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## **2008 Dodge Ram 3500 Chassis Cab is Ultimate Work Truck for Class 3 Commercial Customers**

August 31, 2007, Auburn Hills, Mich. - Combining upfit-friendliness with Dodge Ram heritage, toughness and leadership, the 2008 Dodge Ram 3500 Chassis Cab delivers superior commercial capability, durability and performance to the Class 3 commercial vehicle market.

With a powerful lineup of renowned engines and a commercial-grade chassis, the 2008 Dodge Ram 3500 Chassis Cab continues to be the ultimate work truck for the commercial customer looking for a powerful, capable and versatile performance vehicle.

With target customers including small business tradesmen, fleet customers and traditional chassis cab users looking for more cab space, enhanced functionality and bold styling, the 2008 Dodge Ram 3500 Chassis Cab boasts numerous class-leading attributes including the highest single-rear-wheel Gross Vehicle Weight Rating (GVWR) of 10,200 lbs., best-in-class frame strength (50,000-psi steel), largest standard fuel tank (52 gallons), best-in-class standard V-8 power (HEMI® with 330 horsepower), and best-in-class interior cab room of 121.7 cubic feet for Quad Cab® models.

### **"WHAT'S NEW FOR 2008"**

- Standard exhaust brake system
- Power Take Off (PTO) prep package includes standard cruise control
- New colors -- Sunburst Orange, Detonator Yellow and Stone White (replaces Bright White)
- Low-volume paint options for large fleets
- Dark Maple Burl woodgrain interior accents for Laramie models
- Tire Pressure Monitoring system is standard on models with less than 10,000 lbs. GVWR

### **DESIGN**

With robust, "big rig" styling, instant recognition and commercial power is immediately conveyed in the 2008 Dodge Ram 3500 Chassis Cab. Communicating a distinctively bold and powerful statement, the 2008 Dodge Ram 3500 Chassis Cab's design combines commercial vigor and unmatched versatility with unique upfit-friendly enhancements to provide a streamline assembly process that reduces costs for upfitters, second-stage manufacturers and customers.

Available in three trim lines – ST, SLT and Laramie – the 2008 Dodge Ram 3500 Chassis Cab's lineup consists of 4x2, 4x4, single-rear-wheel, dual-rear-wheel, regular and Quad Cab models.

### **ENGINEERING**

The 2008 Dodge Ram 3500 Chassis Cab comes standard with the legendary HEMI V-8 engine, while a 6.7-liter Cummins turbo diesel is also available. The Cummins diesel delivers 305 horsepower (227 kW) at 3,000 rpm and 610 lb.-ft. of torque (827 N•m) at 1,600 rpm. The standard 5.7-liter HEMI is a best-in-class V-8 that turns out 330 horsepower (246 kW) at 5,400 rpm and 375 lb.-ft. of torque (508 N•m) at 4,200 rpm.

The 2008 Dodge Ram 3500 Chassis Cab offers a six-speed automatic transmission (diesel only) with Power Take Off (PTO) capability and a six-speed manual transmission with PTO capability. An available electronic-shift transfer case is offered and a factory-installed exhaust brake contributes to both safety and extended brake pad life. The 2008 Dodge Ram 3500 Chassis Cab has an extended driving range due to its best-in-class 52-gallon fuel tank.

Two cab-axle lengths of 60 and 84 inches are available. A segment exclusive, all chassis components are below the

top of the frame surface, providing versatility for virtually any upfit application.

## **PRODUCT HIGHLIGHTS**

Powerhouse powertrain package for another Dodge Ram with class-leading attributes

- Choice of 6.7-liter Cummins Turbo Diesel (610 lb.-ft. of torque) or legendary 330-horsepower HEMI V-8
- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR (10,200 lbs.)
- Best-in-class standard V-8 power (HEMI with 330 horsepower)
- Best-in-class frame steel strength (50,000-psi steel)
- Best-in-class 52-gallon fuel tank
- Best-in-class interior cab room (121.7 cu. ft. Quad Cab models)

Segment's most upfit-friendly chassis cab delivers commercial performance and capability

- Industry-standard 34-inch rail spacing and flat frame rails
- Bold, Dodge Ram design combined with an enhanced commercial-grade chassis provides versatility for virtually any upfit application
- Upfit-friendly design enables a "streamline assembly process" that reduces costs for upfitters, second-stage manufacturers and customers

## **2008 DODGE RAM 3500 CHASSIS CAB LINEUP**

### **Dodge Ram 3500 Chassis Cab ST**

Standard Features

- 40/20/40 vinyl seats
- 5.7-liter HEMI V-8
- Argent front bumper
- Argent grille
- Argent steel wheels
- Exhaust brake system
- Four-wheel Anti-lock Brake System (ABS)
- Instrument panel black bezel
- Manual door locks
- Manual windows
- Seven-inch x 10-inch manual exterior mirrors
- Six-speed manual transmission
- Trailer tow wiring (7 wires)
- Two speakers
- Vinyl floor covering

Optional Features (All Models)

- 22.5-gallon mid-ship fuel tank
- 220-amp alternator
- 6.7-liter Cummins turbodiesel
- Five-speed automatic transmission
- LPO options include passenger airbag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors
- Power Take Off (PTO) capability
- Six-speed automatic transmission
- Snow plow prep package
- Spare tire and tools
- Vinyl seats and flooring (SLT only)

## **Dodge Ram 3500 Chassis Cab SLT**

### Standard Features

In addition to standard features on the ST, the Ram 3500 Chassis Cab SLT adds:

