The class-exclusive RamBox Cargo Management System¹ is available for most 5-foot 7-inch and 6-foot 4-inch beds. The system includes two large, drainable, illuminated and lockable compartments, each spacious enough to hold a variety of power tools or sports equipment.

Even better, there are dozens of Authentic Accessories from Mopar® that are custom-crafted for the outdoorsman and sportsman—and they fit perfectly inside the RamBox compartments.



COUNT ON TOP-TIER CAPABILITY. The RamBox System enhances capability. Carry 4x8-foot sheets of materials while tools stay safe and dry in the waterproof, lockable and illuminated bins.



PICKUP BOX LIGHTING. Two rear-mounted lamps complement the centre high-mounted stoplamp (CHMSL); loading/unloading at night is easy. If your Ram 1500 is protected by a tonneau cover, the lighting illuminates the rear area; you won't even need to adjust the cover.



Properly secure all cargo.

RAMBOX DIMENSIONS		
	5' 7" CARGO BED	6' 4" CARGO BED
A	480 mm (18.9 in.)	480 mm (18.9 in.)
B	1311 mm (51.6 in.)	1529 mm (60.2 in.)
C	366 mm (14.4 in.)	472 mm (18.6 in.)

THE RAMBOX SYSTEM includes a cargo bed extender/divider to customize the bed area and extend bed length; reverse it to divide your space and store it at the front of the bed. Also included is a built-in cargo bed rail system with four adjustable tie-down cleats, and LED lighting for the rear of the box.

AUTHENTIC MOPAR ACCESSORIES

MAKE IT ENTIRELY YOUR OWN. Personalize your new Ram 1500 by opting for the best in custom touches—namely, the hundreds of Authentic Accessories from Mopar designed specifically for your pickup.

Mopar offers custom-crafted solutions to address virtually every aspect of looks, comfort, capability and performance. So think Cold Air Intake Kits to boost engine output. Opt for space for golf clubs, power tools or the innovative RamBox Holster—all of which perfectly fit the RamBox storage compartments. Comfort items like Tubular Side Steps and protective devices like Tonneau Covers and Bedliners join dozens of practical accessories that make work easier.



Roll-up Tonneau Cover



Under-the-rail Bedliner



Bed-mount Ski and Snowboard Carrier



Aluminum Ladder Rack



Sport Hood, Tonneau Cover, Black Tubular Side Steps and Black 20-Inch Wheels.



Properly secure all cargo.



ST (REGULAR CAB / QUAD CAB® / CREW CAB)



17-inch lightweight steel
Standard

OPTIONAL EQUIPMENT cont.

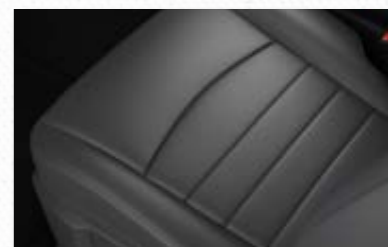
- ParkView® Rear Back-Up Camera¹¹
- Spray-In Bedliner (included with Ram Tradesman model)
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Uconnect® 3.0 Multimedia Centre with Hands-Free Communication¹³
- Uconnect 5.0 Multimedia Centre with 5-inch Touchscreen and Hands-Free Communication¹³

PACKAGE GROUPS

- Popular Equipment Group – Includes cloth 40/20/40 front bench seat, carpet, remote keyless entry on Crew Cab/Quad Cab, floor mats and SiriusXM satellite radio with 1-year subscription¹⁴
- Power and Remote Entry Group – Power, heated 6 x 9-inch exterior mirrors, premium vinyl door trim with map pocket, remote keyless entry and power locks and windows (Regular Cab only)
- Protection Group – Includes tow hooks, transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System – Includes pickup box lighting, cargo bed extender/divider and 4 adjustable cargo tie-down hooks (5' 7" and 6' 4" box only)
- Ram HFE (Quad Cab 4x2 6'4" box only) – Includes 3.0L EcoDiesel V6 with 8-speed automatic, 20-inch aluminum wheels, active grille shutters, chrome wheel-to-wheel side steps, soft tri-fold tonneau cover, 3.55 rear axle ratio and 800-amp battery
- Ram Tradesman Model – Features standard 5.7L HEMI V8 with 6-speed or 8-speed automatic, available 3.6L Pentastar V6 with 8-speed, available 3.0L EcoDiesel V6 with 8-speed, Class IV hitch receiver and spray-in bedliner
- Trailer Tow Mirrors and Brake Group – Includes Trailer Brake Control and power 7 x 11-inch manually folding trailer tow mirrors



Quad Cab shown in heavy-duty vinyl with 40/20/40 front bench seat—Diesel Grey.



Heavy-duty vinyl—Diesel Grey
Standard



Standard



Shown with available rotary dial E-shifter and standard Radio 3.0 multimedia centre.



Cloth—Diesel Grey
Available



Shown with available rotary dial E-shifter and available Uconnect 5.0 multimedia centre.

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 6-speed automatic
- 5.7L HEMI VVT V8 with FuelSaver MDS and 8-speed automatic with E-shifter (Tradesman®)
- 3.6L Pentastar™ VVT V6 with 8-speed automatic and E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover (Tradesman)

STANDARD EQUIPMENT

INTERIOR AMENITIES

- 3.5-inch Electronic Vehicle Information Centre (EVIC)
- 12-volt auxiliary power outlet
- Air conditioning
- Behind-the-seat storage bin (Regular Cab)
- Cruise control
- Media Centre:
 - Media hub with remote USB port and auxiliary audio input jack
 - Radio 3.0 multimedia centre with 6 speakers
- Power door locks and front windows with 1-touch up and down (Quad Cab/Crew Cab)

Seating:

- Front-seat centre armrest with 3 cup holders
- Heavy-duty vinyl 40/20/40 front bench seat
- Heavy-duty vinyl flip-up rear bench seat (Quad Cab/Crew Cab)

- Rear in-floor storage (Crew Cab)
- Rear underseat storage bins (Quad Cab/Crew Cab)
- Tilt steering column

EXTERIOR FEATURES

- Black grille, door handles and front/rear bumpers
- Black, power, heated 6 x 9-inch mirrors, manual folding (Quad Cab/Crew Cab)
- Cargo lamp and CHMSL
- Moulded-in-Black upper fascia
- Quad-lens halogen headlamps

EXTERIOR FEATURES cont.

