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## **2005 Dodge Ram Heavy Duty: The Power Wagon Returns!**

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### **OVERVIEW**

New for 2005, the big, bad Dodge Ram Power Wagon is back! The Dodge Ram Power Wagon returns as a new Dodge Ram Heavy Duty model and debuts as the most capable off-road pickup ever on the planet.

Built for the road less traveled, the Power Wagon legend is reborn with legendary HEMI® power, class-exclusive electric locking front and rear differentials, class-exclusive electronic disconnecting front sway bar, the tallest standard tires offered with 33-inch BF Goodrich tires and a custom-built Warn 12,000 lb. winch. The Dodge Ram Power Wagon leaves the competition in its dust, on- and off-road, and follows a simple credo; talk loudly and carry a big stick.

"The Dodge Ram Power Wagon eats the competition for breakfast, lunch and dinner," said Darryl Jackson, Vice President—Dodge Marketing. "Simply put, it is the most capable off-road pickup ever. With the best off-roader, the most standard horsepower, the most standard torque and strongest heavy-duty pickup available, the Ram family of trucks dominates the competition across the board."

### **DODGE RAM POWER WAGON**

"The 2005 Dodge Ram Power Wagon lives up to its name. There is nothing bashful about it," said Mike Donoughe, Vice President—Body-on-Frame Product Team. "The Power Wagon doesn't just beat the competition, it decimates them. There is simply no other pickup on the market that can touch the Dodge Ram Power Wagon's off-road prowess."

Based on the Dodge Ram 2500 and available in either Regular or Quad Cab™ body styles, the new 2005 Dodge Ram Power Wagon is distinguished by custom matte finish wheel flares, a two-inch taller stance, custom 17 x 8-inch polished forged aluminum wheels with 33-inch tall BF Goodrich All-Terrain T/A tires. A large chrome Power Wagon badge is featured across the tailgate.

The big 5.7-liter HEMI Magnum is the only available powertrain. The Dodge Ram Power Wagon features class-exclusive electric locking front and rear differentials and a class-exclusive electronically disconnecting front sway bar. The Power Wagon boasts best-in-class wheel articulation with new suspension designs. The front suspension uses a solid front axle with coil spring design for better wheel articulation. The rear suspension has a new single stage leaf design and uses unique, softer spring settings.

For serious off-roading capability, the Power Wagon features standard 33-inch tires, new 4.56 gearing, Bilstein high-pressure gas shock absorbers and a custom-built Warn 12,000 lb. winch mounted in the front bumper assembly.

"The Dodge Ram Power Wagon goes where other pickups cannot, but without deteriorating either its ride or towing capability," said Donoughe. "This truck was built by off-roaders for off-roaders. One look at the standard custom Warn winch lets you know that this Dodge Ram means business. In addition to being a safety option utilized by most hard-core off-roaders, we felt the addition of the Warn winch was a courteous touch to assist owners of competitive makes."

### **CUMMINS "600" BURSTS ONTO THE MARKET WITH BEST-IN-CLASS TORQUE**

The Dodge Ram Heavy Duty Cummins "600" is the new king of the heavy-duty diesel segment with a class-dominating 600 lb.-ft. of torque at 1,600 rpm and 325 horsepower at 2,900 rpm.

"The Cummins 600 once again establishes the Dodge Ram as the diesel to beat in the heavy-duty pickup segment," said Jackson. "The new Cummins 600 delivers meaningful, power and capability for our customers, plus Cummins' outstanding durability and ease of maintenance."

The names Dodge Ram and Cummins are synonymous with power, durability and quality. All are characteristics that made the Dodge Ram Heavy Duty Motor Trend's 2003 Truck of the Year and merited a best-in-class rating for the Cummins-powered Dodge Ram Heavy Duty in the J.D. Powers 2003 Initial Quality Survey, surpassing both Ford PowerStroke and Chevrolet Duramax. The Cummins 600 also received Ward's Ten Best Engines award for 2004.

