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## **The Strongest, Longest-Lasting Pickup Truck on the Market Is Even Bolder: Introducing the 2006 Dodge Ram Heavy Duty 2500 and 3500**

- New Dodge Ram Heavy Duty is refined, yet durable and full of Ram strength
- Added features provide new levels of comfort and car-like amenities
- Ranked first in J.D. Power and Associates Automotive Performance, Execution and Layout (APEAL) and Initial Quality studies; named Longest-Lasting Pickup Truck by R.L. Polk

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With the most distinguished appearance of any pickup truck on the market, the 2006 Dodge Ram Heavy Duty takes the bold and powerful "big rig" styling to a whole new level and continues its reputation for toughness, durability and overwhelming strength. Complementing a new exterior design, an all-new-for-2006 Dodge Ram Heavy Duty interior comfortably seats driver and passengers with new entertainment features and car-like amenities.

"Building on last year's introduction of the Dodge Ram Power Wagon—the most capable off-road pickup truck ever—the Dodge Ram Heavy Duty leadership continues in 2006," said Darryl Jackson, Vice President—Dodge Marketing, Chrysler Group. "The 2006 Dodge Ram Heavy Duty 2500 and 3500 models have been refined in styling and interior comfort, yet stay true to Ram's robust, durable and in-your-face attitude."

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

### **Bold Design Says Ram Heavy Duty**

Dodge Ram's unique "tougher than thou" design is expressed with even more fervor in the 2006 Dodge Ram Heavy Duty.

"The new 2006 Dodge Ram Heavy Duty styling retains the most visually recognizable design signature of any pickup truck on the market with its massive crosshair grille and large headlamps as the focal point," said Trevor Creed, Senior Vice President—Design. "We refined the Ram styling formula to add a more sophisticated, bold appearance, creating a Dodge Ram that is both impressive on the job or on the road."

The 2006 Dodge Ram Heavy Duty features a new fully chrome, ingot-like grille over a massive front bumper that creates a bold and protective statement. 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 2006 Dodge Ram Heavy Duty utilize halogen bulbs to provide 22 percent more light intensity and 40 percent improved beam spectrum than the previous Dodge Ram.

### **Refined Ram Interior**

The interior of the new 2006 Dodge Ram Heavy Duty provides driver and passengers with new seat options and a redesigned instrument panel and center console that offer an array of new entertainment features. In addition, fresh materials, including leather and wood accents create a rich and inviting environment.

"The interior of the 2006 Dodge Ram Heavy Duty features the durability and functionality required for everyday use, yet it's designed with comfort and richness," said Creed. "The combination of plush materials and the latest technology, such as Maple Pommele accents surrounding the radio and navigation system and chrome rings

encompassing the control knobs, all add up to a commanding and comfortable atmosphere.”

The 2006 Dodge Ram Heavy Duty features a redesigned instrument panel cluster, placed underneath a cluster brow designed to reduce glare, and an all-new, wide center stack contains a new audio system and new heating, ventilation and air-conditioning controls. All-new seats, including optional bucket seats with available leather trim, provide substantial bolstering and generous support.

### **Intimidating Strength**

The 2006 Dodge Ram Heavy Duty Cummins Turbo Diesel leads the heavy-duty segment with a class-dominating 610 lb.-ft. of torque (830 N•m) at 1,600 rpm and 325 horsepower (242 kW) at 2,900 rpm.

“The Cummins Turbo Diesel engine has positioned the Dodge Ram 2500 and 3500 as the top contenders to beat in the heavy-duty pickup segment,” said Mike Donoughe, Vice President—Body-on-Frame Product Team, Chrysler Group. “The Cummins Turbo Diesel’s significant power and capability combined with its outstanding durability and ease of maintenance make it an obvious choice for heavy-duty pickup customers.”

Dodge Ram Heavy Duty and Cummins are synonymous with power, durability and quality—characteristics that have resulted in numerous awards for the Dodge Ram Heavy Duty pickup. A best-in-class rating for the Cummins-powered Dodge Ram Heavy Duty was awarded by the J.D. Power & Associates’ 2004 Initial Quality Survey, surpassing both Ford PowerStroke and Chevrolet Duramax.

In addition to the most torque available in a production heavy-duty pickup, the Dodge Ram Heavy Duty boasts towing capability of 16,400 lbs., a payload of 5,020 lbs. and Gross Combined Weight Rating (GCWR) and Gross Vehicle Weight Rating (GVWR) of 23,000 lbs. and 12,200 lbs., respectively.

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. The Cummins Turbo Diesel also delivers best-in-class standard duty oil change intervals of 15,000 miles (versus 7,500 for the competition).

### **HEMI® Power**

The Dodge Ram Heavy Duty features the 5.7-liter HEMI® V-8 engine as standard equipment and delivers best-in-class standard horsepower. With one of the most potent powertrains in the heavy-duty segment, the HEMI V-8 has earned a spot on Ward’s 10 Best Engines list for the past three years. The 5.7-liter HEMI V-8 produces 345 horsepower (257 kW) at 5,600 rpm and 375 lb.-ft. of torque (510 N•m) at 4,400 rpm. Versus competitive vehicles with similar size gasoline engines, it provides best-in-class acceleration and towing capability.

