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New 2006 Dodge Ram 1500 Features Up to 20 Percent Fuel Economy Gains with First Cylinder Deactivation System Offered in a Pickup Truck

- Multi-displacement System (MDS) — Improved fuel economy from Ram 1500's MDS-equipped HEMI® engine is realized without any change in customer experience
- Enhanced Driving Dynamics — All-new frame, suspension and body mounts improve ride and handling, and quietness
- New Interior — Redesigned instrument panel, center console, seats, and new radios and entertainment features provide comfort and car-like amenities
- Bolder Design — New exterior fascia, grille, headlamps, fenders and wheels further amplify Ram's unique and bold identity
- Best-in-Class Power — With the 5.7-liter HEMI V-8 engine, Dodge Ram 1500 delivers a best-in-class 345 horsepower and 375 lb.-ft. of torque

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The new 2006 Dodge Ram 1500 — the most powerful mass production light-duty pickup truck in the market — revered for its bold styling and uncompromised capability, takes its best-in-class formula to new levels of sophistication, refinement and technology.

Featuring available HEMI power with Multi-displacement System (MDS), a new hydroformed and fully boxed frame and the most distinguished pickup truck styling on the market, the new 2006 Dodge Ram 1500 further distances itself from the competition in efficiency, refinement, safety, stability, comfort, composure and design.

“Widely viewed as the boldest and most powerful light-duty pickup in the market, the 2006 Dodge Ram 1500 just got even better,” said Darryl Jackson, Vice President — Dodge Marketing, Chrysler Group. “In addition to all of the attributes that have long made the Dodge Ram 1500 a success in the marketplace, Dodge adds more technology and content to make the Ram even more capable and refined. Packed with power, refinement and a new bold appearance, the new 2006 Dodge Ram 1500 continues to lead the competition.”

The new 2006 Dodge Ram 1500 also features a standard electronic transfer case and front-axle-disconnect system on four-wheel-drive models, and new larger headlamps, power sliding rear window, bucket seats, full-screen navigation radio and a DVD entertainment system.

NEW LEVELS OF EFFICIENCY

The new 2006 Dodge Ram 1500 leaps to new heights in performance and efficiency in the full-size pickup segment, providing the most state-of-the-art technology available to meet the needs of today's pickup truck buyers. Dodge engineers perfected several areas of the Dodge Ram 1500 — from powertrain to aerodynamics — to create a more fuel-efficient light-duty, full-size pickup truck.

With the 5.7-liter HEMI V-8 engine, the Dodge Ram 1500 is the most powerful light-duty pickup truck in the market. Without compromising its venerable power, the new 2006 Dodge Ram 1500's HEMI V-8 engine features the first-ever fully functioning cylinder deactivation system — Multi-displacement System (MDS) — on a pickup truck. Customers receive the powerful benefit of the HEMI V-8 engine with the fuel economy that they — until now — could only expect from a smaller, less powerful engine.

“MDS was an integral part of the 5.7-liter HEMI's design,” said Mike Donoughe, Vice President – Body-on-Frame

Product Team, Chrysler Group. "The result is a cylinder-deactivation system that is simple and seamlessly integrated into the engine. The fuel-efficiency benefits of this engine can now be realized by full-size pickup truck buyers without sacrificing power and torque."

The HEMI V-8 engine can transition from eight cylinders to four in 40 milliseconds (0.040 seconds). Improved fuel economy is realized without any change in customer experience as drivers receive the benefit of MDS without changing their driving habits. Customers will experience fuel economy gains of up to 20 percent under various driving conditions.

A new Variable Line Pressure (VLP) transmission for the 2006 Dodge Ram 1500 with the 3.7-liter V-6 engine improves fuel economy and provides smoother shifts between gears.

Adding to the fuel-efficiency formula, the 2006 Dodge Ram 1500 4x4 model is equipped with a front-axle-disconnect system, designed to disengage the front-axle driveshaft when operating in two-wheel drive. This minimizes the front-drive system's energy consumption and improves fuel economy.

The 2006 Dodge Ram 1500 also features new reduce-drag brake calipers and a rear spoiler to improve vehicle aerodynamics. The spoiler is positioned on the rear liftgate.

IMPROVED RIDE AND HANDLING

Building on the previous Dodge Ram 1500's superior ride quality, the new 2006 Dodge Ram 1500 again raises the bar with a new frame and suspension that deliver a smooth, confident and highly capable driving experience.