- Air conditioning
- Carpet floor covering
- Floor mats
- Four speakers
- Grille, bright chrome with black inserts
- Keyless entry
- Power heated mirrors
- Power windows/locks
- Sentry Key® engine immobilizer
- Speed control
- Tilt wheel
- Wheels, bright skins/chrome center cap
- 17-inch chrome-clad steel wheels
- 40/20/40 cloth seats

### Optional Features

- Adjustable pedals
- AM/FM radio with six-disc CD player
- Bucket seats with leather upholstery
- Infinity sound system
- SIRIUS Satellite Radio
- Six-way power driver seat
- UConnect® Hands-free Communication System
- 17-inch chrome-clad aluminum wheels

## **Dodge Ram 3500 Chassis Cab Laramie**

### Standard Features

In addition to standard features on the SLT, the Ram 3500 Chassis Cab Laramie adds:

- Dual zone temperature control
- Fog lamps
- Glove box, ash tray, under hood lamp
- Grille, chrome with chrome inserts
- Leather power/heated seats
- Leather-wrapped steering wheel
- Luxury front floor mats
- Power-sliding rear window
- Security alarm
- Steering wheel radio controls
- Woodgrain instrument panel bezel

## **SAFETY AND SECURITY**

Please refer to the [safety glossary](#) for descriptions of the following available features:

- Anti-lock Brake System (ABS)
- BeltAlert
- Brake/Park Interlock
- Child-protection Rear-door Locks
- Constant Force Retractors (CFR)
- Energy-absorbing Steering Column

- Enhanced Accident Response System (EARS)
- Four-wheel Anti-lock Brake System (ABS)
- Frame-rail Tips
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- LATCH (Lower Anchors and Tethers for CHildren)
- Multi-stage Air Bag System
- Power-adjustable Pedals
- Seat Belt Pretensioners
- Security Alarm
- Sentry Key® Engine Immobilizer
- Three-point Seat Belts
- UConnect Hands-free Communication System

## **COLOR AVAILABILITY**

- Atlantic Blue
- Black
- Bright Silver Metallic
- Detonator Yellow
- Flame Red
- Inferno Red
- Light Khaki Metallic
- Mineral Gray Metallic
- Patriot Blue
- Stone White
- Sunburst Orange
- Special fleet paint capability

## **MANUFACTURING INFORMATION**

- 2008 model production start: July 2007
- Production location: Saltillo Truck Assembly Plant in Saltillo, Mexico
- 6.7-liter Cummins Turbo Diesel engine: Cummins Engine Plant in Columbus, Ind.
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Ramos Arizpe, Mexico
- Six-speed automatic transmission: Aisin Transmission Facility in Ogawa, Aichi, Japan
- Six-speed manual transmission: Sao Bernardo do Campo Plant in Sao Paulo, Brazil
- Five-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.

## **MARKET POSITION**

The 2008 Dodge Ram 3500 Chassis Cab was designed from the ground up for the traditional chassis cab buyer seeking a capable, durable, reliable commercial-quality vehicle. The 2008 Dodge Ram 3500 Chassis Cab offers a powerful lineup of award-winning engines, a commercial-grade chassis engineered to perform in the most demanding conditions, upfit-friendliness, and bold, “big-rig” Ram styling, defining the new commercial standard.

## **Demographics / Target Customer**

Small-Business Customer

- Ten vehicles or less in fleet including one to three chassis cabs
- Entrepreneur, independent business person with hands-on management style
- Wants dealer to be his “one-stop” shopping point of purchase (i.e., truck, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers / wholesalers; agriculture / farming, manufacturing / tool and die; and service and delivery (florist, dry cleaner, package / parcel, etc.)

## Small Fleet Customer

- Ten to 49 vehicles in fleet including three or more chassis cabs
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with OEM dealer commercial sales staff or large fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers / wholesalers; agriculture / farming, manufacturing / tool and die; service and delivery (florist, dry cleaner, package / parcel, etc.); utilities / government / municipalities; and fire / rescue / EMS

## MARKET ADVANTAGES

- All chassis components below top of frame surface (segment exclusive)
- Highest single-rear-wheel GVWR (10,200 lbs.)
- Best-in-class standard V-8 power (HEMI with 330 horsepower)
- Best-in-class frame strength (50,000-psi steel)
- Best-in-class 52-gallon fuel tank
- Best-in-class interior cab room (121.7 cu. ft. Quad Cab™ models)

## PRODUCT CHRONOLOGY

### 2007 Model Year

- All-new 2007 Dodge Ram 3500 Chassis Cab launched to Class 3 chassis cab segment
- Available with both two-wheel-drive and four-wheel-drive models
- Two available cab-axle lengths (60 inches and 84 inches)
- Single-rear-wheel and dual-rear-wheel versions
- Regular Cab and Quad Cab configurations
- Three trim lines (ST, SLT and Laramie)
- Distinguishing characteristics include:
  - Available new 6.7-liter High Output Cummins Turbo Diesel
  - All-new commercial-grade chassis
  - Upfit-friendly design
  - Exclusive flat, “clean” frame rails with industry-standard 34-inch rail spacing
- Class-leading advantages include:
  - Highest standard single-rear-wheel GVWR (10,200 lbs)
  - Best-in-class standard V-8 power (330-horsepower HEMI)
  - Best-in-class interior room (121.7 cubic feet for Quad Cab models)
  - Best-in-class frame strength (50,000-psi steel)
  - Largest standard fuel tank (52 gallons)

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