### **Flexible Cab Offerings**

The 2006 Dodge Ram Heavy Duty Quad Cab models boast four standard doors and 60/40 folding rear seats delivering interior functionality and capability.

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 floor section under the back seats folds open to form a flat-load floor, with ample additional storage in the footwells. To enhance comfort and convenience, Dodge Ram Quad Cab’s rear doors open 85 degrees and the rear windows move all the way down.

The Dodge Ram Heavy Duty regular cab offers just as much flexibility. The unique cab size not only provides more storage behind the rear seats, but also allows for improved seat travel and ease in reclining for driver and passengers.

Both the Dodge Ram Heavy Duty 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 while seating one or two occupants. The center console can hold a laptop computer and features fold-down dividers. The center “20” portion of the seat offers additional storage under the cushion.

### **A Proven Ram Foundation**

“Capability, durability and brute strength are everything to heavy-duty pickup truck buyers, and the 2006 Dodge Ram 2500 and 3500 continue to deliver,” said Donoughe. “Already the longest-lasting pickup trucks on the market, Dodge has enhanced the 2006 Ram Heavy Duty truck to provide even more comfort and amenities, while still utilizing its proven foundation—a stiff hydroformed frame and superior suspension system.”

Featuring one of the stiffest hydroformed frames on a pickup truck combined with Dodge Ram Heavy Duty's rack and pinion steering system on two-wheel-drive models 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 trucks, a recirculating ball system provides precise 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.

Dodge Ram Heavy Duty trucks with four-wheel drive feature solid beam front and rear axles that contribute to a Gross Vehicle Weight Rating (GVWR) of up to 12,200 lbs. The four-wheel-drive front suspension 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 leaf springs. The standard two-stage springs used on the Dodge Ram 2500 series have three leaves to carry normal loads while providing a comfortable ride, and an additional leaf to support heavy loads. On all Dodge Ram 3500 series trucks, the rear suspension includes separate auxiliary leaves as part of the spring package for even greater load-carrying capability.

### **Ram Heavy Duty Four-Wheel-Drive Systems**

With the majority of Dodge Ram Heavy Duty trucks being ordered with four-wheel drive, the Dodge Ram's off-road performance is a key selling point. The Ram Heavy Duty is available with four-wheel drive in all body styles, as well as a "TRX4 Off-Road" package.

**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.**

### **Dodge Ram Power Wagon: The Most Capable Off-Road Pickup Ever**

Introduced in 2005, the Dodge Ram Power Wagon sets new standards for a factory-built off-roader. With electric-locking front and rear differentials, a class-exclusive electronic disconnecting sway bar, the 345 horsepower 5.7-liter HEMI engine, the tallest standard tires offered on a pickup truck, and a custom-built Warn® 12,000-lb. winch, the Dodge Ram Power Wagon is built for severe off-road work conditions.

The 2006 Dodge Ram Power Wagon is based on the Dodge Ram 2500, and is available in either regular or Quad Cab body styles.

### **Dodge Ram 2500 and 3500 ST**

The following features are standard equipment on the 2006 Dodge Ram 2500 and 3500 ST models: air conditioning, AM/FM stereo with CD player and four speakers, four-wheel disc brakes with four-wheel ABS, part-time four-wheel-drive transfer case (on 4x4 models), 17-inch wheels and full-size spare tire.

Optional equipment on the 2006 Dodge Ram 2500 and 3500 ST includes bedliner, trailer tow mirrors, speed control, and 17-inch chrome-clad steel wheels.

### **Dodge Ram 2500 and 3500 SLT**

Standard equipment offered on the Dodge Ram 2500 and 3500 SLT, in addition to the ST trim level, includes an overhead console with mini-trip computer and compass, speed control, power windows and door locks, keyless entry, and 17-inch chrome-clad steel wheels.

Optional equipment on the Dodge Ram 2500 and 3500 SLT models includes a power sun roof, power adjustable pedals, AM/FM stereo with six-disc CD changer and Infinity speaker system, full-screen 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 17-inch chrome-clad aluminum wheels.

### **Dodge Ram 2500 and 3500 SLT**

The 2006 Dodge Ram 2500 and 3500 Laramie are the premium models of the lineup and include as standard features bodyside chrome molding, dual-zone climate control, steering-wheel mounted audio controls, security alarm, and Sentry Key® engine immobilizer (in addition to standard features offered on the SLT trim).

**New TRX4 Off-Road Package**

The Dodge Ram Heavy Duty TRX4 "Off-Road" package adds new 17-inch aluminum wheels and unique off-road tires, a limited-slip differential, transfer case skid plates, skid plates for the front and rear axles and unique shocks to an already class-leading off-roader. The package also includes tow hooks, fog lamps and "TRX4 Off-Road" badging.

Two new colors are available on the 2006 Dodge Ram Heavy Duty—Inferno Crystal Metallic Red and Light Khaki.

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

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