"Keeping in mind that more and more truck buyers use their vehicles for both work and personal use, we designed the new 2006 Dodge Ram 1500 to strike a perfect balance of comfort and refinement with exceptional capability," Donoughe said. "The ride is refined while controlled, the steering is taut and the cab is quiet—all of which adds up to the most poised and capable Dodge Ram 1500 ever created."

When the previous Dodge Ram 1500 was introduced in 2002, the foundation was a new frame that featured the highest use of hydroforming on any full-size pickup truck at that time. The new 2006 Dodge Ram 1500 again utilizes a new hydroformed frame achieving even greater stiffness.

Adding to the smooth ride of the Dodge Ram 1500 is a new suspension system that quickly reacts and absorbs bumps, yet stays firmly planted to the road. The Dodge Ram 1500 4x4 model utilizes a new coil-over-shock absorber and double wishbone front suspension. Mounting the shock absorber inside the coil spring enables four-wheel-drive models to benefit from the coil spring's added tuning characteristics. The Dodge Ram 1500 4x2 model retains its coil spring, double wishbone independent front suspension.

All 2006 Dodge Ram 1500 models feature monotube shock absorbers that deliver a controlled, steady and predictable ride with superb handling. In addition, the new 2006 Dodge Ram 1500 features retuned springs, jounce bumpers and suspension bushings — subtle details that perfect the vehicle's driving dynamics.

The new 2006 Dodge Ram 1500's Hotchkiss-design rear suspension utilizes leaf springs that are designed to reduce wheel hop and improve durability. Spring rates have been selected to provide a poised ride when unloaded, and stable, confident handling when fully loaded to its 6,800 lb. Gross Vehicle Weight Rating (GVWR).

A rack and pinion steering system with new steering gears on both the two- and four-wheel drive Dodge Ram 1500 models provides a precise and firm steering feel.

A QUIETER CABIN

"A key component to a vehicle's overall ride and comfort is how quiet the cabin environment is during various driving situations," said Donoughe. "With the new 2006 Dodge Ram 1500, we tackled multiple areas where road and wind noise can enter the cabin, and took an approach that influenced design, materials selection, manufacturing processes and, above all, significant attention to detail. The result is an environment with a sound level five decibels lower than the previous Dodge Ram 1500, creating a more relaxing atmosphere during long road trips or on the daily commute."

New body mounts on the new 2006 Dodge Ram 1500 serve to isolate the passenger compartment from vibrations

that reach the frame. Mounts are built with a “shear” design, consisting of two concentric tubes: one bolted to the frame, the other bolted to the body structure, with internal steel reinforcements and rubber bonded in between. The design provides direction-specific response, as well as a quiet cabin and extremely comfortable ride.

Further refinement was achieved in the new 2006 Dodge Ram 1500 by employing laminated front-door glass and improved door seals. In addition, extensive use of Polymer Constraint Layer (PCL) reduces road noise and resonance between the engine and cabin.

POWERFUL ENGINE LINEUP

The new 2006 Dodge Ram 1500 offers three powerful engines to get the job done, including the 5.7-liter HEMI V-8, providing a best-in-class 345 horsepower (257 N•m) and 375 lb.-ft. of torque (509 kW).

“The HEMI continues to resonate with consumers, and is extremely popular among Dodge Ram customers with an almost 50 percent take rate,” said Jackson.

With 300 lb.-ft. of torque (405 N•m), the 4.7-liter V-8 provides smooth and responsive performance, and is mated to a five-speed automatic transmission—the only transmission in its class with the reverse gear ratio equal to the low gear ratio, which aids in reversing while towing. The five-speed automatic transmission also features a unique alternate second gear ratio for use in difficult towing and grade-climbing situations.

The 3.7-liter Magnum® V-6 engine is standard on two-wheel drive Dodge Ram 1500 regular cab and two-wheel drive Quad Cab™ with the standard bed configuration. The 3.7-liter Magnum V-6 delivers 215 horsepower (160 kW) and 235 lb.-ft. of torque (319 N•m).

The 3.7-liter Magnum V-6 and the 4.7-liter Magnum V-8 engines feature a standard Getrag six-speed manual transmission, which offers smooth shifting with triple cone synchronizers in first and second gears.