- Wheels and Tires:
 - 17-inch lightweight steel wheels
 - P265/70R17 BSW all-season Goodyear® tires

SAFETY & SECURITY

- 4-wheel disc antilock brakes with Brake Assist
- 6 air bags¹⁷
- Automatic headlamps
- Daytime running lamps (DRLs)

- Electronic Stability Control (ESC)¹⁰ System with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, Ready Alert Braking and Traction Control

- Full-size spare tire
- Locking tailgate
- Sentry Key® anti-theft engine immobilizer
- Tire pressure monitoring display

CAPABILITY & FUNCTIONALITY

- 3.21 axle ratio
- 4- and 7-pin trailer wiring harness
- 730-amp maintenance-free battery
- Electronic shift-on-the-fly part-time transfer case (4x4)
- Engine block heater
- Front stabilizer bar
- Front suspension with upper and lower control arms, coil springs and heavy-duty shock absorbers
- Multilink coil spring rear suspension with heavy-duty shock absorbers
- Power rack and pinion steering
- Rear stabilizer bar (not available on Regular Cab 4x2)

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System (Quad Cab/Crew Cab)
- Antispin Differential Rear Axle
- Class IV Hitch Receiver (included with Ram Tradesman model)



SXT (REGULAR CAB / QUAD CAB® / CREW CAB)



17-inch aluminum
Standard



Regular Cab shown in cloth with 40/20/40 front bench seat—Diesel Grey.



Standard



Shown with available rotary dial E-shifter and standard Radio 3.0 multimedia centre.



Shown with available rotary dial E-shifter and available Uconnect 5.0 multimedia centre.



Cloth—Diesel Grey
Standard

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 6-speed automatic
- 3.6L Pentastar™ VVT V6 with 8-speed automatic and E-shifter

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System (Quad Cab/Crew Cab)
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Fog Lamps
- ParkView® Rear Back-Up Camera¹¹
- Pickup Box Lighting
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Trailer Tow Mirrors (included with Trailer Tow Mirrors and Brake Group)
- Uconnect® 3.0 Multimedia Centre with Hands-Free Communication¹³
- Uconnect 5.0 Multimedia Centre with 5-inch Touchscreen and Hands-Free Communication¹³

PACKAGE GROUPS

- Power and Remote Entry Group — Power, heated 6 x 9-inch manual folding exterior mirrors, premium vinyl door trim with map pocket, remote keyless entry and power locks and windows (Regular Cab)
- Protection Group — Includes tow hooks, transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System — Includes pickup box lighting, cargo bed extender/divider and 4 adjustable cargo tie-down hooks (5' 7" and 6' 4" box only)
- Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control and power 7 x 11-inch manually folding trailer tow mirrors

ENHANCEMENTS vs. ST

INTERIOR AMENITIES

- Carpet floor covering
- Cloth 40/20/40 front bench seat
- Floor mats
- SiriusXM satellite radio including 1-year subscription¹⁴

EXTERIOR FEATURES

- 17-inch aluminum wheels
- Bright front/rear bumpers
- Bright grille with Black hex-link insert

SAFETY & SECURITY

- Remote keyless entry (Quad Cab/Crew Cab)

SLT (REGULAR CAB / QUAD CAB® / CREW CAB)



17-inch aluminum
Standard



Crew Cab shown in cloth with 40/20/40 front bench seat—Diesel Grey.



Standard



Available with Luxury Group and SLT Plus Décor Group



20-inch aluminum
Available
Packaged with SLT Plus Décor Group



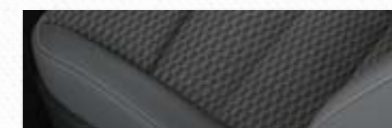
20-inch polished aluminum
Available with SLT Plus Décor Group



Shown with standard Uconnect 5.0 multimedia centre.



Shown with available Uconnect 8.4 or 8.4 NAV multimedia centre.



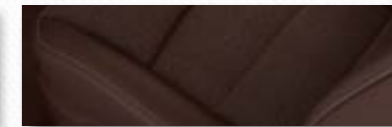
Cloth—Diesel Grey
Standard



Cloth—Canyon Brown
Standard



Premium cloth—Diesel Grey
Available



Premium cloth—Canyon Brown
Available

POWERTRAIN

- 3.6L Pentastar™ Variable Valve Timing (VVT) V6 with 8-speed automatic and E-shifter
- 5.7L HEMI® VVT V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. SXT

INTERIOR AMENITIES

- Media Centre:
 - Hands-free communication with Bluetooth® streaming audio¹³
 - Uconnect® 5.0 multimedia centre with 5-inch touchscreen
- Overhead console
- Passenger-side sun visor with mirror
- Premium door trim panel with map pocket
- Rear power sliding window (Quad Cab/Crew Cab)
- Temperature and compass displays
- Traveller and mini trip computer

EXTERIOR FEATURES

- Body-colour upper fascia
- Chrome door handles

SAFETY & SECURITY

- Remote keyless entry

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System (Quad Cab/Crew Cab)
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Fog Lamps
- ParkView® Rear Back-Up Camera¹¹

OPTIONAL EQUIPMENT cont.

- Power Sunroof (Quad Cab/Crew Cab only)
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Trailer Tow Mirrors (included with Trailer Tow Mirrors and Brake Group)
- Uconnect 8.4 Multimedia Centre with 8.4-inch Touchscreen (NAV-ready¹⁵)*
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation^{12*}

PACKAGE GROUPS

- Comfort Group — Includes heated front seats and heated steering wheel
- Luxury Group — Includes overhead console with universal garage door opener,¹⁶ sun visors with illuminated vanity mirrors, power folding 6 x 9-inch heated mirrors with courtesy lamps and supplemental turn signals, 7-inch customizable in-cluster display centre, glove box and underhood lamps, auto-dimming rearview mirror, rear dome lamp, leather-wrapped steering wheel with audio controls and pickup box lighting
- Protection Group — Includes tow hooks, transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System — Includes pickup box lighting and cargo bed extender/divider and 4 adjustable cargo tie-down hooks (5' 7" and 6' 4" box only)
- Remote Start and Security Group — Includes remote start and security alarm
- SLT Plus Décor Group — Includes Luxury Group, bright grille with bright billets, fog lamps, 20-inch aluminum wheels and dual rear exhaust with bright tips (Quad Cab/Crew Cab only)
- Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control, and power 7 x 11-inch heated, manually folding trailer tow mirrors with supplemental turn signals and courtesy lamps

*Includes dual-zone automatic temperature control (ATC).



