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2007 Dodge Ram 1500: The Only Pickup Truck with Legendary HEMI® Power and Fuel-saving MDS Technology

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The Dodge Ram 1500 sparked the light-duty pickup truck market by offering legendary HEMI® power with Chrysler Group's fuel-saving Multi-displacement System (MDS). Combined with a hydroformed and fully boxed frame, independent front suspension and the most distinguished pickup truck styling on the market, Dodge Ram 1500 distances itself from the competition in refinement, safety, stability, comfort and design.

"Dodge Ram 1500 owners want a truck as much for its innovation as for its extroverted design and superior capability," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "With the only fuel-saving technology available in the full-size pickup truck market, coupled with the award-winning 5.7-liter HEMI V-8 engine, the 2007 Dodge Ram 1500 provides the performance customers demand."

The 2007 Dodge Ram 1500 earns the flexible-fuel vehicle (FFV) designation with its 4.7-liter V-8 engine, providing customers the option of E-85 ethanol fuel. In addition, Dodge Ram 1500 continues to strengthen its customer appeal with optional Electronic Stability Program (ESP), remote start, standard electronic transfer case and front-axle-disconnect system on four-wheel-drive models, power-sliding rear window, bucket seats, full-screen navigation radio and a DVD entertainment system.

"WHAT'S NEW FOR 2007"

Interior

- YES Essentials® Stain resistant, odor resistant, anti-static seat fabric incorporated into vehicles with cloth seats
- Power accessory delay

Powertrain / Chassis

- E85 compatible 4.7-liter V-8 engine (Flexible Fuel Vehicle—FFV)
- Optional Electronic Stability Program (ESP)

Safety & Security

- Optional remote start
- One-touch, three-blink lane change feature

DESIGN

"Dodge Ram 1500 communicates strength and power," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "The Dodge Ram design continues to be a head-turning, unique approach to the full-size pickup truck market."

Dodge Ram 1500's fully chromed, 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 a large crosshair as the focal point featuring the signature ram's head.

Large, angular headlamp modules utilize halogen bulbs that provide optimal light intensity and beam spectrum. Optional 20-inch chrome wheels further distinguish the Dodge Ram 1500.

Upscale finishes, including Maple Pommele accents on the instrument panel and doors, chromed accents on the control knobs, and French-stitched leather seats, create an 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.

Optional bucket seats with available leather trim provide substantial bolstering and generous support while adding a rich appearance to the Dodge Ram 1500's interior.

ENGINEERING

"Keeping in mind that more and more truck buyers use their vehicles for both work and personal use, the 2007 Dodge Ram 1500 strikes a perfect balance of comfort and refinement with exceptional capability," said Mike Donoughe, Vice President – Body-on-Frame Product Team. "The ride is refined while controlled, the steering is taut, and the cab is quiet – all of which add up to a very poised yet very durable and capable truck."

The 2007 Dodge Ram 1500 features a hydroformed, fully boxed frame and suspension that deliver a smooth, confident and highly capable driving experience.

All 2007 Dodge Ram 1500 models feature monotube shock absorbers, utilized in a coil-over shock absorber and double-wishbone front suspension configuration that results in a controlled and predictable ride with superb handling.

The Hotchkiss-design rear suspension uses leaf springs that reduce wheel hop and deliver exceptional durability. Spring rates provide a poised ride when unloaded, and stable, confident handling when fully loaded to its 6,800-lb. Gross Vehicle Weight Rating.

With the 5.7-liter HEMI V-8 engine, Dodge Ram 1500 features the first-ever fully functioning cylinder-deactivation system – MDS – on a pickup truck. The HEMI V-8 engine can transition from eight cylinders to four in 40 milliseconds – quicker than the blink of an eye. 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 certain driving conditions.

Adding to the fuel-efficiency formula, the 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 2007 Dodge Ram 1500 also features reduce-drag brake calipers, low-rolling resistance tires and a rear spoiler to improve vehicle aerodynamics. The spoiler is positioned on the rear liftgate.