EVEN BOLDER RAM DESIGN

Dodge Ram's distinguished and bold “big rig” design is expressed in greater magnitude in the new 2006 Dodge Ram 1500. A chrome crosshair grille with surround collar and new distinctive headlamps retain Ram's robust and chiseled front-end appearance.

“When you see the new 2006 Dodge Ram 1500 in your rearview mirror, you will want to get out of the way as it undoubtedly communicates strength and power,” said Trevor Creed, Senior Vice President—Design, Chrysler Group. “For 2006 we have enhanced its bold character and further distinguished its massive grille, dropped fenders and unique headlamps.”

The 2006 Dodge Ram 1500's new fully chrome, ingot-like grille sits over a massive front bumper, creating a bold and protective image. The substantial grille remains a mainstay of the Dodge Ram design signature, with the large crosshair as the focal point. Moved from the top of the grille to the center of the crosshair is the signature Ram's head.

Large, angular headlamp modules on the new 2006 Dodge Ram 1500 utilize halogen bulbs to provide 22 percent more light intensity and 40 percent improved beam spectrum than the previous Dodge Ram 1500.

New optional 20-inch chrome wheels further distinguish the 2006 Dodge Ram 1500.

REFINED AND COMFORTABLE INTERIOR

The interior of the new 2006 Dodge Ram 1500 complements the bold exterior by taking luxury and refinement to new levels in the pickup truck market. Enhanced driver and passenger comfort and more feature content is abundant inside the Dodge Ram 1500.

“The interior of the new 2006 Dodge Ram 1500 is functional, yet designed with comfort, craftsmanship and versatility top-of-mind,” Creed said. “Occupants spend significant amounts of time inside the cab, so we created an atmosphere that was rich and inviting, and durable for long-lasting comfort.”

New upscale finishes, including Maple Pommele accents on the instrument panel and doors, chrome accents on the control knobs and French-stitched leather seats create a more appealing atmosphere. Consistent angles and cut lines

are evident throughout the interior, delivering a clean and simple form that is functional and methodical in appearance.

A new instrument panel cluster—placed underneath a redesigned cluster brow is designed to reduce glare—and a new, wide center stack contains a new audio system and new heating, ventilation and air-conditioning control.

All-new seats, including optional buckets seats with available leather trim, provide substantial bolstering and generous support while adding a rich appearance to the new 2006 Dodge Ram 1500's interior.

New premium amenities—including full-screen GPS Navigation radio, rear-seat DVD (Quad Cab only), Infinity sound system, UConnect™ hands-free communication system, and a power sliding rear window—are available on the new 2006 Dodge Ram 1500.

VERSATILE CABS

The new 2006 Dodge Ram 1500 is available in regular cab and Quad Cab in both two-wheel drive and four-wheel drive, and with six-foot or eight-foot beds. Available trim levels are ST, Sport, SLT and Laramie. A Dodge Ram 1500 Mega Cab is also available.

“With a combination of class-leading interior space, powertrain options and superior capability, the Dodge Ram 1500 offers the needed flexibility, good looks and durability that pickup truck buyers demand,” said Donoughe.

The Dodge Ram Quad Cab features four standard doors and 60/40 folding rear seats that ensure both passengers and gear fit in the back simultaneously and comfortably. By allowing the seats to fold up, tools and other items may be securely stowed away.

Striking a balance between interior functionality and exterior capability, the Dodge Ram Quad Cab is easy to maneuver in and out of the garage or tight parking spots.

The Dodge Ram regular cab offers just as much flexibility. There is substantial storage behind the rear seats, as well as space for significant seat travel and ease in reclining for driver and passengers.

Both the Dodge Ram Quad Cab and regular cab feature numerous front-seat storage areas and convenience features. The 40/20/40 front seat provides comfortable seating for three or ample center storage for one or two occupants. The center console offers room for a laptop computer and features fold-down storage dividers. The center “20” portion of the seat offers additional “hidden” storage under the cushion.

FOUR-WHEEL-DRIVE SYSTEM

The 2006 Dodge Ram 1500 4x4 model offers a new standard electronic-shift transfer case, with the more fuel-efficient, disconnecting front axle. The new on-demand four-wheel-drive system includes two-wheel-drive and four-wheel-drive “high” and “low” modes, plus a new four-wheel-drive “auto” mode that provides torque to the front axle only when required.

