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2005 Dodge Ram Lineup Leads the Competition with the Most Power, Speed, Strength and Capability

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OVERVIEW

The Dodge Ram strengthens its position as the dominant truck brand with a lineup long on superlatives:

- Dodge Ram 1500 with legendary HEMI® power is the most powerful mass production light-duty pickup on the market.
- Dodge Ram SRT-10 is the *Guinness Book of World Records* fastest production pickup ever.
- Dodge Ram Heavy Duty Cummins 600 is the strongest pickup on the market with 600 lb.-ft. of class-dominating torque.
- New 2005 Dodge Ram Power Wagon is the most capable off-road production pickup ever.

For the 2005 model year, Dodge Rams are available with a sun roof on Quad Cab models. The new sun roof provides one-touch open-and-close features, and includes a power vent position for highway cruising. Also new for 2005 is new rear badging, reinforcing the view most often seen by the competition with a new chrome Ram's head added to the center of the tailgate replacing the Dodge nameplate. A SIRIUS® satellite radio system is now available on Dodge Ram (Quad Cab only; late availability) and Mineral Gray is added as a new exterior color for 2005 (late availability).

Also new for 2005, the 3.7-liter Magnum V-6 and the 4.7-liter Magnum V-8 feature a standard 6-speed manual transmission (late availability). The six-speed Getrag 238 offers smooth shifting with triple cone synchronizers in first and second gears.

"Dodge offers the most powerful and capable line of pickups on the market," said Darryl Jackson, Vice President—Dodge Marketing. "From the Ram 1500 to the Ram Heavy Duty, Ram dominates. With the new Ram Heavy Duty Cummins 600, the Ram family of trucks now includes the strongest heavy-duty pickup available, the fastest production pickup with the Dodge Ram SRT-10, and the most powerful, mass-produced light-duty pickup, the HEMI-powered Dodge Ram 1500.

"With an unmatched selection of powertrains, the Dodge Ram delivers power across the entire Ram lineup," Jackson added. "The 'big rig' styling of Dodge Ram, combined with versatile body and safety options, have made it a leader with the best total package of features. The Dodge Ram lineup enables customers to fit the Ram to their specific needs."

Known for durability, Dodge Ram pickups are the longest-lasting full-size pickup according to R.L. Polk data (based on vehicle registrations still in service) and the HEMI Magnum engine was named to the Ward's "Ten Best Engine" list for a second consecutive year.

2005 DODGE RAM LARAMIE BRINGS STYLE, LUXURY TO THE TOUGHEST TRUCK ON THE MARKET

The Dodge Laramie—offered in two packages—is the top-of-the-line Ram, distinguished by an all-chrome grille surround and chrome billet grille center. The Laramie model also features chrome bodyside moldings and a unique interior, with silver trim adorning the door panels and the instrument panel bezels.

The Laramie also features a unique and more distinctive leather seat design, with high contrast color seat inserts. The Dodge Ram is also available in SLT trim (chrome grille surround and chrome center bars with honeycomb grille insert), Sport (body color grille surround and center bars with billet grille insert) and ST trim (gray grille surround and grille bars with honeycomb insert).

In addition to the new for 2005 SIRIUS satellite radio system, the Dodge Ram is also available with UConnect™ hands-free communications system with Bluetooth™ technology. The system recognizes up to seven different Bluetooth-equipped cellular phones and responds to voice commands, utilizing the stereo system's speakers and a microphone in the rear-view mirror for hands-free conversations.

2005 DODGE RAM LIGHT DUTY: HEMI® MAGNUM DELIVERS POWER AND CAPABILITY

"The longest-lasting full-size pickup on the market, the Dodge Ram 1500 delivers the power to work hard and play hard," said Mike Donoughe, Vice President—Body-on-Frame Product Team. "But with the largest available wheel and tire package, excellent handling, and big HEMI power, the Dodge Ram 1500 is as capable putting the power down on the highway as it is off-road."

