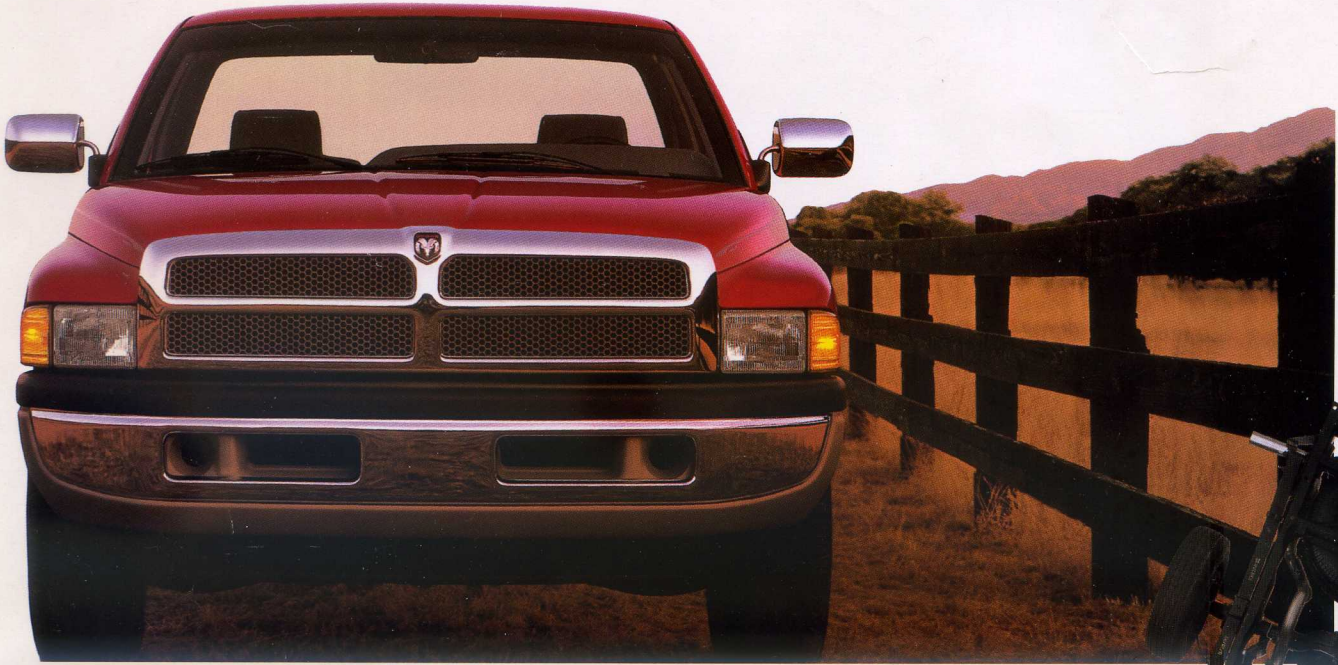




THE NEW DODGE

1 9 9 5

RAM PICKUP



MAGNUM POWER

LINK-COIL SUSPENSION

OFFICE-ON-WHEELS

MODULAR STORAGE

FOUR-WHEEL ABS

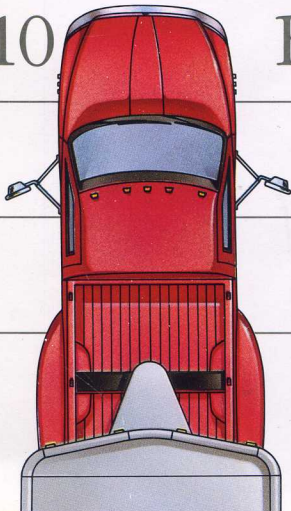
OV10

BOX-FRAME

4.10 AXLE

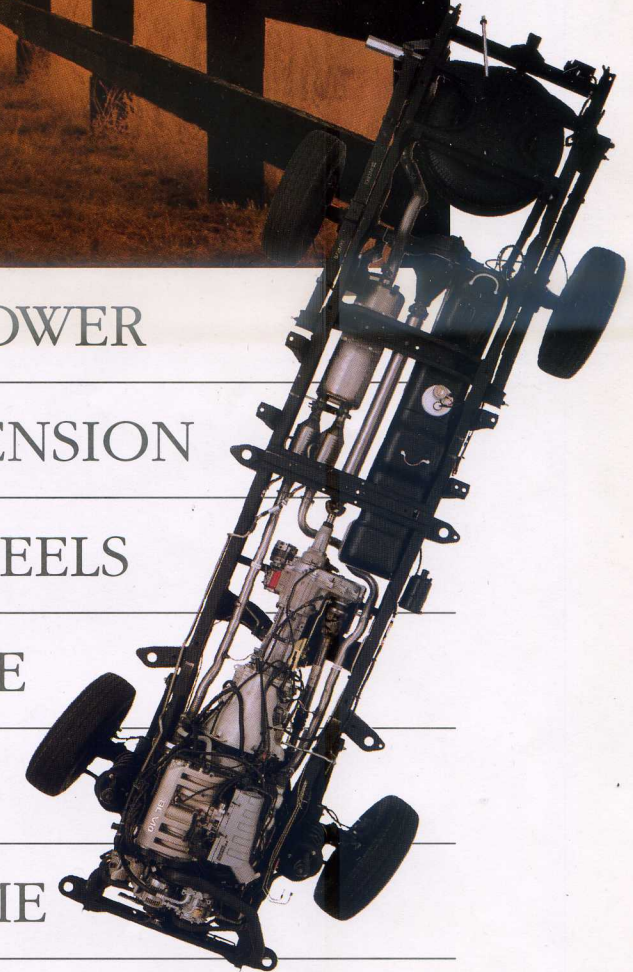
5TH WHEEL

19,000 LBS
MAXIMUM
G.C.W.R.



CLUB CAB

AIR BAG



“...a new standard by which full-size pickups will be judged.” *Motor Trend* When it comes to pickups, the rules have changed.

Take it from *Motor Trend*, which called the Dodge RAM “a landmark vehicle.” Or *Popular Science*, which said Dodge RAM is “an outstanding combination of engineering, style, and substance.” Or *4Wheel & Off-Road*, which referred to the RAM as “a new benchmark in the evolution of 4WD trucks.” Or countless other industry publications and observers, who were lavish in their praise.

To create the new RAM, Dodge brought together specialists from every discipline, using our successful platform team approach to create a breakthrough truck.

During nationwide research, truck owners like you told us you wanted a truck with no trade-offs; practical features and performance suitable for work or recreation; a balanced truck combining job-rated durability and reliability with interior comfort, convenience and safety; a standard for pickups that would change all the rules. And Dodge designers learned a great deal by simply looking at how pickup trucks are used in business today.

1995 RAM Model Lineup

Laramie SLT—Premium, ST—Highline, LT—Midline, WS—Base (Work Special)

RAM 1500 Regular Cab

•Laramie SLT, ST, LT, WS
•Long Bed, Short Bed

RAM 1500 Club Cab

•Laramie SLT, ST
•Long Bed, Short Bed

RAM 2500 Regular Cab

•Laramie SLT, ST, LT
•Long Bed

RAM 2500 HD Regular Cab

•Laramie SLT, ST, LT
•Long Bed

RAM 2500 HD Club Cab

•Laramie SLT, ST
•Long Bed, Short Bed*

RAM 3500 Regular Cab

•Laramie SLT, ST, LT
•Long Bed

RAM 3500 Club Cab

•Laramie SLT, ST
•Long Bed

RAM 2500 HD Chassis Cab

•Laramie SLT, LT

RAM 3500 Chassis Cab