OUTDOORSMAN® (QUAD CAB® / CREW CAB)

POWERTRAIN

- 3.6L Pentastar™ Variable Valve Timing (VVT) V6 with 8-speed automatic and E-shifter
- 5.7L HEMI® VVT V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. SLT

INTERIOR AMENITIES

- Front/rear rubber floor mats

EXTERIOR FEATURES

- Black door handles
- Black lower 2-tone paint and fender flares
- Black painted front/rear bumpers
- Body-colour grille
- Fog lamps

CAPABILITY & FUNCTIONALITY

- 98-litre fuel tank (3.0L)
- 121-litre fuel tank (3.6L and 5.7L)
- Antispin differential rear axle (4x4)
- Class IV hitch receiver (4x4)
- Front suspension skid plate (4x4)
- Rear extra-heavy-duty shock absorbers (4x4)
- Tow hooks
- Transfer case skid plate shield (4x4)

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System
- Antispin Differential Rear Axle
- Park-Sense® Front and Rear Park Assist System¹¹
- Park-Sense Rear Park Assist System¹¹
- ParkView® Rear Back-Up Camera¹¹
- Power Sunroof
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Uconnect® 8.4 Multimedia Centre with 8.4-inch Touchscreen (NAV-ready¹⁵)*
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation^{12*}
- Comfort Group – Includes heated front seats and heated steering wheel
- Luxury Group – Includes overhead console with universal garage door opener,¹⁶ sun visors with illuminated vanity mirrors, power folding 6 x 9-inch heated mirrors with courtesy lamps and supplemental turn signals, 7-inch customizable in-cluster display centre, glove box and underhood lamps, auto-dimming rearview mirror, rear dome lamp, leather-wrapped steering wheel with audio controls and pickup box lighting
- Monotone Outdoorsman – Includes body-colour fender flares and bright front/rear bumpers
- RamBox® Cargo Management System – Includes pickup box lighting and cargo bed extender/divider and 4 adjustable cargo tie-down hooks
- Rear Camera and Park Assist Group – Includes ParkView Rear Back-Up Camera¹¹ and Park-Sense Front and Rear Park Assist System¹¹
- Remote Start and Security Group – Includes remote start and security alarm
- Trailer Tow Mirrors and Brake Group – Includes Trailer Brake Control, and power 7 x 11-inch heated, manually folding trailer tow mirrors with supplemental turn signals and courtesy lamps

*Includes dual-zone automatic temperature control (ATC).



17-inch aluminum
Standard



20-inch Semi-Gloss Black aluminum
Available



20-inch aluminum
Available



Crew Cab shown in available premium cloth front bucket seats—Diesel Grey.



Standard



Available with Luxury Group



Shown with standard Uconnect 5.0 multimedia centre.



Shown with available Uconnect 8.4 or 8.4 NAV multimedia centre.



Cloth—Diesel Grey
Standard



Cloth—Canyon Brown
Standard



Premium cloth—Diesel Grey
Available



Premium cloth—Canyon Brown
Available



BIG HORN® (QUAD CAB® / CREW CAB)

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. SLT

INTERIOR AMENITIES

- Auto-dimming rearview mirror
- Glove box and underhood lamps
- Leather-wrapped steering wheel with audio controls
- Overhead console with universal garage door opener¹⁶
- Premium gauge cluster with 7-inch full-colour customizable in-cluster display centre
- Rear dome lamp with on/off switch
- Sun visors with illuminated vanity mirrors

EXTERIOR FEATURES

- Bright grille with bright billets
- Chrome power folding, heated 6 x 9-inch mirrors with courtesy lamps and supplemental turn signals
- Chrome tubular side steps
- Fog lamps
- Pickup box lighting
- Wheels and Tires:
 - 20-inch chrome-clad aluminum wheels
 - P275/60R20 BSW all-season Goodyear® tires
 - Full-size temporary-use spare tire

CAPABILITY & FUNCTIONALITY

- Dual rear exhaust with bright tips
- Electronic shift-on-demand transfer case (4x4)
- Tow hooks

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Park-Sense® Rear Park Assist System¹¹
- ParkView® Rear Back-Up Camera¹¹
- Power Chrome Trailer Tow Mirrors
- Power Sunroof
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)*
- Uconnect® 8.4 Multimedia Centre with 8.4-inch Touchscreen (NAV-ready¹⁵)*

PACKAGE GROUPS

- Comfort Group – Includes heated front seats and heated steering wheel
- Protection Group – Includes tow hooks, transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System – Includes cargo bed extender/divider and 4 adjustable cargo tie-down hooks
- Rear Camera and Park Assist Group – Includes ParkView Rear Back-Up Camera¹¹ and Park-Sense Front and Rear Park Assist System¹¹
- Remote Start and Security Group – Includes remote start and security alarm
- Trailer Tow Mirrors and Brake Group – Includes Trailer Brake Control, and power 7 x 11-inch heated, manually folding trailer tow mirrors with memory, courtesy lamps and supplemental turn signals

*Includes dual-zone automatic temperature control (ATC).



20-inch chrome-clad aluminum
Standard



Crew Cab shown in available premium cloth with 40/20/40 front bench seat—Diesel Grey.



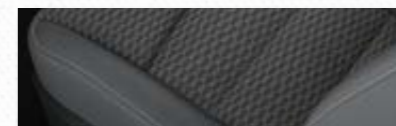
Standard



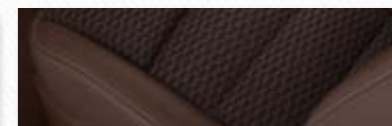
Shown with standard Uconnect 5.0 multimedia centre.