Modern technology meets tried-and-true combustion with the all-new 5.7-liter HEMI engine. The use of the classic HEMI (hemispherical) head design creates optimal air flow, while twin spark plugs, direct ignition and Electronic Throttle Control (ETC) allow for smooth, efficient operation. The 5.7-liter also features composite air-flow modules combined with cross-flow aluminum heads, splayed valves and investment cast rocker arms.

The Ram 1500 is also available with the 235-horsepower (175 kW) 4.7-liter Magnum V-8 engine. New for 2005 are exhaust gas recirculation (EGR), knock sensors and a turbine damper torque converter for improved fuel efficiency on the 4.7-liter Magnum V-8. Also new for 2005, the 4.7-liter Magnum V-8 is now available with optional all-wheel drive (NV244 transfer case), which provides on-road traction and handling benefits with a 45/55 torque split front and rear.

With 300 lb.-ft. of torque (405 N•m), the 4.7-liter provides smooth and responsive performance and is mated to the 5-45RFE automatic transmission, the only transmission in its class with the reverse gear ratio equal to the low gear ratio, useful for reversing while towing. The 5-45RFE 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. For 2005, the 3.7-liter Magnum has been upgraded for smoother idle quality, improved fuel efficiency and more low-end torque.

The 3.7-liter Magnum V-6 delivers 215-horsepower (160 kW) and 235 lb.-ft. of torque (319 N•m). The upgrade consists of increased compression ratio, new valve lash adjusters, cam profiles and new low-tension piston oil control rings.

For 2005, the 3.7-liter and 4.7-liter Ram 1500s are mated to a new six-speed manual transmission. The Getrag 238 offers smooth shifting associated with triple cone synchronizers in first and second gears, and improved NVH from power-honed gear technology.

RAM QUAD CAB™ DELIVERS COMFORT AND CONVENIENCE WITH A BEST-IN-CLASS INTERIOR PACKAGE

Both Dodge Ram Quad Cab and Regular Cab choices feature innovative designs that take comfort and convenience to a new level in the full-size pickup segment. Both feature larger-than-the-competition interiors and offer excellent head, shoulder, leg and hip room.

"The Dodge Ram sets new standards for passenger comfort, storage and innovation," said Donoughe. "With a combination of class-leading interior space, powertrain options and capability, the Dodge Ram 1500 offers the needed flexibility, good looks and durability that transform the Ram into more than just a work vehicle."

The Dodge Ram Quad Cab models boast four standard doors and 60/40 folding rear seats that ensure both passengers and gear fit in the back at the same time. By allowing the seats to fold up, tools and other items may be securely locked away on a job site.

The innovative Dodge Ram Quad Cab strikes a balance between interior functionality and exterior capability, featuring four conventional doors and a larger, more comfortable cab. However, it remains essentially the same length as the previous-generation Ram model, making it easy to maneuver and pull in and out of the garage. This was accomplished by taking three inches out of the bed length (from six-foot six-inches to six-foot three-inches) and adding it to the rear of the cab, creating a larger rear seating area with improved leg and hip room, and maintaining payload capacity.

To enhance comfort and convenience, Dodge Ram Quad Cab's four doors are front-hinged, all with inside and outside handles, to improve entry and exit. Rear doors open 85 degrees and the windows move all the way down.

In addition to increased seating room and comfort, Ram Quad Cab features a host of storage compartments and conveniences. Rear seats feature an optional 60/40 split to accommodate passengers and cargo together. Seat cushions fold up to create a tall storage area from floor to ceiling. An optional steel section under the back seats folds open and forms a flat load floor, with ample additional storage in the footwells.

The Dodge Ram Regular Cab offers just as much flexibility, with the largest cab in the segment. This not only aids in storage behind the rear seats but also allows for improved 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 for comfortable seating for three or ample center storage for one or two occupants. The popular center "business 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.