•Laramie SLT, LT

*Late availability.

The RAM 1500 Laramie SLT Short Bed Club Cab shown in Flame Red and Silver Star Metallic. ◀



A team of Dodge Truck engineers studied a wide variety of competitive trucks and cars to identify the best-in-class benchmark for every truck component and to create a master list of product objectives the RAM would have to meet or exceed.

The very latest automotive design and engineering technology, like the highly advanced CATIA computer-aided design system, enabled developers to conduct load and stress tests, crash tests, parts fit-and-finish analyses, and many other studies as computer simulations months and even years before prototype vehicles were built.

The billion-dollar Chrysler Technology Center's 150,000-square-foot pilot manufacturing operation allowed Dodge Truck engineers to perfect vehicle assembly and parts fit on prototypes before full-scale production began. The prototypes were pushed to maximum capacity and beyond, withstanding more than four million miles of laboratory, test track and real-world punishment over three years.

The result is a Dodge RAM Pickup that hauls heavy loads, tows large trailers and handles the rugged off-road with unsurpassed ride, handling, safety and cab comfort. On the following pages you'll see the results of the painstakingly detailed and disciplined process which was used to create the Dodge RAM Pickup.



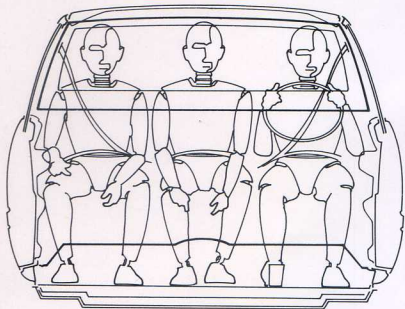
“Nowhere is Dodge’s innovative thinking more evident than inside RAM’s cab.” *MotorTrend*

The Dodge RAM has the largest, most comfortable and convenient interior of any pickup on the market.

The RAM regular cab is four inches longer than its nearest competitor, with a wide seating area. That extra space is put to use with more shoulder and hip room for comfortable three-across seating, plus long seat travel and reclining seatbacks. The 40/20/40 split-bench front seat provides separate leg room adjustments for driver and passenger, and comfortable seating for three.