Shown with available Uconnect 8.4 multimedia centre.



Cloth—Diesel Grey
Standard



Cloth—Canyon Brown
Standard



Premium cloth—Diesel Grey
Available



Premium cloth—Canyon Brown
Available

FOR FULL OPTION DETAILS, VISIT RAMTRUCK.CA



SPORT (QUAD CAB® / CREW CAB)

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter

ENHANCEMENTS vs. BIG HORN®

INTERIOR AMENITIES

- 115-volt auxiliary power outlet
- Bright rotary dial E-shifter
- Fold-flat rear load floor
- Full-length floor console with phone/tablet holder
- Highline door trim panel
- LED interior lighting
- Seating:
 - 60/40 split-folding rear seat
 - Cloth high-back front bucket seats with vinyl bolsters
 - Power 10-way driver's seat, including 2-way lumbar adjust

- Uconnect® 8.4 multimedia centre with 8.4-inch touchscreen (NAV-ready¹⁵)

EXTERIOR FEATURES

- Body-colour door handles
- Body-colour front fascia and front/rear bumpers
- Body-colour grille with bright billets
- Body-colour, heated, 6 x 9-inch, power folding mirrors, with driver auto-dim, courtesy lamps and supplemental turn signals
- Dedicated daytime running lamps (DRLs)
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround
- Wheels and Tires:
 - 20-inch polished aluminum wheels
 - P275/60R20 DWL all-season Goodyear® tires

Note: does not include tubular side steps

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Park-Sense® Front and Rear Park Assist System¹¹
- Park-Sense Rear Park Assist System¹¹
- ParkView® Rear Back-Up Camera¹¹
- Power Adjustable Pedals
- Power Black Trailer Tow Mirrors (included with Trailer Tow Mirrors and Brake Group)
- Power Sunroof
- Sport Performance Hood
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation¹²

PACKAGE GROUPS

- Black Sport Group — Includes Brilliant Black Crystal Pearl exterior paint, 20-inch Semi-Gloss Black aluminum wheels, sport performance hood, Black exterior badging, dual-zone automatic temperature control (ATC) and 10 amplified speakers including subwoofer
- Comfort Group — Includes heated front seats and heated steering wheel
- Convenience Group — Includes rain-sensing windshield wipers, auto high-beam headlamp control and Keyless Enter 'n Go™ with proximity entry and push-button start
- RamBox® Cargo Management System — Includes cargo bed extender/divider and 4 adjustable cargo tie-down hooks
- Remote Start and Security Group — Includes remote start and security alarm
- Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control, Class IV hitch receiver and Black 7 x 11-inch heated, manually folding trailer tow mirrors with courtesy lamps and supplemental turn signals



20-inch polished aluminum
Standard on Sport



20-inch Semi-Gloss Black aluminum
Standard on Night Edition
Available on Sport with Black Sport Group



Crew Cab shown in Sport mesh cloth with vinyl—Black.



Standard



Sport mesh cloth with vinyl—Black
Standard on Sport and Night Edition



Shown with standard Uconnect 8.4
(or available 8.4 NAV) multimedia centre.



Leather-faced with perforated inserts—Black
Available on Sport and Night Edition



Shown with optional equipment

NIGHT EDITION (QUAD CAB® / CREW CAB)

ENHANCEMENTS vs. SPORT

- Gloss Black grille surround with Black hex-link insert
- Black badging including 20-inch "RAM" tailgate badge
- Wheels and Tires:
 - 20-inch Semi-Gloss Black aluminum wheels
 - P285/45R22 BSW all-season Goodyear tires



REBEL (CREW CAB, 4x4 ONLY)



17-inch aluminum with
Matte Black pockets
Standard



Shown in high-durability technical grain vinyl—Radar Red.

POWERTRAIN

- 3.6L Pentastar™ Variable Valve Timing (VVT) V6 with 8-speed automatic and E-shifter
- 5.7L HEMI® VVT V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter

ENHANCEMENTS vs. BIG HORN®

INTERIOR AMENITIES

- 115-volt auxiliary power outlet
- Fold-flat rear load floor storage
- Full-length floor console with phone/tablet holder
- Heated steering wheel with accent stitching
- Seating:
 - Heated high-back front bucket seats
 - High-durability technical grain vinyl seats with embroidered logo and embossed tire tread seat pattern
 - Power 10-way driver's seat and 6-way front-passenger seat including 2-way lumbar adjust
- Unique off-road rubber floor mats

EXTERIOR FEATURES

- Black badging including 20-inch "RAM" tailgate badge
- Black lower 2-tone paint with flat Black fender flares
- Black powder-coated front/rear bumpers
- Black, power, heated 6 x 9-inch mirrors; manual folding
- Blacked-out grille with Billet Silver "RAM" badge
- Body-colour door handles
- Dedicated daytime running lamps (DRLs) and LED fog lamps
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround
- Sport performance hood
- Wheels and Tires:
 - 17-inch aluminum wheels with Matte Black pockets and 33-inch Toyo® brand all-terrain tires
 - Full-size spare tire

Note: does not include pickup box lighting or tubular side steps

CAPABILITY & FUNCTIONALITY

- 3.92 rear axle ratio
- Active-Level™ 4-Corner Air Suspension System
- Bilstein® heavy-duty front and rear shocks
- Class IV hitch receiver
- Electronic shift-on-the-fly part-time transfer case

OPTIONAL EQUIPMENT

- Antispin Differential Rear Axle
- Keyless Enter 'n Go™ with Proximity Entry and Push-Button Start
- Park-Sense® Rear Park Assist System¹¹
- ParkView® Rear Back-Up Camera¹¹
- Power Sunroof
- Spray-In Bedliner
- Tonneau Cover with Embossed Ram's Head Logo
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Uconnect 8.4 Multimedia Centre with 8.4-inch Touchscreen (NAV-ready¹⁵)
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation¹²

PACKAGE GROUPS

- Luxury Group — Includes overhead console with universal garage door opener,¹⁶ sun visors with illuminated vanity mirrors, power folding 6 x 9-inch heated mirrors with courtesy lamps and supplemental turn signals, glove box and underhood lamps, auto-dimming rearview mirror, rear dome lamp and pickup box lighting
- Protection Group — Includes transfer case and front suspension skid plates
- RamBox® Cargo Management System — Includes pickup box lighting, bed extender/divider and 4 adjustable cargo tie-down hooks
- Remote Start and Security Group — Includes remote start and security alarm
- Trailer Tow Mirrors and Brake Group — Power 7 x 11-inch heated, manually folding trailer tow mirrors, courtesy lamps and supplemental turn signals



Shown with available Uconnect 8.4 or
8.4 NAV multimedia centre.