Equipped with two power points located in the instrument panel and another in the center storage console (on SLT and Laramie models), and an available dual-zone climate control system, Dodge Ram combines comfort with the versatility of a "go anywhere" rolling office that can haul, tow and venture off-road. On four-wheel drive Laramie models, an electronic shift transfer case is standard and features an instrument panel-mounted control. Heated leather seats are available on the Laramie model.

RAM BOOK OF VIRTUES INCLUDES ON- AND OFF-ROAD CAPABILITY AND UNSURPASSED VERSATILITY

"Dodge Ram 1500s have to perform under any condition," said Donoughe. "In the light duty market, it is essential that a truck be able to tow, carry driver and passengers in comfort and haul cargo. With the Ram 1500, we designed a truck that handles better, features independent front suspension, rack and pinion steering and has striking good looks. Combine Ram's best-in-class handling with its off-road capabilities, hydroformed frame, largest-in-class brakes and wheels and tires, and you have a winning combination."

Dodge Ram is available with a full-time four-wheel drive system and electronic transfer case. The full-time system delivers 45 percent of the torque to the front wheels and 55 percent to the rear wheels under normal driving conditions. The system includes a locking transfer case that features four-wheel drive "high" and "low" modes.

The 2005 Dodge Ram 1500 also features a "Tow/Haul" feature that provides crisper 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. A 34-gallon gas tank is now optional on Ram Quad Cab standard bed trucks.

A torsion bar independent front suspension on two- and four-wheel drive models improves ride quality and quietness. For extreme conditions, ground clearance is a comfortable 9.5 inches, while suspension travel is 8.5 inches. The rear suspension uses leaf springs designed to reduce wheel hop and improve durability. A rack and pinion steering system on both the two- and four-wheel drive Dodge Ram models provides a precise and firm steering feel.

The Dodge Ram "Off-Road" package adds unique 17-inch aluminum wheels and unique LT275/70R17 off-road tires, the 3.92 rear axle, a limited-slip differential, transfer case skid plates, skidplates for the front and rear axles and unique shocks to an already class-leading off-roader. The package also includes tow hooks, fog lamps, a heavy-duty cooling system and "Off-Road" badging.

Combining all of the virtues and durability of the standard Dodge Ram 1500, the "Work Special" package provides an affordable work truck for those who value the capability of Ram 1500 yet need even more gritty functionality. Ready for the dirt, "Work Special" consists of a unique steel rear bumper, dark gray, color-coded front fascia and steel wheels. The "Work Special" package is available on either two- or four-wheel drive models, Regular or Quad Cab models, and can be ordered with either the 215-horsepower 3.7-liter Magnum V-6 engine or the 240-horsepower 4.7-liter Magnum V-8.

RAM STRONG ON SAFETY

The first full-size pickup to offer side air curtains, the Dodge Ram received a "good" rating, the highest rating available, from the Insurance Institute for Highway Safety's (IIHS) offset frontal crash test.

Dodge Ram 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. Dodge Ram Quad Cabs feature standard rear seat headrests.

The 2005 Dodge Ram also includes a standard child seat anchorage system (LATCH). Lower childseat anchors and upper tether anchors help ease the installation of compatible aftermarket child seats.

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. In addition to the numerous wheel and tire options are massive P275/60R20 tires with 20-inch polished cast aluminum wheels.

Ram also offers optional power-adjustable brake and accelerator pedals. This feature allows brake, accelerator and clutch (where equipped) pedals to move toward or away from the driver. Adjustable pedals are also available on Dodge Rams equipped with manual transmissions, a segment first.

The 2005 Ram 1500 is available in two cab choices, Regular Cab and Quad Cab and both 2WD and 4WD. The base model is the ST, with "Work Special," Sport, SLT and Laramie packages available.

The Dodge Ram 1500 is built at the Warren Truck Assembly Plant in Warren, Mich., and at the St. Louis (Mo.) North Assembly Plant. The 5.7-liter HEMI Magnum is built in Saltillo, Mexico.

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