PRODUCT HIGHLIGHTS

Fuel-saving technology and aerodynamics

- The 2007 Dodge Ram 1500 equipped with the HEMI V-8 engine features the first-ever cylinder-deactivation system – Multi-displacement System – on a pickup truck, providing up to 20 percent in fuel economy savings
- Dodge Ram 1500 4x4 models are equipped with a front-axle-disconnect system, designed to disengage the front-axle drive shaft when operating in two-wheel drive. This minimizes the front-drive system's energy consumption and improves fuel economy.
- The 2007 Dodge Ram 1500 also features reduce-drag brake calipers and a rear spoiler to improve vehicle aerodynamics

Superior ride and handling

- The 2007 Dodge Ram 1500 uses a coil-over shock absorber and double-wishbone front suspension. Shock absorbers are mounted inside the coil spring, enabling four-wheel-drive models to benefit from the coil spring's added tuning characteristics.
- Dodge Ram 1500 features monotube shock absorbers, precisely tuned springs, jounce bumpers and suspension bushings – subtle details that perfect the vehicle's driving dynamics

Quiet cabin

- Body mounts on the 2007 Dodge Ram 1500 serve to isolate the passenger compartment from vibrations that reach the frame
- Thick front-door glass, robust door seals and extensive use of Polymer Constraint Layer reduce road noise and resonance between the engine and cabin

Powerful engine lineup

- The 5.7-liter HEMI V-8 engine provides best-in-class 345 horsepower (257 kW) and 375 lb.-ft. (509 N•m) of torque
- With 300 lb.-ft. (405 N•m) of torque, the 4.7-liter FFV V-8 engine offers smooth and responsive performance, giving customers the choice of E-85 fuel
- The fuel-efficient 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. (319 N•m) of torque.

Bold Dodge Ram design

- Dodge Ram's distinguished and bold "big rig" design features a chromed crosshair grille with surround collar and distinctive headlamps for a robust and chiseled front-end appearance

MODEL LINEUP

2007 Dodge Ram 1500 ST

Standard Features

- 3.7-liter Magnum V-6 engine (4x2 models)
- 4.7-liter FFV V-8 engine (4x4 models)
- Six-speed manual transmission (with 3.7-liter V-6)
- Five-speed automatic transmission (with 4.7-liter V-8)
- 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

- Power-sliding rear window (Quad Cab only)
- Bed liner
- SIRIUS Satellite Radio
- Trailer tow mirrors
- Speed control
- 3.92 axle ratio
- Anti-spin rear differential
- Trailer tow group
- Side-curtain air bags
- 17-inch chrome-clad steel wheels

2007 Dodge Ram 1500 SLT

In addition to the Dodge Ram 1500 ST:

Standard Features

- 4.7-liter FFV V-8 engine
- Overhead console with mini-trip computer and compass
- Speed control
- Power windows and door locks
- Keyless entry

- 17-inch aluminum wheels

Optional Equipment

- 5.7-liter HEMI V-8 engine
- Five-speed automatic transmission
- 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 Communication System with Bluetooth® technology
- Bucket seats with leather upholstery
- Six-way power driver seat
- 20-inch aluminum wheels

2007 Dodge Ram 1500 Laramie

In addition to the Dodge Ram 1500 SLT:

Standard Features

- Bodyside chromed trim
- Dual-zone climate control
- Steering-wheel-mounted audio controls
- Four-wheel-disc, anti-lock brakes
- Security alarm
- Sentry Key® Engine Immobilizer

Optional Equipment

- 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 Communication System with Bluetooth™ technology
- Bucket seats with leather upholstery
- Six-way power driver seat
- 20-inch aluminum wheels

2007 Dodge Ram 1500 Sport

Standard Features

- 5.7-liter HEMI V-8 engine
- Five-speed automatic transmission
- Unique bucket seats
- Body-color fascia and grille
- Fog lamps
- 20-inch chrome-clad aluminum wheels

Optional Equipment

Same optional equipment offered for the Dodge Ram SLT

SAFETY AND SECURITY

Please refer to the [Safety Glossary](#) for descriptions of the following features:

- Advanced multi-stage driver and front-passenger air bags
- Electronic Brake Force Distribution (EBD)