In addition to the most torque ever available in a production heavy-duty pickup, the Dodge Ram Heavy Duty boasts superior towing capability of 16,400 lbs., a payload of 5,020 lbs. and best-in-class Gross Combined Weight Rating (GCWR) and Gross Vehicle Weight Rating (GVWR) ratings of 23,000 lbs. and 12,000 lbs., respectively. Additionally, the new Cummins 600 generates its peak torque of 600 lb.-ft. at 1,600 rpm, earlier than its diesel competition.

### **DO MORE, GET THE JOB DONE**

With real-world customers in mind, the redesigned 5.9-liter Cummins 600 powerplant not only meets 50-state emissions requirements, but was designed to be even tougher with premium exhaust valves and seats, high-strength exhaust manifolds, gallery-cooled pistons and an oil bath turbo system. Tested for reliability in temperatures as low as -40 degrees, the Cummins 600 also features excellent cold-start capability.

Built for high-mileage customers who need the most capability available, the new Cummins 600 delivers best-in-class oil change intervals of 15,000 miles (versus 7,500 for the competition) and is the only heavy-duty diesel pickup pre-equipped for an exhaust brake. The Ram Heavy Duty Cummins 600 is also capable of zero-throttle launches, enabling smooth drive-offs under load with the six-speed manual transmission. An automatic transmission is also available with the new Cummins 600.

As durable as it is powerful, the Cummins Turbo Diesel has life-to-major overhaul intervals of 350,000 miles, providing more than a 100,000-mile advantage over the competition. An inline six, the 5.9-liter Cummins has 40 percent fewer parts than typical V-8 diesels, delivering improved durability, simplified assembly, better reliability and lower repair costs.

"Our goal during the development of the Cummins 600 was to make meaningful changes, not just chase numbers," said Donoughe. "The Dodge Ram Heavy Duty Cummins 600 delivers more torque and power where our customers need it, under a full load and heading up a steep grade. We designed the Ram Heavy Duty Cummins 600 for the severe-use customer, and for them, torque is everything. Dodge is also the only heavy-duty pickup manufacturer confident enough in our product to offer a seven-year/100,000-mile powertrain warranty."

### **STANDARD HEMI POWER**

The Dodge Ram Heavy Duty features the 5.7-liter HEMI Magnum as standard on the Dodge Ram 2500 and 3500 and delivers best-in-class standard horsepower. With one of the most potent powertrains in the heavy-duty segment, the HEMI Magnum was voted for a second year in-a-row as one of Ward's Ten Best Engines and the 5.7-liter HEMI Magnum produces 345 horsepower (257 N•m) at 5,600 rpm and 375 lb.-ft. of torque (509 kW) at 4,400 rpm. In fact, versus competitive vehicles with similar size gasoline engines, it provides best-in-class acceleration and towing capability, as well as significantly improved fuel efficiency over the engine it replaces.

### **BIG INSIDE AND OUT**

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. And by allowing the seats to fold up, tools and other items may be securely locked away on a job site.

The Dodge Ram Quad Cab delivers interior functionality and capability, featuring four conventional doors and a larger, more comfortable cab. To enhance comfort and convenience, 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 rear windows move all the way down, unique on full-size pickups. 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. And an optional steel floor section under the back seats folds open to form a flat load floor, with ample additional storage in the footwells.

The Dodge Ram Heavy Duty Regular Cab offers just as much flexibility, with the largest cab in the segment. This extra space 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 comfortable seating for three or ample center storage for one or two occupants. The popular center "business console" can hold a laptop computer and features fold-down dividers. The center "20" portion of the seat offers additional 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.

### **BOLD STYLING AND INCREASED COMFORT AND CONVENIENCE**

For 2005, a sun roof is available for the first time on Ram Heavy Duty Quad Cab. A new SIRIUS® satellite radio system (late availability) UConnect™ hands-free cellular phone system with Bluetooth™ technology and a new integrated radio/navigation system are also available. All 2005 Dodge Rams add a large chrome Ram's head to the center of the tailgate and the "4x4" badge moves to the lower left of the tailgate. Sport models receive bodyside color moldings, and Ram adds Mineral Gray as a new exterior color.