High-durability technical grain vinyl—Two-tone
Radar Red/Black
Standard



LARAMIE® (QUAD CAB® / CREW CAB)



20-inch chrome-clad aluminum
Standard

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. SPORT

INTERIOR AMENITIES

- 10-amplified speaker system including subwoofer
- Air conditioning with Dual-Zone Automatic Temperature Control (ATC) and humidity sensor
- Heated steering wheel
- Instrument panel with woodgrain accents
- Memory feature for radio, driver's seat and pedals
- Power adjustable pedals
- Seating
 - Heated/ventilated front seats
 - Leather-faced 40/20/40 high-back front bench seat (restrictions apply, see your retailer for full details)
 - Power 10-way driver's seat and 6-way front-passenger seat including 2-way lumbar adjust

EXTERIOR FEATURES

- Body-colour fender flares
- Bright grille with bright hex-perforated insert
- Chrome door handles, bright front/rear bumpers
- Chrome, heated, 6 x 9-inch, power folding mirrors with position memory, auto-dimming, courtesy lamps and supplemental turn signals
- Premium bifunctional halogen projector headlamps and LED taillamps with chrome surround
- Wheels and Tires:
 - 20-inch chrome-clad aluminum wheels
 - P275/60R20 BSW all-season Goodyear® tires

SAFETY & SECURITY

- Park-Sense® Rear Park Assist System¹¹
- ParkView® Rear Back-Up Camera¹¹ with view-at-speed capability
- Security alarm

Note: does not include pickup box lighting

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Park-Sense Front and Rear Park Assist System¹¹
- Pickup Box Lighting
- Power Sunroof
- Remote Start System
- Spray-In Bedliner
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
- Uconnect® 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation¹²

PACKAGE GROUPS

- Convenience Group — Includes rain-sensing windshield wipers, auto high-beam headlamp control and Keyless Enter 'n Go™ with proximity entry and push-button start
- Protection Group — Includes tow hooks, transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System — Includes pickup box lighting and cargo bed extender/divider and 4 adjustable tie-down hooks
- Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control and power 7 x 11-inch heated, manually folding trailer tow mirrors with memory courtesy lamps and supplemental turn signals



Crew Cab shown with leather-faced 40/20/40 front bench seat with perforated inserts—Black.



Standard



Leather-faced with perforated inserts—Black
Standard



Shown with standard Uconnect 8.4 (or available 8.4 NAV) multimedia centre.



Leather-faced with perforated inserts—Light Frost
Standard

LARAMIE LONGHORN® (CREW CAB)



20-inch polished aluminum with Gold-clad inserts
Standard with two-tone exterior paint

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. LARAMIE®

INTERIOR AMENITIES

- Double-stacked centre console with full-leather lid and tambour sliding door
- Mopar® bright door entry guards
- Premium door trim panel
- Premium front/rear floor mats
- Premium Laramie Longhorn instrument cluster
- Premium leather and wood interior accents
- Premium wood and leather-wrapped steering wheel
- Seating:
 - Heated 2nd-row seats
 - Natura Plus leather high-back front bucket seats
- Uconnect® 8.4 NAV multimedia centre with 8.4-inch touchscreen and premium navigation¹²

EXTERIOR FEATURES

- Bright billet port grille with "RAM" badge (late availability)
- Chrome bodyside moulding (late availability)
- Lower 2-tone paint, front/rear fascia, fender flares and running boards in White Gold Metallic
- Pickup box lighting
- Spray-in bedliner
- Wheels and Tires:
 - 20-inch polished aluminum wheels with Gold-clad inserts
 - Full-size spare tire
- Tow hooks (Laramie Longhorn only)

SAFETY & SECURITY

- Remote Start System

OPTIONAL EQUIPMENT

- Active-Level™ 4-Corner Air Suspension System
- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Park-Sense® Front and Rear Park Assist System¹¹
- Power Sunroof
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)

PACKAGE GROUPS

- Convenience Group — Includes rain-sensing windshield wipers, auto high-beam headlamp control and Keyless Enter 'n Go™ with proximity entry and push-button start
- Monotone Paint — Includes chrome tubular side steps, body-colour fender flares, bright front/rear bumpers and 20-inch polished aluminum wheels with Silver inserts
- Protection Group — Includes transfer case and front suspension skid plates (4x4 only)
- RamBox® Cargo Management System — Includes cargo bed extender/divider and 4 adjustable tie-down hooks⁴
- Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control, Class IV hitch receiver and power 7 x 11-inch manually folding trailer tow mirrors with memory, courtesy lamps and supplemental turn signals

⁴Not available with the 6'4" bed.



20-inch polished aluminum with Silver inserts
Standard with Monotone exterior paint



20-inch polished aluminum
Available with Monotone exterior paint



Shown in Natura Plus leather with perforated inserts with laser etching—Canyon Brown.



Standard



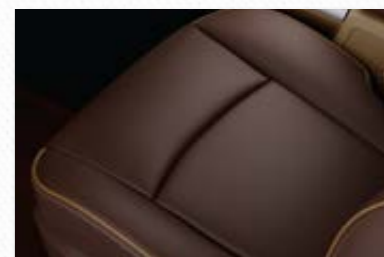
Natura Plus leather with perforated inserts and laser etching—Canyon Brown
Standard



Shown with standard rotary dial E-shifter and Uconnect 8.4 NAV multimedia centre.



