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2010 Ram Power Wagon-Still the Most Off-road Capable Pickup Truck on the Market

- 2010 Ram Power Wagon-the pickup for severe off-road work and play
- Best-in-class off-road performance with enthusiast-driven features
- New 2010 Ram Power Wagon features new interior styling borrowed from the award winning Ram 1500

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The most off-road capable pickup truck on the market, the Ram Power Wagon, returns for the 2010 model year. The 2010 Ram Power Wagon features new award-winning interior appointments and unique exterior graphics with a lower two-tone paint scheme, but it's Power Wagon's component features that make this off-road duty pickup truck successful.

"No off-road truck on the market can touch the Ram Power Wagon. It dominates the competition," said Fred Diaz, President and CEO - Ram Truck Brand, Chrysler Group LLC. "It's a vehicle born from the minds of off-road enthusiasts and goes way beyond anything ever created by an automaker."

Ram Power Wagon is equipped with class-exclusive electric-locking front and rear differentials, a class-exclusive electronic disconnecting sway bar, the legendary 383 horsepower 5.7-liter HEMI® V-8 engine, 32-inch off-road tires, a custom-built Warn® 12,000-lb. winch, Bilstein shocks, underbody skid plate protection and a 4.56 axle ratio for hill climbing. Additionally, the Power Wagon is rated to tow 10,300 lbs. and comes standard with a class 4 trailer hitch.

Built for all terrain

The 2010 Ram Power Wagon lives up to the heritage of Power Wagons built in the 1970s. There is simply no other

pickup on the market that can touch its capability. Ram Power Wagon takes the road less traveled while comfortably taking passengers and gear along for the ride.

Built to master the most rigorous off-road trails, the Ram Power Wagon is based on the all-new Ram 2500 Heavy Duty 4x4 Crew Cab. The Power Wagon has a 14.5-inch ground clearance, compared to 12 inches on the Ram 2500 Heavy Duty. The vehicle's approach angle is boosted to 35 degrees, the departure angle is increased to 26.5 degrees and the breakover angle is enhanced to 25.5 degrees. This gives the Ram Power Wagon significant clearance for navigating a variety of off-road trails, especially when tackling severe inclines and declines.

Providing optimal balance between on-road civility and off-road capability are BF Goodrich All-Terrain T/A 32-inch tires, which feature beefy tread patterns to help grab ledges along the trail, and deliver optimum traction through sand, mud and snow.

Underneath the 2010 Ram Power Wagon are generous underbody protection components. A steering damper skid plate and fore-aft bars bring together the transfer case and fuel tank skid plates, resulting in armor that minimizes underside damage and rock wedging.

Best-in-class wheel articulation

A disconnecting stabilizer bar, a solid front axle with coil springs and a single-stage leaf spring rear suspension with unique softer spring settings give the Ram Power Wagon the best wheel articulation in its class.

The 2010 Ram Power Wagon's electronic disconnecting stabilizer bar, called a "Smart Bar," delivers additional wheel travel for traversing the toughest trails. The driver-actuated stabilizer bar disengagement is possible in both four-wheel drive "High" or four-wheel drive "Low" at speeds below 18 miles per hour. As a safety feature, the Smart Bar automatically re-engages at speeds above 18 miles per hour.

Front and rear electronic axle lockers provide low-speed maneuvering when climbing boulders and ascending steep inclines by evenly splitting torque between both wheels, forcing them to turn in unison for extra traction. Bilstein monotube high-pressure gas shock absorbers keep all four wheels firmly planted, and 4.56 gearing assures immediate takeoff when stepping on the gas.

The all-new 2010 Ram Power Wagon's combined axle and suspension package adds to greater vehicle flexibility, a determining factor when negotiating extreme obstacles. The Ram Power Wagon boasts a 460 (23-inch vertical height) Ramp Travel Index (RTI - a measurement of a vehicle's suspension articulation) with the stabilizer bar engaged and 655 (32-inch vertical height) RTI with the stabilizer bar disengaged.

HEMI power

The 5.7-liter HEMI V-8 features 383 horsepower at 5,400 rpm and 400 lb. ft. of torque at 4,200 rpm.

The HEMI V-8 has been modified for use in the Ram Power Wagon in order to enhance its off-road maneuverability and finesse. When driving in four-wheel drive "Low" operation, the throttle pedal response softens and the idle speed increases by 100 rpm (from 650 to 750 rpm) - providing added control when ascending and descending off-road obstacles at slow speeds.

Bold exterior design

The new 2010 Ram Power Wagon features a unique design with styling differentiated from the Ram 1500 lineup.

The 2010 Ram Power Wagon grille includes a chromed surround with black center billets. The grille is body-mounted, while the bumper is frame-mounted. Front fenders and headlamps are shared with light-duty pickup models. External mirrors are sculpted to produce a more useable area for better visibility, with aerodynamic benefit and less noise. Mirrors are equipped with turn-signal indicators, memory function, puddle lamps and adjustable convex mirrors. These mirrors flip up and out into a vertical configuration for trailer-tow use.

