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2004 Dodge SRT10: Fast, Focused and Built for Speed

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Tough Truck Looks

Wide, chiseled and masculine, the boldest and baddest pickup on the planet looks like it means business, and it does. The Dodge Ram SRT10 was designed with the Dodge tradition of producing powerful trucks with a strong sense of style. The Dodge Ram SRT10's taut features were sculpted courtesy of DaimlerChrysler's wind tunnel and with a subtle nod to the Dodge Ram NASCAR truck series entry.

"Our theme was to add muscle, not flash," said Trevor M. Creed, Senior Vice President - Design, Chrysler Group. "To cope with the performance of the Ram SRT10, we spent a lot of time in the Chrysler Group's wind tunnel. That is why you see a deep front fascia with a splitter and a subtle rear wing. In fact, the lift values for this vehicle are that of a sports car, not a truck."

"The rear wing is one of the most important features of the Dodge Ram SRT10. It is fully functional, providing a 165 lb. reduction in lift, but it also provides a reduction in drag, which is a rarity for a wing. When access to the bed is required, the rear wing is removable and stows on top of the bed rails behind the cab."

Viper Powered

One of the most noticeable exterior features of the new 2004 Dodge Ram SRT10 is a unique hood that features a wide power bulge and scoop sitting atop the signature cross-hair grille. "Viper Powered" badges on either side of the hood scoop leave no doubt as to what resides underneath.

The updated Ram lines of the Ram SRT10 provide a look of machined elegance with a lower – and an even bolder – stance than the standard Ram. The Ram SRT10 rides on unique 22-inch polished aluminum "Viper-style" wheels, the largest wheels available on a production pickup.

The new front fascia, unique hood with integrated air intake and billet grille provide a look of serious muscle. A one-inch lower ride height in the front, two-inch lower ride height in the rear and ground-effect moldings provide plenty of "hunkered down" attitude even before the red ignition button is punched.

Aero/Dynamic

"The fact that the Ram SRT10 bears a close resemblance to our NASCAR Craftsmen truck is not just a coincidence, " said Dan Knott, Director - Performance Vehicle Operations (PVO). "The same aerodynamicist who worked on our NASCAR entries handled the aerodynamics for the Ram SRT10. The challenges posed by racing are the same we experienced with the Ram SRT10; speeds in excess of 150 mph, cooling for the brakes and engine, and the need to create front and rear down force."

From the side, unique SRT10 badging and red brake calipers visible behind the 22-inch wheels distinguish the Dodge Ram SRT10. The rear spoiler and custom rear fascia with cutout for dual exhausts provide the view for the majority of the motoring public.

"There is a slightly understated, but menacing air about the SRT10," said Rick Aneiros, Vice President - Jeep/Truck Color and Trim Design. "But it's true identity is found in the unique details, such as the red brake calipers visible behind the new 22-inch wheels, the mesh grille covering the air intakes and the lowered stance. The SRT10 is instantly recognizable as something different from Ram, more powerful but with subtle detailing. It means business."

Keeping things simple, the Dodge Ram SRT10 is available in black, red and silver only.

Sport Meets Luxury

Inside, heavily bolstered racing-derived leather seats with suede perforated inserts and a carbon-fiber leather trim steering wheel let drivers know this no ordinary Ram. The “SRT10” logo is embroidered on the headrests. Silver trim adorns the center stack and a silver trim strip with an “SRT10” badge resides on the passenger side air bag. A red Viper start button on the dash provides further evidence that this is something special. A custom “Hurst” shift lever sprouts from a silver metal shift bezel and is topped by a Viper shift knob. Aluminum performance pedals replace the stock set up.

A new gauge cluster with satin silver-faced gauges feature Viper font and graphics and appropriately recalibrated speedometer and tachometer to accommodate the SRT10’s visceral performance. The best-in-class interior space is maintained from the standard Ram.

“We wanted to capture the feel of an upscale sports car without sacrificing the safety, utility and luxury afforded by the standard Dodge Ram,” said Mark Trostle, Design Manager - Truck Exterior and Interior Studios. “The carbon fiber-look trim on the leather steering wheel, satin silver center console and interior door handles and the unique door trim panels differentiate the SRT10 from the standard Ram and create an environment that enhances the sport/performance feel of this truck.”

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