Natura Plus leather with perforated inserts—Cattle Tan
Standard



Natura Plus leather with perforated inserts—Canyon Brown
Standard

FOR FULL OPTION DETAILS, VISIT RAMTRUCK.CA

LARAMIE[®] LIMITED (CREW CAB)



POWERTRAIN

- 5.7L HEMI[®] Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter
- 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs. LARAMIE LONGHORN[®]

INTERIOR AMENITIES

- Leather-wrapped grab handles
- Luxury door trim panel with Argento wood accents
- Luxury front/rear floor mats
- Premium all-Black interior
- Natura Plus Black leather high-back front bucket seats
- Premium Laramie Limited instrument cluster

EXTERIOR FEATURES

- 20-inch bright chrome "RAM" tailgate badge
- 20-inch polished forged aluminum wheels with painted inserts
- Body-colour front/rear bumpers
- Chrome wheel-to-wheel side steps (5.7L)

SAFETY & SECURITY

- Auto high-beam headlamp control
- Keyless Enter 'n Go[™] with proximity entry and push-button start
- Rain-sensing windshield wipers
- Rear window defroster

CAPABILITY & FUNCTIONALITY

- Active-Level[™] 4-Corner Air Suspension System

OPTIONAL EQUIPMENT

- Antispin Differential Rear Axle
- Class IV Hitch Receiver
- Park-Sense[®] Front and Rear Park Assist System¹¹
- Power Sunroof
- Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)

PACKAGE GROUPS

- Limited Appearance Group – Includes body-colour fender flares and bright front/rear bumpers
- RamBox[®] Cargo Management System – Includes pickup box lighting and cargo bed extender/divider and 4 adjustable tie-down hooks[†]
- Trailer Tow Mirrors and Brake Group – Includes Trailer Brake Control, Class IV hitch receiver and power 7 x 11-inch manually folding trailer tow mirrors with memory, courtesy lamps and supplemental turn signals

[†]Not available with the 6'4" bed.



20-inch polished forged aluminum with painted inserts
Standard



Shown in Natura Plus leather with perforated inserts—Black.



Shown with standard rotary dial E-shifter and Uconnect 8.4 NAV multimedia centre.



Natura Plus leather with perforated inserts—Black
Standard



Standard



PAINT



Pearl White



Brilliant Black Crystal Pearl



Black Forest Green Pearl



Bright White



Bright Silver Metallic



Granite Crystal Metallic



Blue Streak Pearl



Maximum Steel Metallic



True Blue Pearl



Flame Red



Red Pearl

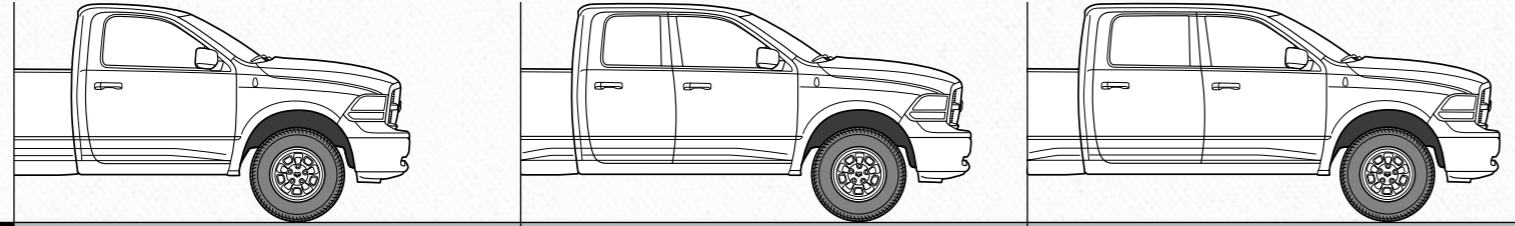


Luxury Brown Pearl

All colours not available on all models. See retailer for more details.

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SPECIFICATIONS



INTERIOR DIMENSIONS, mm (in)	REGULAR CAB	QUAD CAB*	CREW CAB
Headroom F/R	1013 (39.9) / N/A	1041 (41.0) / 1008 (39.7)	1041 (41.0) / 1013 (39.9)
Legroom F/R	1041 (41.0) / N/A	1041 (41.0) / 881 (34.7)	1041 (41.0) / 1023 (40.3)
Shoulder Room F/R	1676 (66.0) / N/A	1676 (66.0) / 1668 (65.7)	1676 (66.0) / 1668 (65.7)
Hip Room F/R	1599 (62.8) / N/A	1605 (63.2) / 1598 (62.9)	1605 (63.2) / 1605 (63.2)
Total Interior Volume Litres (cu ft)	1770 (62.5)	3302 (116.6)	3548 (125.3)

EXTERIOR DIMENSIONS, mm (in)	REGULAR CAB		QUAD CAB	CREW CAB	
	1.9M (6'4") BOX	2.4M (8') BOX	1.9M (6'4") BOX	1.7M (5'7") BOX	1.9M (6'4") BOX
Wheelbase	3061 (120.5)	3569 (140.5)	3569 (140.5)	3569 (140.5)	3797 (149.5)
Overall Length	5309 (209.0)	5867 (231.0)	5817 (229.0)	5817 (229.0)	6043 (237.9)
Overall Height (empty) 4x2/4x4	1894 (74.6) / 1910 (75.2)	1889 (74.4) / 1906 (75.0)	1960 (77.2) / 1975 (77.7)	1954 (76.9) / 1968 (77.5)	1951 (76.8) / 1965 (77.4)
Overall Body Width (without mirrors)	2017 (79.4)	2017 (79.4)	2017 (79.4)	2018 (79.4)	2018 (79.5)
Track - Front 4x2/4x4	1728 (68.0) / 1732 (68.2)	1728 (68.0) / 1732 (68.2)	1729 (68.0) / 1732 (68.2)	1727 (68.0) / 1732 (68.2)	1727 (68.0) / 1732 (68.2)
Track - Rear 4x2/4x4	1715 (67.5) / 1715 (67.5)	1715 (67.5) / 1715 (67.5)	1715 (67.5) / 1715 (67.5)	1715 (67.5) / 1715 (67.5)	1715 (67.5) / 1715 (67.5)
Turning Diameter 4x2/4x4	12 (39.5) / 12.1 (39.8)	13.7 (45.1) / 13.8 (45.4)	13.7 (45.1) / 13.8 (45.4)	12.0 (39.5) / 12.1 (39.8)	13.7 (45.1) / 13.8 (45.4)
Bed Length (at floor)	1939 (76.3)	2497 (98.3)	1939 (76.3)	1712 (67.4)	1936 (76.3)
Bed Height	511 (20.1)	513 (20.2)	511 (20.1)	509 (20.0)	511 (20.1)
Bed Width at Wall	1687 (66.4)	1687 (66.4)	1687 (66.4)	1687 (66.4)	1687 (66.4)
Bed Width at Wheelhousings	1295 (51.0)	1295 (51.0)	1295 (51.0)	1295 (51.0)	1295 (51.0)