The 2006 Dodge Ram 1500 also features a “Tow/Haul” feature that provides crisp shifts and reduces gear searching when towing. The system will also select a lower gear in downhill conditions in order to utilize the engine's braking capability.

RAM BIG ON SAFETY

The new 2006 Dodge Ram 1500 features a structure that provides excellent crash protection and safety features that are designed to protect passengers from real-world impacts.

Dodge Ram 1500 features standard next-generation driver and front-passenger air bags. The passenger-side air bag may be turned off on Dodge Ram regular cab models to accommodate child seats. The 2006 Dodge Ram 1500 Quad Cab features an Occupant Classification System (OCS), which measures the conditions for activation or deactivation of the front passenger-side air bag based upon the weight of the occupant.

The 2005 Dodge Ram also includes a standard Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system. The LATCH system works in conjunction with the standard child seat tether anchors to create safer child seat attachments.

Dodge Ram's braking system features the largest four-wheel disc brakes in the segment. The system reacts to driver input quickly and precisely. Rear-wheel anti-lock brakes are standard on all models, while four-wheel ABS is an option. The standard P245/70R17 tires with 17-inch steel wheels are the largest standard tire and wheel combination in the segment. Included among the numerous wheel and tire options are massive P275/60R20 tires with 20-inch cast-aluminum wheels available in chrome.

The 2006 Dodge Ram 1500 also offers optional power-adjustable brake and accelerator pedals to help shorter drivers feel more comfortable. Adjustable pedals are also available on Dodge Ram models equipped with manual transmissions.

NEW TRX4 OFF-ROAD MODEL

The new Dodge Ram 1500 TRX4 Off-Road model features 17-inch aluminum wheels, aggressive off-road tires, painted monotube shocks, tow hooks, skid plates, and a limited-slip differential that further advance Dodge Ram's off-road prowess. The package also includes fog lamps, body-color grille and "TRX4 Off-Road" decals. In addition, TRX (4x2) and TRX4 (4x4) packages are available in ST, SLT and Laramie trim, regular cab or Quad Cab™ body styles and feature 17-inch aluminum wheels, off-road tires, painted monotube shocks, body-color grille, as well as "TRX" and "TRX4" decals.

DODGE RAM ST

The following features are standard equipment on the new 2006 Dodge Ram 1500 ST: air conditioning, AM/FM stereo with CD player and four speakers, four-wheel disc brakes with rear-wheel ABS, four-wheel-drive electric-shift transfer case (on 4x4 models), 17-inch wheels and a full-size spare tire.

Optional equipment on the 2006 Dodge Ram 1500 ST includes power sliding rear window (Quad Cab only), bedliner, trailer tow mirrors, speed control, four-wheel disc brakes with four-wheel ABS, and 17-inch chrome-clad steel wheels.

DODGE RAM SLT

Standard equipment offered on the 2006 Dodge Ram 1500 SLT, in addition to the Dodge Ram 1500 ST, includes an overhead console with mini-trip computer and compass, speed control, power windows and door locks, keyless entry, and 17-inch aluminum wheels.

Optional equipment on the Dodge Ram 1500 SLT features power sun roof, power adjustable pedals, AM/FM stereo with six-disc CD changer and Infinity speaker system, Navigation radio, SIRIUS Satellite Radio, UConnect™ hands-free wireless communication system with Bluetooth™ technology, bucket seats with leather upholstery, six-way power driver seat and 20-inch aluminum wheels.

DODGE RAM SPORT

The 2006 Dodge Ram 1500 offers a new Sport model, which features the 5.7-liter HEMI V-8 engine with five-speed automatic transmission, unique bucket seats, body-color fascia and grille, fog lamps, and 20-inch chrome-clad aluminum wheels. Optional equipment offered for the Dodge Ram SLT is available on the Sport.

DODGE RAM LARAMIE

The 2006 Dodge Ram Laramie is the premium model of the lineup and includes as standard features bodyside chrome trim, dual-zone climate control, steering-wheel mounted audio controls, four-wheel disc brakes with four-wheel ABS, security alarm, and Sentry Key engine immobilizer.

Two new colors are available on the 2006 Dodge Ram 1500: Inferno Crystal Metallic Red and Light Khaki.

The Dodge Ram 1500 is built at the [Warren Truck Assembly Plant](#) in Warren, Mich., and at the [St. Louis \(Mo.\) North Assembly Plant](#).

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