- Electronic Stability Program (ESP) (optional)
- Energy-absorbing steering column
- Enhanced accident response system
- Head restraints
- Height-adjustable, three-point seat belts and constant force retractors with pretensioners (front seats)
- HomeLink universal home security system transceiver
- Hydroformed, fully boxed frame
- Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system
- Occupant Classification System (Quad Cab)
- Passenger air bag on-off switch (regular cab)
- Power adjustable pedals (available with manual and automatic transmissions)
- Power door locks with rolling lock engagement
- Remote keyless entry
- Security alarm
- Sentry Key Engine Immobilizer
- Supplemental side air bag inflatable curtains

COLOR AVAILABILITY

- Atlantic Blue
- Black
- Bright Silver Metallic
- Bright White
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray Metallic
- Patriot Blue

MANUFACTURING INFORMATION

- Production start: Fall 2006
- Production locations: Warren Truck Assembly Plant in Warren, Mich., and St. Louis North Assembly Plant in Fenton, Mo.
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 4.7-liter V-8 engine: Mack Avenue Engine Plant 1 in Detroit
- 3.7-liter Magnum V-6 engine: Indianapolis Foundry in Indianapolis
- Five-speed automatic transmission: Indiana Transmission I in Indianapolis
- Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.
- Six-speed manual transmission: Sao Bernardo do Campo plant in Sao Paulo, Brazil

MARKET POSITION

The 2007 Dodge Ram makes a powerful statement by combining big HEMI power with fuel-saving MDS technology, while providing superior ride and comfort.

Dodge Ram 1500 leads the way by offering all the performance, capability and reliability for truck buyers who live life on their own terms. Ram also supplies a level of innovation not found in any other pickup truck on the market.

Demographics

- Gender: 86 percent male
- Median Age: 46
- Median Annual Household Income: \$66,000
- Education: College
- Household: 72 percent married

MARKET ADVANTAGES

- Dodge Ram 1500 delivers bold styling and the 5.7-liter HEMI V-8 engine – the only pickup truck on the market that features a fully functioning cylinder-deactivation system, called Multi-displacement System
- Equipped with the 5.7-liter HEMI V-8 engine, the Dodge Ram 1500's Gross Combined Weight Rating is an impressive 14,000 lbs., and its Gross Trailer Weight Rating is a whopping 9,200 lbs.
- Both Dodge Ram Quad Cab and regular cab models feature innovative designs that take comfort and convenience to a new level in the full-size pickup segment. Both feature excellent head, shoulder, leg and hip room.
- The Dodge Ram regular cab provides comfort and substantial behind-the-seat storage. The Dodge Ram Quad Cab models boast four standard doors and 60-40 folding rear seats that ensure passengers and gear fit in the back at the same time.

PRODUCT CHRONOLOGY

2006 Model Year

- Multi-Displacement System (MDS) on 5.7-liter engine is a fully functioning cylinder deactivation system on a pickup truck (first for segment) and enables fuel economy improvements of up to 20 percent
- Variable Line Pressure (VLP) feature on four-speed automatic transmission (mated with 3.7-liter V-6 engine) results in improved fuel economy and smoother shifts
- Front-axle disconnect system (standard on 4x4 models) minimizes energy consumption and improves fuel economy
- NV244 full-time electric transfer case standard on all 4x4 models delivers 45/55 front/rear torque split when four-wheel drive is activated
- Optional all-wheel-drive electronic transfer case
- "Tow/haul" feature provides crisper shifts and reduces gear searching when towing
- Re-engineered hydroformed, fully boxed frame with increased torsional rigidity and bending stiffness for enhanced ride and handling capability and reduced transfer of noise
- Reduced drag brake calipers contributing to enhanced aerodynamics
- Coil-over shock, double wishbone front suspension on 4x4 models
- Specifically tuned monotube shock absorbers
- Re-tuned springs, jounce bumpers and suspension bushings for enhanced driving dynamics
- Re-engineered body mount design results in quieter cabin experience and more comfortable ride
- Re-engineered engine and transmission mounts for enhanced ride and handling characteristics

New wheel lineup includes:

- 17-inch aluminum with unique finish (SLT, TRX and TRX4 package)
 - 20-inch aluminum (optional on SLT)
 - 17-inch chrome-clad aluminum (Laramie)
 - 20-inch chrome-clad aluminum (standard on new Sport package, optional on SLT and Laramie)
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- Thicker front door glass and re-engineered door seals for reduced wind noise contributes to interior cabin quietness
 - Polymer constraint layer on front of dash panel for enhanced engine and road noise abatement
 - Rear spoiler positioned on rear liftgate contributes to enhanced vehicle aerodynamics
 - Redesigned headlamps, grille, front fascia and fender assemblies
 - Enhanced headlamp performance
 - Optional power sliding backlight
 - Available in nine colors, including Inferno Red Crystal Pearl Coat and Light Khaki Metallic Clear Coat
 - Redesigned instrument panel with four trim levels
 - Optional full-screen navigation radio
 - Optional DVD rear-seat entertainment system on Quad Cabs
 - Optional front bucket seats with full center console available on SLT, Sport package and Laramie
 - Rear-seat ladder-style headrests on Quad Cab
 - Enhanced seat design features including optional bucket seats, enhanced leather offerings and French-stitched sew lines

- Upscale finishes, including Maple Pommele accents on instrument panel and doors and Satin Silver II accents on control knobs
- Interior color offerings: Khaki and Medium Slate Gray
- New hydroformed frame enables greater front crush zone for enhanced absorption and crash energy dissipation
- Advanced multi-stage driver and front passenger air bags and knee bolsters
- Weight-based Occupant Classification System (OCS) for controlling front passenger air bag deployment (Quad Cabs)

2005 Model Year

- New sun roof available on Quad Cab Short Box
- New tailgate badging—Ram's Head replaces "DODGE" nameplate
- UConnect® Hands-free Communication System with Bluetooth® technology; optional on SLT and Laramie
- SIRIUS Satellite Radio optional on Quad Cab Short Box SLT and Laramie(a)
- New transmission mounts for manual transmissions improve noise, vibration and harshness (NVH)
- 3.7-liter Magnum V-6 engine upgrade provides improved idle quality and fuel economy refinements. Engine upgrade includes a new camshaft profile, lash adjusters, low-tension piston rings and a 9.7:1 compression ratio
- 4.7-liter V-8 engine adds knock sensors and exhaust gas recirculation (EGR) for improved efficiency
- Getrag 238 six-speed manual transmission replaces the NV3500 five-speed manual on 3.7-liter and 4.7-liter Magnum engines
- Low Lockup Speed and turbine damper added to 545RFE with 4.7-liter engine. The turbine damper improves NVH performance allowing for torque converter lockup clutch application at lower speeds

2004 Model Year

- Full-time electric shift optional on Laramie and SLT
- Tow/haul mode offered on light-duty models with automatic transmission
- Flexible fuel version of 4.7-liter engine available to fleet customers
- Optional larger 34-gallon fuel tank on 1500 Quad Cab with standard bed
- The 5.7-liter HEMI Magnum V-8 receives exhaust gas recirculation for improved efficiency
- New exterior color: Deep Molten Red replaces Garnet Red
- New adjustable rear seat outboard head restraints standard on Quad Cab
- Chrome bodyside moldings standard for Laramie
- Chrome surround grille with chrome billet inserts for Laramie standard
- Body-color side moldings now standard with Sport appearance group
- Chrome-clad wheels now standard on Laramie
- New available navigation radio with 4.9-inch full-color display, AM/FM stereo, CD player, 11 speakers, 240-watt amplifier and DVD-based navigation system
- Satin Silver door and instrument panel bezels for Laramie
- Laramie model features new seat appearance, with unique leather seat design with high-contrast color seat inserts
- Laramie J Package (includes ash receiver, cup holder, vanity mirror lamps for driver and passenger, glove box lighting, switchable dome lamp and electrochromic rearview mirror)

2003 Model Year

- All-new 5.7-liter HEMI V-8 replaces 5.9-liter
- 5-45RFE multi-speed automatic transmission available with 4.7-liter and 5.7-liter engines
- Optional rear window defogger (mid-year introduction)
- SLT Plus is rebadged as Laramie on regular and Quad Cab models with an extensive list of standard features
- New tow hooks standard on Laramie four-wheel drive, optional in Protection Group for four-wheel drive ST and SLT and optional with two-wheel drive ST, SLT and Laramie
- Adjustable pedals with manual transmission—Optional
- AM/FM stereo with six-disc in-dash CD—Optional