There’s extra space to store things, as well. The middle portion of the 40/20/40 seat folds down for an armrest, and opens into a “business center” console. An ingenious behind-the-seat storage system of interchangeable bins and nets provides modular storage you won’t find in any other regular cab truck.

The RAM Club Cab goes even further, with real six-passenger seating, and a rear seat and storage area designed for comfort and practicality. The cab extension results in over 51 cubic feet of rear cargo space, and more total interior volume, rear head room, shoulder room and hip room than any extended cab.



◆ *There’s wide, comfortable three-across seating with deep seat cushions for extra thigh support.*



The RAM's instrument panel features big, easy-to-read analog gauges and handy-to-reach controls; complete instrumentation including a 120-mph speedometer and engine temperature, oil pressure, voltmeter, trip odometer and fuel gauges. A tachometer is standard on Laramie SLT and all trucks equipped with the Cummins Intercooled Turbo Diesel engine.

Rotary controls operate the heating/air conditioning/ventilation system, which features side window defrosters and four air outlets. The high-performance air conditioner uses a non-CFC refrigerant.

An open storage bin above the glove box and a tray on top of the panel make handy catchalls for small items. In addition to the usual cigar lighter/power outlet, a second, available 12-volt outlet provides power for your cellular phone or other automotive appliance.

Laramie SLT Club Cab interior, shown in Quartz, with 40/20/40 split-bench front seat with reclining seatbacks and adjustable driver-side lumbar support. ◀



◀ The RAM Club Cab's rear seat cushion folds up to provide a generous rear storage area for business or pleasure.

▶ Ergonomics, human factors engineering and extensive consumer research resulted in a practical instrument panel layout with gauges and controls that are positioned and shaped to be easy to read, reach and operate.

The wide center armrest/console section of the RAM's 40/20/40 seat (optional on regular cab; standard on club cab) folds down to provide generous storage for cassette tapes, CDs, maps and papers, pens, and much more. The console door's foam-padded inner surface minimizes the rattling of loose items stored inside. ◀



Your Safety Should Be Top Priority. One point is very clear: truck drivers want the same level of safety and comfort as that offered by today's passenger cars.

That's why the RAM has a driver-side air bag* standard on every model. The RAM Pickup first helps you avoid danger with engineering features such as standard quick-ratio, variable-assist power steering for fast-response handling. Optional four-wheel antilock brakes give directional stability and control during hard braking. Rear-wheel ABS is standard.

There's also a collapsible steering column, side-guard door beams, a double-walled, high-strength steel roof, a rigid, patented, boxed front frame, and a center high-mounted stoplight above the back window. Serious pickup truck safety has been designed into every Dodge RAM. No other pickup offers more safety features.

A chair-high, command-of-the-road seat position and large glass areas provide a full range of vision as well as long-distance comfort for enhanced driver alertness.

The cab is isolation-mounted to the frame for reduced vibration, while soundproofing is further enhanced by carpeting or a vinyl floor covering backed with a thick layer of insulation. The firewall was designed to minimize engine noise inside the cab. Extra door and window sealing keeps out dust, water and road noise. The result is that the RAM is America's quietest pickup at idle and at 55 mph.

*Always wear your seat belt for a fully effective air bag.

RAM Pickup Interior Dimensions

	Front	Rear
Head Room	40.2	39.4
Hip Room	66.1	66.8
Shoulder Room	66.0	67.7
Seat Width	60.2	61.0
Seat Height	13.2	20.6
Seat Depth	19.0	16.6
Seat Adjustment (Fore/aft)	7.5	N/A
Leg Clearance (Seat to steering wheel)	5.9	N/A
Steering Wheel To Seatback (Max)	15.9	N/A
Leg Room	41.0	33.2
Back Of Front Seat To Back Of Regular Cab		
-Top	3.8	N/A
-Bottom	13.2	N/A
Back Of Front Seat To Club Cab Rear Seat In Folded Position*		
-Top	N/A	15.5
-Bottom	N/A	25.0
Seatback Angle (Degrees)	21.0	16.0
Door Opening Height	47.1	N/A
Door Opening Width	41.8	N/A

All measurements in inches unless noted.
*With front seat in rearmost position.