Front and rear doors follow the style pioneered by the 2009 Ram 1500-a design that places the door cut to the side of the truck, rather than into the roof, in order to reduce wind noise and weight.

The tailgate is sculpted for better air flow, incorporating a spoiler in the upper part of the sheet metal. This tailgate also accommodates an available back-up camera for convenient trailer hook-ups and includes a lift-assist feature that

makes raising and lowering a one-hand operation. Standard bedrail protection is included, featuring caps that protect sheet metal from dents and scratching.

Upgraded interiors: ultimate comfort, convenience and appearance

Inside, the new 2010 Ram Power Wagon offers abundant amenities, comfort and convenience. Many of the comfort and convenience features were first pioneered with the award-winning 2009 Ram 1500. Interior appointments include soft-feel door bolsters and armrests and one-piece molded door panels for premium comfort. Seats are redesigned with improved power lumbar and lateral support, which creates a comfortable cabin on even the longest work days. Six-ring instrumentation keeps track of vehicle functions, while many controls are arrayed in the center stack for easy access to buttons and knobs.

Other available features include two-tone upholstery with full-width contrasting stitching on the instrument panel; premium seating with heat and ventilation; heated rear seats; heated steering wheel; automatic temperature control; two-tone upholstery; memory seats, radio and mirrors; navigation; adjustable pedals and numerous infotainment options, including SIRIUS Backseat TV™ with three channels of programming, Uconnect Multimedia with a 30-gigabyte hard drive and an available first-in-segment 10-speaker surround-sound system.

Storage is top-of-mind with many work- and leisure-oriented customers, and Ram provides many more storage locations in its new 2010 Ram Heavy Duty pickups.

A new-for-2010 available center console features an upper bin that is large enough to hold a laptop computer (with an accessible power outlet) and a lower bin that accommodates hanging files. In addition, the console offers several other storage compartments-room enough to store business tools and personal items.

Additional storage locations are built into the instrument panel, front and rear door panels, seat backs and even the floor. In the crew-size cab, two in-floor bins located in the rear footwells offer storage enough for 10 12-ounce cans. Bins have removable liners for easy cleanout. Upper and lower glove boxes provide a total of more than 800 cubic inches of storage.

Available Mopar accessories for Ram Power Wagon

Adding to the functionality of the 2010 Ram Power Wagon are several accessories available from Mopar.

Mopar provides a Power Wagon winch kit which includes a snatch block, shackle, tree trunk protector, recovery strap and leather gloves. A Mopar Skid Resistor bedliner, with the Power Wagon logo is embossed in the head wall.

Twenty-five safety and security features

Ram employs a two-fold approach to safety: passive safety features, including pre-tensioning and load-limiting seat-belt retractors and active safety features, including responsive steering, handling and braking.

Following are 25 safety and security features available on the 2010 Ram Power Wagon:

- **Anti-lock Brake System (ABS):** Senses and prevents wheel lockup, offering improved steering control under extreme braking and/or slippery conditions
- **Advanced multi-stage air bags:** Use either an Occupant Classification System or a Low-risk Deployment Air Bag for the front passenger
- **BeltAlert:** Periodically activates a chime and illuminates an icon in the instrument cluster to remind the driver and front passenger to buckle up if a vehicle is driven without the driver being properly belted
- **Brake/Park interlock:** Prevents an automatic transmission or transaxle from being shifted out of Park unless the brake pedal is applied
- **Child-protection rear door locks:** Disable the rear doors' inside-release handle via a small lever on the door-shut face
- **Constant-Force Retractors (CFR):** Distribute force or load exerted on a seat belt and then gradually release the seat-belt webbing in a controlled manner