- Steering wheel-mounted audio controls are packaged with AM/FM stereo radio with cassette and CD player or an AM/FM stereo radio with cassette and six-disc in-dash CD changer—SLT; both equipped with 11-speaker Infinity® system
- Electronic throttle control on 5.7-liter HEMI Magnum V-8 engine
- Automatic locking retractor added to front passenger seat belt
- Lower Anchors and Tethers for CHildren (LATCH) child seat anchor system added to regular and Quad Cab models

2002 Model Year

- Two- and four-wheel-drive models with regular and Quad Cab bodies
- Three equipment levels—ST, SLT and SLT Plus
- Sport Appearance Group and Sport Appearance Group with 20-inch wheels and tires—Optional SLT and SLT Plus
- Next-generation 3.7-liter Magnum SOHC, SMPI V-6 engine with balance shaft
- Next-generation 4.7-liter Magnum SOHC, SMPI V-8 engine
- 45RFE multi-speed automatic transmission
- Available electric-shift four-wheel-drive transfer case
- Refined manual four-wheel-drive transfer case
- All-new frames with fully boxed side rails
- Independent front suspension on four-wheel-drive models
- Refined two-wheel-drive suspension systems
- Rack and pinion steering
- P245/70R17 standard tires
- P275/55R20 on two-wheel-drive models and P275/60R20 on four-wheel-drive models
- Standard four-wheel disc brakes—Largest in the industry
- Truck-industry first dual-rate power brake booster
- All-new, roomier, stiffer body structure
- Bed length of short-box models reduced to provide increased cab interior roominess
- Industry-exclusive wide-opening forward-hinged rear door with outside door handles and full roll-down windows
- Trailer Tow outside mirrors with rotating heads for improved rearward visibility
- Structural rear bumper—Class III trailer towing capability without added equipment
- Class IV trailer hitch platform—Integrated with rear bumper structure
- Extended regular and Quad Cab interiors—Roomiest in the industry
- Power adjustable pedals with automatic transmission—Optional SLT, in SLT Plus
- All-new, customer-oriented interior with added storage
- All-new seats for increased passenger comfort
- 60/40 split/folding rear seat—Available on SLT and SLT Plus Quad Cab models
- Improved storage compartments under rear seats on Quad Cab models
- Steel fold-flat load floor—Available on SLT and SLT Plus Quad Cab models
- Larger, more versatile cab-back storage systems on regular cab models
- Pickup truck-first Dual-Zone Climate Control—SLT Plus
- Electronic Vehicle Information Center (EVIC) with customer-programmable features—SLT Plus
- Best-in-class optional Infinity premium speaker system—11 premium speakers in seven locations and a 240-watt digital amplifier
- Truck-industry first side air bag inflatable curtains (SABIC) for front and rear seat outboard occupants—Optional
- Adjustable front seat head restraints—Standard
- Outboard front seat belt pretensioners—Standard
- Enhanced interior head impact protection—Standard
- Extension of Quad Cab body allows use of rearward-facing child seats in back seat

2001 Model Year

- July 2000 Production
- Club Cab body style discontinued

- User-ready child seat upper anchors on cab back panels
- January 2000 Production
- High Output Cummins turbo diesel engine with six-speed manual transmission only (245 horsepower and 505 lb.-ft. torque)

2000 Model Year

- Eight-foot box with 1500 Club Cab body discontinued
- New front suspension and steering systems on all models
- All-new brake system with dual-piston front disc brake calipers and quick-response vacuum booster

1999 Model Year

- Upgraded Sport Appearance Group — Front bumper and fascia, grille, quad headlamps

1998 Model Year

- Quad Cab body style introduced
- Next-generation driver and front-passenger air bags (running change) (a)
- Passenger air bag cutoff switch (regular cab and Quad Cab only) (running change) (b)
- Removable storage module under rear seats of Quad Cab (mid-year introduction)

1995 Model Year

- Club Cab model added

1994 Model Year

- All-new regular cab models introduced
- Model designations changed to 1500, 2500 and 3500

(a) Certified to federal regulations that allow less forceful air bags. Always use seat belts. Remember, a back seat is the safest place for children.

(b) Important—Always remove key and replace cover. Rearward-facing child seats may be used in the front seat only with the passenger air bag turned off.

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