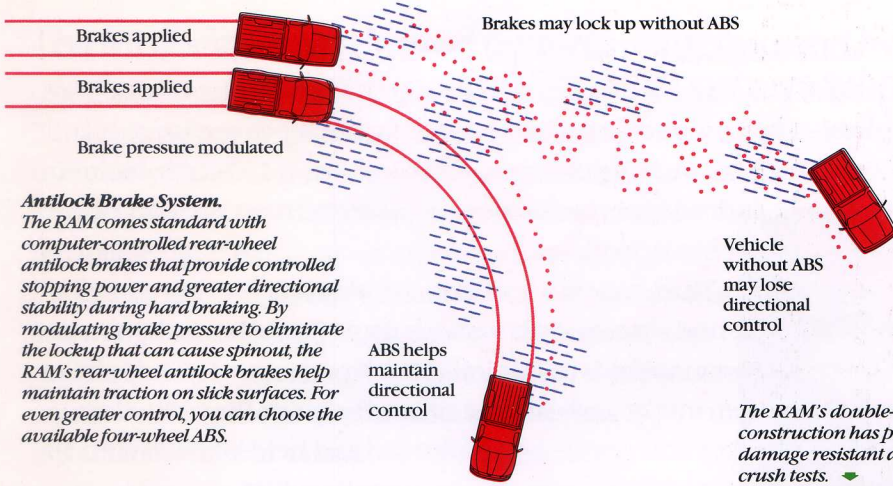
The Dodge RAM ST and Laramie SLT regular cab models have an exclusive behind-the-seat storage system which includes a cab-width floor tray, plus height-adjustable bins and cargo net. Generous behind-the-seat storage is made possible by RAM's longer cab. There is more than 13 inches of rear area floor space, even when the seat is positioned all the way back. ♦



♦ The RAM WS and LT regular cab interior, shown in Slate Blue, includes a solid-back bench seat with tough, cloth-backed Fusion vinyl fabric featuring a pebbled texture for greater comfort. (Also available in deluxe cloth.) The hinged seatback folds forward for access to behind-seat storage.

The RAM ST regular cab standard interior, shown in Crimson Red deluxe cloth, features the 40/20/40 split seat with center armrest/business console. (Also available in Fusion vinyl.) ♦





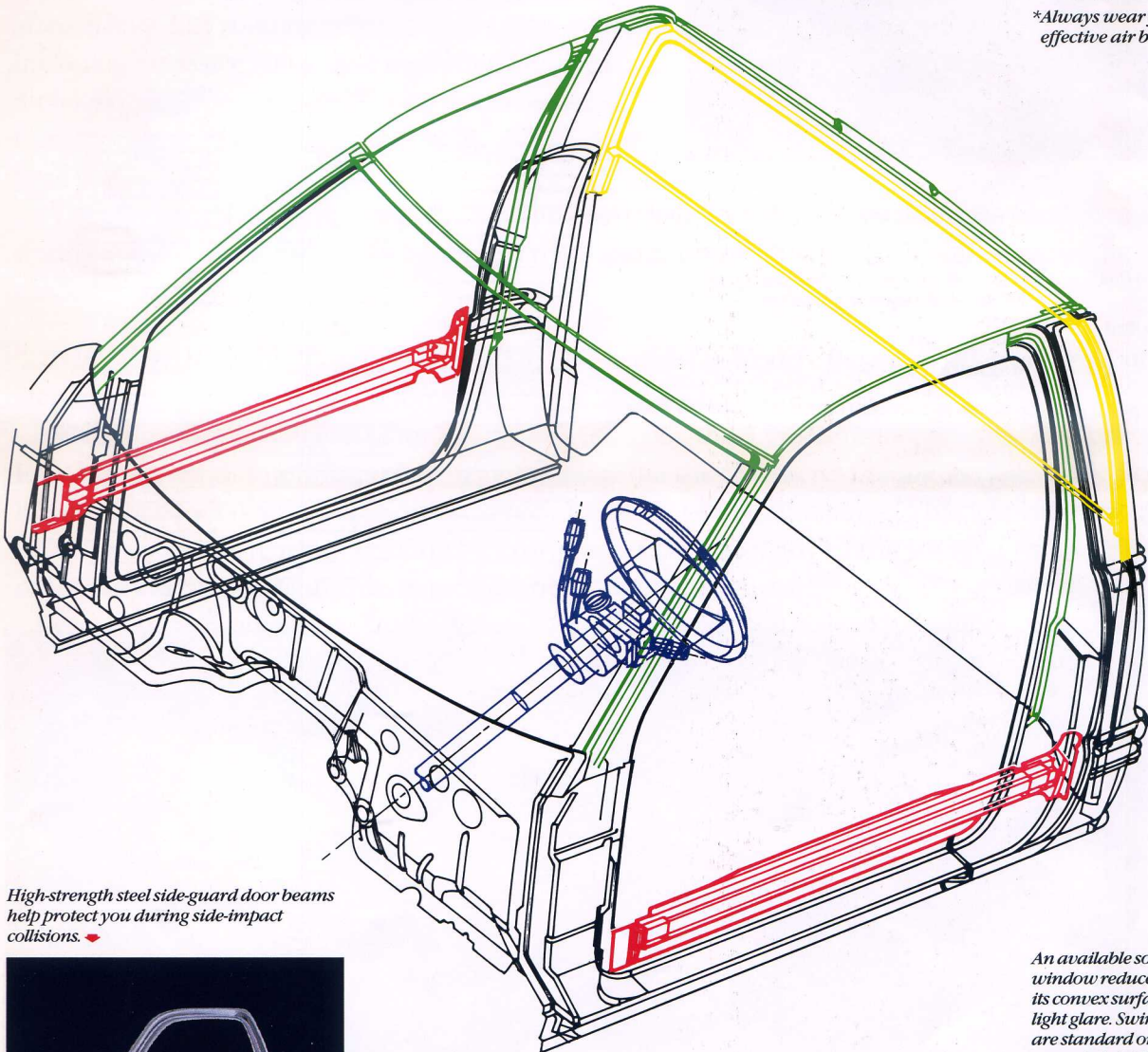
Antilock Brake System.
 The RAM comes standard with computer-controlled rear-wheel antilock brakes that provide controlled stopping power and greater directional stability during hard braking. By modulating brake pressure to eliminate the lockup that can cause spinout, the RAM's rear-wheel antilock brakes help maintain traction on slick surfaces. For even greater control, you can choose the available four-wheel ABS.