The Dodge Laramie package continues as the top-of-the-line Ram Heavy Duty and features an all-chrome grille surround and chrome billet grille center. Chrome bodyside moldings and an updated interior, with silver trim adorning the door panels and the instrument panel bezels, further distinguish the Laramie from the SLT. The Laramie edition also features a unique and more distinctive leather seat package, with higher contrast color seat inserts.

### **DURABLE AND RAM TOUGH**

The Dodge Ram Heavy Duty leads the segment with best-in-class safety and handling, delivering a heavy-duty truck with precise steering and a comfortable ride without compromising capability.

Featuring a hydroformed frame—one of the stiffest ever on a pickup truck—and rack and pinion steering system on two-wheel drive Dodge Ram Heavy Duty pickup trucks, Ram Heavy Duty delivers precise feel and response tuned to give the driver control and positive feedback under any conditions.

On four-wheel drive Dodge Ram Heavy Duty models, a recirculating ball system improves response and on-center steering feel through lower internal friction. The four-wheel drive Dodge Ram Heavy Duty pickup's 13.4:1 steering ratio and 2.75 turns lock-to-lock are especially effective in a heavy-duty truck when making tight turns or maneuvering a trailer in close quarters.

### **THE MOST CAPABLE OFF-ROAD PICKUP EVER**

With the 2005 Dodge Power Wagon, Dodge sets new standards for a factory-built off-roader. But with the majority of Heavy Duty Rams being ordered with four-wheel drive, the Dodge Ram's off-road performance is a key selling point for all Rams. The Ram Heavy Duty is available with four-wheel drive in all body styles and an "Off-Road" package with unique wheels and tires is also available.

The Dodge Ram Heavy Duty with the HEMI engine features an available 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 four-wheel drive "low" modes.

Two transfer cases, a conventional manual shift and an electric shift, are available on 2500 and 3500 four-wheel drive models. The manual-shift unit is standard on ST and SLT models.

Four-wheel drive models feature solid beam front and rear axles that contribute to a best-in-class payload rating (GVWR) of up to 12,000 lbs. The refined four-wheel drive system on the 2500/3500 Dodge Ram pickup provides an outstanding combination of ride, handling and off-road operating characteristics. Front suspension on four-wheel-drive 2500 and 3500 Dodge Ram Pickups is a refined five-link, coil-spring suspension with beam axle. A link-type sway bar and heavy-duty tubular shock absorbers are standard.

The rear suspension, common to both two-wheel and four-wheel drive models, is equipped with new three-inch longer leaf springs. The standard two-stage springs used on the 2500 series have three leaves to carry normal loads while providing a comfortable ride and an additional leaf to support heavy loads.

On all 3500 series trucks, the spring rates for unloaded and lightly loaded conditions have been reduced to improve ride quality. To support the full-rated load, all 3500 series trucks include separate auxiliary leaves as part of the spring package.

#### **DODGE RAM FEATURES CLASS-EXCLUSIVE SAFETY FEATURES**

The 2005 Dodge Ram Heavy Duty offers a class-exclusive side-curtain air bag system and power adjustable pedals (on both automatic and manual transmission-equipped trucks). Ram also provides standard ABS brakes, pretensioning and the first constant force seat belt retractors in a heavy-duty pickup truck. Ram Heavy Duty also features standard rear-seat headrests on Quad Cab models.

Designed with a holistic safety approach, Dodge Ram Heavy Duty utilizes both conventional safety features such as air bags, and combines them with accident avoidance features such as excellent steering, handling and braking. Standard ABS, the largest brakes in its class and 17-inch wheels and tires—the largest standard wheels and tires on a heavy-duty pickup—all contribute to Dodge Ram's excellent safety capability.

Also standard on Dodge Ram Heavy Duty are next-generation driver and front-passenger air bags. The passenger-side air bag may be turned off on Regular Cab Rams to accommodate child seats. Dodge Ram Heavy Duty trucks also include a standard child seat anchorage system (LATCH). Lower child seat anchors and upper tether anchors help ease the installation of aftermarket child seats.

The Dodge Ram Heavy Duty is built at the Saltillo, Mexico, and St. Louis (Mo.) North Assembly Plants.

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