*Shown for base models with standard features. Overall height will vary by model, box length, tire size and available air suspension. Visit rambodybuilder.com for full specifications.

	TRANSMISSION	HORSEPOWER	TORQUE (LB-FT)	POWER AND FUEL ECONOMY*		
				CITY L/100 KM (MPG)	HIGHWAY L/100 KM (MPG)	
4x2	3.0L EcoDiesel V6 (HFE model) [†]	8-speed automatic	240	420	11.3 (25)	8.0 (35)
	3.0L EcoDiesel V6 [†]	8-speed automatic	240	420	11.6 (24)	8.4 (34)
	3.6L Pentastar™ VVT V6	8-speed automatic	305	269	13.9 (20)	9.6 (29)
	5.7L HEMI® VVT V8	8-speed automatic	395	410	15.7 (18)	11.0 (26)
		6-speed automatic	395	410	17.0 (17)	12.0 (24)
4x4	3.0L EcoDiesel V6 [†]	8-speed automatic	240	420	12.1 (23)	8.8 (32)
	3.6L Pentastar VVT V6	8-speed automatic	305	269	14.5 (19)	10.2 (28)
	5.7L HEMI VVT V8	8-speed automatic	395	410	16.1 (18)	11.5 (25)
		6-speed automatic	395	410	17.5 (16)	12.7 (22)

*Based on 2017 *EnerGuide* fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. For *EnerGuide* information, please ask your retailer or visit the Government of Canada Web site: www.vehicles.nrcan.gc.ca †2016 *EnerGuide* ratings shown. 2017MY numbers not available at time of print.

SOCIETY OF AUTOMOTIVE ENGINEERS (SAE) J2807 TOWING STANDARD. Towing ratings for all 2017 Ram 1500 models are compliant with the SAE J2807 towing standard. The towing standard specifically addresses accuracy in performance requirements for determining Gross Combined Weight Ratings (GCWR) and Trailer Weight Ratings (TWR), and is designed

to reflect real-life conditions that truck owners would likely experience every working day. Performance requirements consider a truck's acceleration, gradeability, braking and handling, and its ability to handle heat in a standardized environment, both with and without a load. The standard achieves parity across all truck brands, and we rigorously promote its application.

TOWING [†] (Conventional ball and hitch) (SAE J2807 compliant) kg (lb) – Maximum ratings when properly equipped.				REGULAR CAB				QUAD CAB*		CREW CAB					
ENGINE	AUTO TRANS	AXLE RATIO	GCWR	1.9M (6'4") BOX		2.4M (8') BOX		1.9M (6'4") BOX		1.7M (5'7") BOX		1.9M (6'4") BOX			
				4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4		
3.6L Pentastar™ VVT V6	8-speed	3.21	4468 (9850)	2254 (4970)	2155 (4750)	2164 (4770)	2078 (4580)	2091 (4610)	2009 (4430)	2046 (4510)	1910 (4210)				
			5534 (12,200)	3293 (7260)	3198 (7050)										
			5625 (12,400)			3298 (7270)	3211 (7080)								
			5851 (12,900)					3447 (7600)	3366 (7420)	3407 (7510)	3270 (7210)				
3.0L EcoDiesel V6	8-speed	3.92	5851 (12,900)								3270 (7210)				
			6237 (13,750)			3738 (8240)	3642 (8030)	3611 (7960)	3470 (7650)	3565 (7860)	3438 (7580)		3420 (7540)		
			6237 (13,750)*			3738 (8240)	3642 (8030)	3611 (7960)	3470 (7650)	3565 (7860)	3438 (7580)		3420 (7540)		
5.7L HEMI® V8	6-speed	3.21	5602 (12,350)	3252 (7170)		3193 (7040)	4096 (9030)	4023 (8870)	3933 (8670)	3982 (8780)	3905 (8610)	3973 (8760)	3869 (8530)		
			5632 (14,400)	4182 (9220)		4123 (9090)	4019 (8860)	4023 (8870)	3933 (8670)	3982 (8780)	3905 (8610)	3973 (8760)	3869 (8530)		
			6498 (14,325)	4150 (9150)	4064 (8960)										
	8-speed	3.92	7235 (15,950)				4826 (10,640)	4722 (10,410)	4726 (10,420)	4636 (10,220)	4686 (10,330)	4608 (10,160)	4676 (10,310)	4572 (10,080)	
			6260 (13,800)	3905 (8610)	3801 (8380)	3842 (8470)	3747 (8260)	3715 (8190)	3629 (8000)	3660 (8070)	3624 (7990)	3651 (8050)	3529 (7780)		
			6509 (14,350)	4155 (9160)	4051 (8930)										
			7190 (15,850)												4459 (9830)
			7235 (15,950)					4817 (10,620)	4722 (10,410)	4690 (10,340)	4604 (10,150)	4636 (10,220)	4599 (10,140)	4627 (10,200)	