The RAM's double-walled cab roof construction has proved highly damage resistant during extensive roof crush tests.

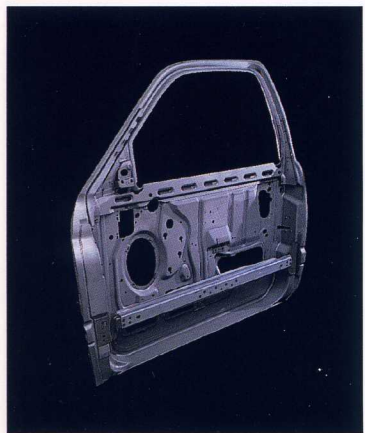


◆ The RAM's air bag* system has been specially engineered to withstand the rigors of real-world truck use. In a sufficient front-end collision, the air bag restraint system inflates, helps protect you, and then deflates, all in a fraction of a second. The RAM's sensing system—which utilizes signals from gold-plated collision sensors in the front fenders and bumper—has been specially tuned to accommodate off-road, snowplowing and towing applications.

*Always wear your seat belt for a fully effective air bag.



High-strength steel side-guard door beams help protect you during side-impact collisions.



◆ Interior protection also includes a collapsible steering column that helps absorb collision impact.

An available solar glass sliding rear window reduces interior heat buildup, and its convex surface helps prevent distracting light glare. Swing-out rear quarter windows are standard on club cab. The center high-mounted stoplight also has an available integral cargo light for night loading.



“Dodge’s 5.9-liter Magnum V8...delivers more than enough oomph from off-idle to red-line, and it offers brisk response under every condition.” *4Wheel & Off-Road* The Dodge RAM Pickup has a full selection of five powerful, reliable engines, developed for maximum horsepower, torque, and all-around performance. There’s a Magnum just right for your truck’s power requirements, from 239-cubic-inch V6 up to the massive 488-cubic-inch V10. You won’t find any dead spots on the power curve and there’s plenty of low-end torque to launch off the line and maintain speed under heavy loads.

Every Dodge Magnum gas engine features: a “returnless” fuel system • Sequential multipoint fuel injection for precise fuel delivery • Patented progressive-bore throttle body increases bore with rpm • Tuned cast aluminum intake manifold for maximum airflow • High-flow exhaust manifolds to minimize back pressure • Cylinder head designed to optimize airflow and fuel mixture • Short-stem intake and exhaust valves for quick flow • Rocker arms with powdered metal fulcrums for durability • Rocker arm covers are reinforced and held in place with 10 bolts • Single-piece aluminum timing chain cover • Silicone gaskets to provide long-term sealing.

Magnum 8.0L V10

- 488-cubic-inch
- 300 hp at 4,000 rpm
- 450 lb-ft of torque at 2,400 rpm (top right)

5.9L Cummins Intercooled Turbo Diesel

Automatic Transmission

- 359-cubic-inch
- 160 hp at 2,500 rpm
- 400 lb-ft of torque at 1,500 rpm (top left)