- **Crumple zones:** Designed to compress during an accident in order to absorb energy from an impact, decreasing transfer of that energy to occupants
- **Electronic brake-force distribution:** Adjusts braking pressure front to rear, based on weight distribution of passengers and cargo to minimize brake dive during hard braking
- **Energy-absorbing steering column:** The manual-adjust steering column utilizes two hydro-formed coaxial tubes that move relative to each other in order to allow the column to move forward for enhanced energy absorption during a crash. The power-adjust steering column employs a calibrated bending element that collapses during column stroke for optimal energy management
- **Enhanced Accident Response System (EARS):** Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on the interior lighting and unlocking doors after air bag deployment. Also shuts off the flow of fuel to the engine
- **Height-adjustable seat belts:** Allow occupants to raise and lower the shoulder belt. Encourage seat-belt use by offering a more comfortable fit
- **HomeLink universal home security system transceiver:** Stores three separate transmitter radio-frequency codes to operate garage-door openers, security gates, security lighting or other radio-controlled devices
- **Interior head-impact protection: Interior** pillars above the beltline and instrument panel, including areas around windshield and rear-window headers, roof and side-rail structures and shoulder-belt turning loops specifically designed to limit head-impact force
- **Knee bolsters:** The lower instrument panel and the glove box door are designed to properly position the occupant, enabling air bags to work effectively
- **Lower Anchors and Tethers for CHildren (LATCH) Child Seat Anchor System:** Designed to ease installation of compatible aftermarket child seats
- **Low-risk deployment air bag:** Front-passenger air bag that uses unique shape, venting, folding patterns, advanced inflators or a combination of these four technologies to position and inflate the restraint properly for a belted passenger, while also meeting federal safety requirements for out-of-position, small occupants and rear-facing infant seats. Occupants are advised to always sit properly in their seats with the seat belt fastened. Children 12 years old and younger should always be seated in the back seat correctly using an infant or child restraint system or have the seat belt positioned correctly for their age and weight
- **ParkSense® Rear Park Assist System:** Assists at low speeds in reverse to detect stationary objects. Consists of visible (interior lights seen with rearview mirror) and audible warnings for the driver
- **Power-adjustable pedals:** Allows brake, accelerator and clutch (if equipped) pedals to move toward or away from the driver in order to achieve a safe and comfortable seating position for improved vehicle control
- **Remote Keyless Entry:** Locks and unlocks doors, and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- **Seat-belt pretensioners:** During a collision, the impact sensors initiate front seat-belt pretensioners to immediately remove slack, thereby reducing the forward movement of the occupants' heads and torsos
- **Sentry Key® engine immobilizer:** Utilizes an engine key that has an embedded transponder with a pre-programmed security code to discourage vehicle theft. When the key is inserted into the ignition, the controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after a few seconds
- **Standard side-curtain air bags:** Extend protection to all outboard front- and rear-seat passengers. Each side air bag has its own impact sensor in order to autonomously trigger the air bag on the side where an impact occurs
- **Three-point seat belts:** Provide front outboard seating positions and all rear seating positions in the Ram 2500 and 3500 Heavy-Duty pickups with lap and shoulder belts

- **Tire Pressure Monitoring (TPM):** Informs driver when tire pressure is too low. SLT and Laramie systems display actual tire pressure at each wheel. Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system (2500 only)
- **Uconnect Phone:** Uses Bluetooth technology to provide voice-controlled wireless communication between the occupants' compatible mobile phone and the vehicle's onboard receiver. The hands-free option promotes safety, freedom, value and flexibility

The original Power Wagon

First mass-produced civilian 4x4 truck

After World War II, GIs returning home wrote to Dodge and asked, "Where can we get a truck like the ones we used in the war?" Dodge responded by building the Power Wagon. Virtually unchanged from its introduction in 1945 to when its domestic sales ended in 1968, the Dodge Power Wagon is the classic four-wheel drive truck.

Power Wagons first appeared on the civilian market in 1946 as the model WDX. The model designations changed over the years, but the Power Wagon was offered only as a 1-ton truck through its final year of production in 1968.

The Power Wagon was similar in design to the 3/4 ton weapons carrier, with a 126-inch wheelbase, closed cab similar to the Dodge VC series trucks, and the front shell and grille similar to the T234 3/4 ton built by Dodge for the Chinese Army, also known as the Burma Road truck.

The original Power Wagon featured a 230 cubic-inch flathead six engine, a two-speed transfer case, a four-speed transmission with a power take-off opening, which would send power to the front and back of the truck for operating auxiliary equipment and big 9.00/16-8 ply tires on 16x6-inch five-stud wheels. The 1-ton rated Power Wagon's maximum GVW rating was 8,700 lbs. Its maximum payload was 3,000 lbs.

A pickup box was designed that measured 8 x 4.5 feet. Dodge factory-built this four-wheel drive truck over a year-and-a-half before the Willys 4T and 10 years before other manufacturers began producing 4x4 trucks, making it the first mass-produced civilian 4x4 truck.

Over the years, changes were made to the original Power Wagon including a 251 cubic-inch engine to replace the original 230 cubic-inch powerplant, as well as synchromesh transmission, alternator and 12-volt electrical system, to name a few. Many custom-bodied Power Wagons were put into service as fire trucks and school buses. One of the finest examples is the custom Cantrell-bodied four-door woody station wagon - the original sport utility vehicle.

The 1947 WDX featured amenities including electric wipers, a single driver's sun visor and armrest, dome light, a heater and the Braden 10,000 lb. winch.

In 1957, Dodge introduced another line of four-wheel drive trucks, also known as Power Wagons, with the model designations W100, W200, W300 and W500. More conventional in styling, these Power Wagons were available with different engines, including V-8s.

A total of 95,145 WDX-WM300 Power Wagons were sold from 1945-1968. Exports continued through 1971 and limited sales continued through 1978, with versions that included slant 6 engines and hanging pedal assemblies.

After the 1968 model year, the Power Wagon went out of production because the nearly 30-year-old cab did not comply with new federal light-duty truck regulations.

About the Ram Truck Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

The Ram Truck brand will add to its award-winning truck lineup with the introduction of its all-new 2010 Ram 2500 and 3500 Heavy Duty trucks, Motor Trend's Truck of the Year. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment.

Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the

competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 also ranks at the top of Strategic Vision Inc.'s (SVI) 2009 Total Quality Index™ (TQI) in the full-size truck segment. According to the survey, the Ram 1500 leads the way with the highest Total Quality score of any truck in the 15-year history of the study. Customers specifically noted that the Ram has the best added storage capability along with the best truck interior ever rated by customers.

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

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