PAYLOAD [†] (SAE J20807 compliant) kg (lb) – Maximum ratings when properly equipped.				REGULAR CAB				QUAD CAB		CREW CAB			
ENGINE	AUTO TRANS	AXLE RATIO	GVWR	1.9M (6'4") BOX		2.4M (8') BOX		1.9M (6'4") BOX		1.7M (5'7") BOX		1.9M (6'4") BOX	
				4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4	4x2	4x4
3.6L Pentastar VVT V6	8-speed	3.21 or 3.55 or 3.92	2733 (6025)	680 (1500)									
			2858 (6300)			708 (1560)							
			2994 (6600)				853 (1880)	767 (1690)					
			3084 (6800)						853 (1880)	771 (1700)	825 (1820)	739 (1630)	
3.0L EcoDiesel V6	8-speed	3.55 or 3.92	2994 (6600)			685 (1510)	585 (1290)						
			3153 (6950)						721 (1590)	626 (1380)	694 (1530)	599 (1320)	
5.7L HEMI V8	6-speed	3.21 or 3.55 or 3.92	2880 (6350)	726 (1600)	635 (1400)								
			2994 (6600)			771 (1700)	671 (1480)						
	8-speed	3.21 or 3.92	3130 (6900)					812 (1790)	717 (1580)	771 (1700)	694 (1530)	762 (1680)	676 (1490)
			2880 (6350)	721 (1590)	631 (1390)								
			2994 (6600)										
			3130 (6900)					798 (1760)	712 (1570)	762 (1680)	685 (1510)	744 (1640)	658 (1450)

†Information subject to change. All weights are in kilograms (pounds). Please visit www.rambodybuilder.com for full specifications. Payload and Max Trailer Weights are ESTIMATED values. All weights are shown in pounds unless otherwise stated. Payload = GVWR - Base Weight. Trailer Weight Rating (TWR) and Tow Vehicle Trailing Weight are calculated as specified in SAE J2807. Passenger Weight = 300 lb. Options Weight is option content above 33 percent of sales volume. Trailer Equipment Weight = Class IV hitch receiver is 11.1 lb (if not already included in Options Weight). Trailer Hitch is 10 lb if TWR is less or equal to 5000 lb and 65 lb if TWR is greater than 5000 lb. Payload and TWR are mutually exclusive. GAWRs, GVWRs and GCWRs should never be exceeded. The recommended tongue weight for a conventional hitch is 10 percent of the gross trailer weight. The maximum tongue weight for Class IV hitch receiver is limited to 1100 lb. Weight-Distributing Hitch is recommended for trailers over 5000 lb. Quad Cab and Crew Cab models with off-road tires and/or steel wheels have a 6800-lb GVWR. All models with 22-inch tires have a 6200-lb GVWR. *Big Horn models equipped with the 3.0L V6 EcoDiesel engine and a 3.92 axle ratio have a 13,750-lb GCWR.

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RAM



5YR/100,000KM¹
POWERTRAIN LIMITED WARRANTY



Uconnect[®]

(((SiriusXM)))

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WARRANTIES: 2016 Chrysler, Jeep, Dodge and Ram vehicles are backed by a 5-year or 100,000-kilometre* fully transferable Powertrain Limited Warranty with \$0 deductible plus 24-hour roadside assistance.¹ Basic Warranty coverage is for 3 years or 60,000 kilometres. Rust-through coverage on all body sheet metal is for 3 years. The Cummins Turbo Diesel engine is protected by a separate Limited Warranty, covering the engine for 5 years or 160,000 kilometres.

*Whichever comes first. Some conditions may apply. ¹The 5-Year/100,000-Kilometre Powertrain Limited Warranty does not apply to vehicles sold for certain commercial uses. See your retailer for full details.

MOPAR VEHICLE PROTECTION: FCA Canada Inc. has a vested interest in your satisfaction and owner experience with your new Ram truck. Mopar Vehicle Protection offers extended service plans to help ensure that you'll enjoy your truck for many years down the road. For more information on comprehensive vehicle coverage, see your Ram retailer, call 800-465-2001 or visit fcanada.ca/owners

DISCLAIMERS: 1 Based on Automotive News Full-size Pickup segmentation. 2 Based on Automotive News full-size pickup segmentation. 2016 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. 11.3 L/100 km (25 mpg) city and 8.0 L/100 km (35 mpg) highway on Ram 1500 Quad Cab 4x2 HFE model with 3.0L EcoDiesel V6 and 8-speed automatic. 3 Based on longevity of the Ram light duty pickup segment compared to all competitive light duty pickups on the road since 1988. Longevity based on IHS Automotive: Polk Canadian. 4 Based on IHS Automotive: Canadian Total New Vehicle Registration data comparing calendar year end market share and volume gains for 2010 versus 2015 in the Light Duty Large Pickup Truck segment as defined by FCA Canada Inc. RAM 1500 counts include both RAM and Dodge. 5 Oil change intervals will vary based on excessive engine run times, operating conditions, maintenance schedules, and driving habits. See your dealer for full details. 6 Compliant to Society of Automotive Engineers (SAE) J2807 towing standards. Specific model and optional equipment required to achieve maximum rating. See your retailer for full details. 7 2017 Chrysler, Jeep, Dodge and Ram vehicles are backed by a 5-year or 100,000-kilometre fully transferable Powertrain Limited Warranty* with \$0 deductible plus 24-hour roadside assistance. Basic Warranty coverage is for 3 years or 60,000 kilometres.* Rust-through coverage on all body sheet metal is for 3 years. 8 Based on IHSMarkit Automotive Canadian New Vehicle Total Registrations from CYE 2011 – 2015 and CYTD July 2016 for all Cars, Light Duty and Medium/Heavy Duty Trucks with a V8 engine. 9 Based on IHSMarkit Automotive Canadian New Vehicle Total Registrations from CYE 2011 – 2015 and CYTD July 2016 for all Cars, Light Duty and Medium/Heavy Duty Trucks. 10 No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. 11 This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of their surroundings and be prepared to take corrective action to avoid collisions. 12 Never program while driving. GPS mapping and available 3D navigation may not be detailed or available in all areas or reflect current road regulations. 13 Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Voice commands of phone require a Bluetooth compatible phone. 14 Requires SiriusXM radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca 15 Additional fees will apply for Dealer Activated Navigation. 16 Not compatible with all garage door openers. 17 The advanced front air bags in this vehicle are certified to the federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly.

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