Manual Transmission

- 359-cubic-inch
- 175 hp at 2,500 rpm
- 430 lb-ft of torque at 1,600 rpm

Magnum 5.9L V8

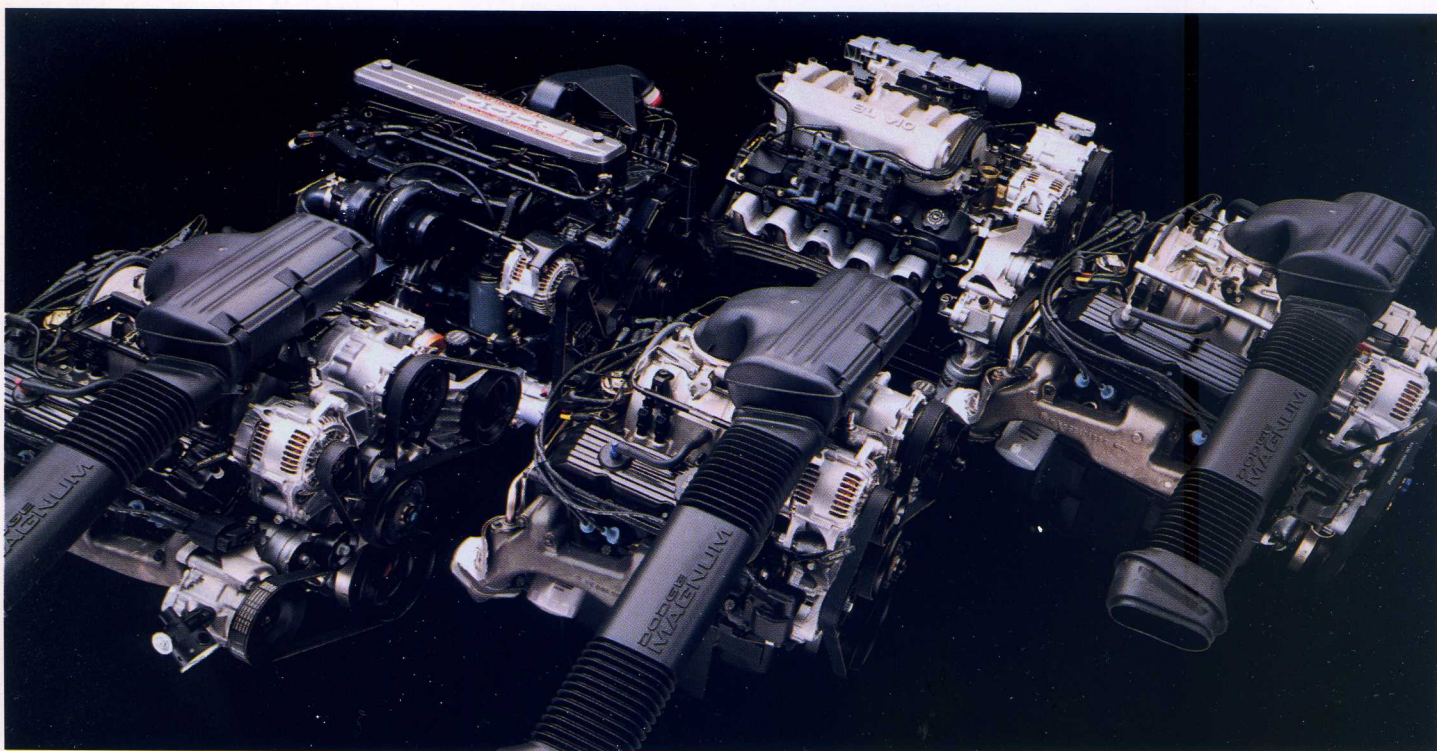
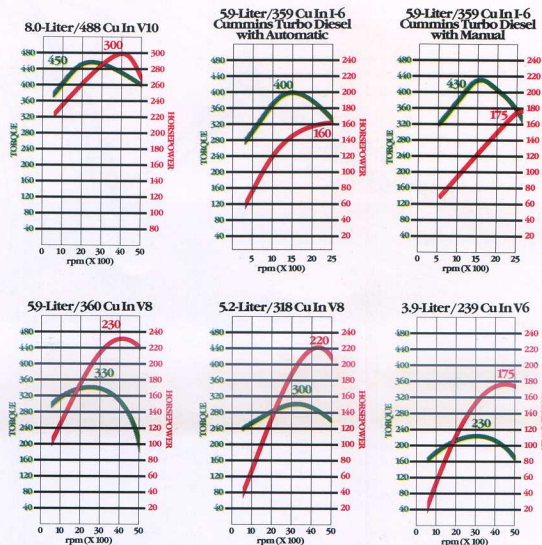
- 360-cubic-inch
- 230 hp at 4,000 rpm
- 330 lb-ft of torque at 3,200 rpm (LD)
- 330 lb-ft of torque at 2,800 rpm (HD) (bottom left)

Magnum 5.2L V8

- 318-cubic-inch
- 220 hp at 4,400 rpm
- 300 lb-ft of torque at 3,200 rpm (bottom right)

Magnum 3.9L V6

- 239-cubic-inch
- 175 hp at 4,800 rpm
- 230 lb-ft of torque at 3,200 rpm (center)



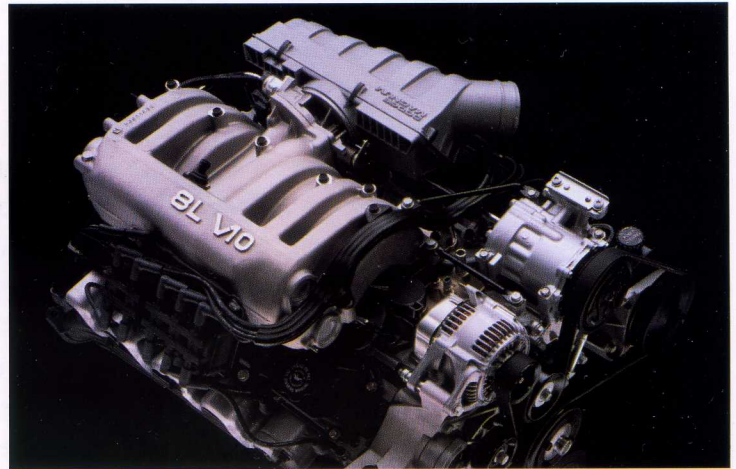
“The V10 will outrun any other pickup on the road.” *AutoWeek* The optional 488-cubic-inch (8.0-liter) Magnum V10 is simply the most powerful gasoline engine in any American pickup truck, producing 300 horsepower at 4,000 rpm running unleaded regular gas, with 450 lb-ft of torque at a low 2,400 rpm. And this multipoint fuel-injected V10 is more fuel efficient than the Ford 460 or Chevy 454 V8s.

Specially engineered for power, endurance and reliability, the V10 has an extra-strength cast iron, deep “Y” block; smooth-running six-main-bearing crankshaft; and moly-coated pistons for low wear during break-in.

The ignition system is distributorless and computer-controlled for precise engine timing. Response is instantaneous from its multipoint fuel injection.

The Magnum V10 has been mated to the most oversized, heavy-duty running gear that fit in a pickup truck, including a massive 700-square-inch front area radiator, auxiliary oil pump, and severe-duty transmissions, transfer cases and running gear designed for years of hard use.

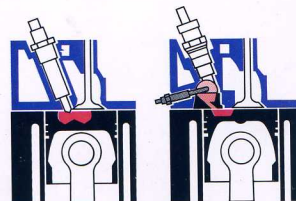
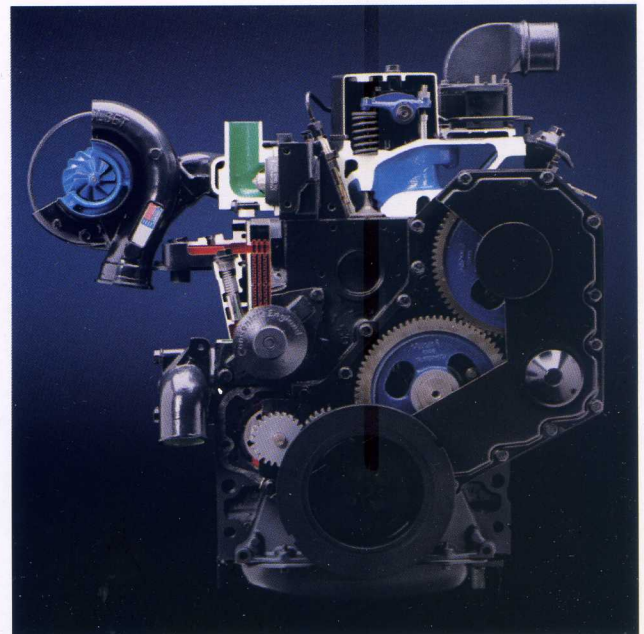
The Magnum V10’s performance, durability and reliability have been verified over and over during endurance testing in the dynamometer lab, on the test track and in preproduction trials with some of the nation’s biggest truck fleets.



“...the mother of torque monsters.” *4Wheel & Off-Road* “Big rig” truckers know Cummins means dependability, power, fuel economy and, above all, long-term durability.

With a maximum 430 lb-ft of torque at just 1,600 rpm, the 5.9L Cummins Intercooled Turbo Diesel-powered RAM Pickup handily performs most heavy hauling. But the real secret behind its unbeatable performance is that it is designed for GVW applications in the 35,000-to-65,000-pound range. That level of overdesign makes the RAM Cummins the hardest-working pickup in America. And many Cummins engines go more than 300,000 miles without an overhaul, due, in part, to these “big rig” features:

- Heavy-duty, high-mileage-rated turbocharger with oil-lubricated shaft bearing is manufactured by Holset, a Cummins subsidiary. A turbo wastegate allows maximum turbo boost when required while preventing over-boost for durability.
- Cast iron deep-skirt block extends below the crankshaft for extra rigidity.
- Direct injection uses 100 percent of fuel energy to provide power, eliminating prechamber ignition used in indirect injection systems.
- Design simplicity of the in-line six-cylinder eliminates special maintenance tools, while total parts are reduced by 40 percent versus V8 diesels.
- Forged I-beam connecting rods are oversized to handle strong low-rpm torque.
- Pressure point oil feed lubrication system assures continuous flow to all wear surfaces.
- Intercooler improves combustion efficiency by providing colder air to the turbo.
- Electric manifold heater grid warms intake air for quick starts in cold weather.
- In-line fuel pump provides positive computer-controlled fuel injection.



Direct Injection

Indirect Injection

The Cummins' direct-chamber fuel-injection design provides more efficient combustion than indirect injection diesels by eliminating glow plugs and swirl prechambers. ▶

"Towing...with the Ram 3500 was, in a nutshell, a dream." *TrailerLife* Putting Magnum and Cummins power to maximum use requires extra-beefy running gear, front-to-rear. And Dodge delivers with a 750-amp battery and 120-amp alternator (dual batteries with diesel); a severe service radiator with 700 square inches of frontal area and a 26-quart capacity (24 with diesel); an auxiliary oil cooler on the 47RH heavy-duty automatic four-speed transmission; and a Dana 80 heavy-duty rear axle tied to a four-inch prop shaft. The rugged 47RH automatic will tow up to 19,000 pounds Gross Combination Weight in the RAM 3500, the industry's highest rating for a one-ton pickup.

All four-speed automatic transmissions feature electronically controlled torque converter clutch and overdrive operation that automatically locks up in fourth gear at highway speeds for better fuel economy, cooler operation and increased tow ratings. Overdrive lockout engages the direct drive third gear for towing or carrying big loads. The RAM Pickup also offers the industry's first power take-off (PTO) adapter on an automatic 4x2.

Three performance-rated five-speed manual overdrive transmissions feature synchronized reverse gear and easier shifting effort for less fatigue in heavy traffic. All RAM Pickup transmissions are American made by Chrysler's New Venture Gear Corporation subsidiary.



► The only two V10s made in America come from Dodge: this cast-iron Magnum V10-powered RAM Pickup easily tows the aluminum V10-driven Viper sports car.

Power Train Combinations and Trailer Towing Specifications

TRUCK MODEL AND MAXIMUM TONGUE WEIGHT (POUNDS)	ENGINE AND TRANSMISSION	REAR AXLE RATIO	GVWR (Pounds)	MAXIMUM TRAILER WEIGHT RATING ⁽¹⁾ (Pounds)	MAXIMUM GCWR (Pounds)
1500 4x2 REGULAR CAB AND CLUB CAB PICKUPS	3.9L Magnum V6 (NA Club Cab) Manual 5-speed OD Automatic 4-speed OD	3.21 ⁽²⁾ /3.55 3.55	6,010/6,400 6,010/6,400	3,600 3,400	7,800 7,600
	5.9L Magnum V8 Automatic 4-speed OD	3.21 ⁽²⁾ /3.55 3.92	6,400 6,400	8,100 8,100	12,500 12,500
2500 4x2 REGULAR CAB PICKUPS ONLY	5.2L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.09 3.55/3.92	7,500 7,500	7,700 7,700	12,500 12,500
Tongue Wt 900					
2500 HD 4x2 REGULAR CAB AND CLUB CAB PICKUPS	5.9L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.09 3.54/4.09	8,800 8,800	9,100 9,100	14,000 14,000
	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	8,800 8,800	13,600 ⁽³⁾ 13,600 ⁽³⁾	19,000 19,000
3500 4x2 REGULAR CAB AND CLUB CAB PICKUPS Dual-Rear Wheels	5.9L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	10,500 10,500	9,600 9,600	15,000 15,000
	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	10,500 10,500	13,200 ⁽³⁾ 13,200 ⁽³⁾	19,000 19,000

TRUCK MODEL AND MAXIMUM TONGUE WEIGHT (POUNDS)	ENGINE AND TRANSMISSION	REAR AXLE RATIO	GVWR (Pounds)	MAXIMUM TRAILER WEIGHT RATING ⁽¹⁾ (Pounds)	MAXIMUM GCWR (Pounds)
1500 4x4 REGULAR CAB AND CLUB CAB PICKUPS	5.2L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.55 3.92 3.55/3.92	6,400 6,400 6,400	4,800 5,300 7,800	9,500 10,000 12,500
2500 4x4 REGULAR CAB PICKUPS ONLY	5.2L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.09 3.55/3.92	7,500 7,500	7,400 7,400	12,500 12,500
2500 HD 4x4 REGULAR CAB AND CLUB CAB PICKUPS	5.9L Magnum V8 Manual 5-speed OD Automatic 4-speed OD	3.54/4.09 3.54/4.09	8,800 8,800	8,600 8,600	14,000 14,000
2500 HD 4x4 REGULAR CAB AND CLUB CAB PICKUPS (Cont) Tongue Wt 900	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	8,800 8,800	13,200 ⁽³⁾ 13,200 ⁽³⁾	19,000 19,000
5.9L I-6 Cummins Diesel Manual 5-speed OD Automatic 4-speed OD	3.54 4.10 3.54 4.10	10,100 10,500 ⁽⁵⁾ 10,500 ⁽⁵⁾ 10,500 ⁽⁵⁾	9,700 11,500 ⁽⁵⁾ 9,700 11,500 ⁽⁵⁾	16,000 18,000 16,000 18,000	
					Tongue Wt 1,200
3500 4x4 REGULAR CAB AND CLUB CAB PICKUPS Dual-Rear Wheels	8.0L Magnum V10 Manual 5-speed OD Automatic 4-speed OD	3.54/4.10 3.54/4.10	10,100 ⁽⁵⁾ 10,500 ⁽⁶⁾	12,800 ⁽⁵⁾ 12,800 ⁽⁵⁾	19,000 19,000

⁽¹⁾Maximum Trailer Weight Ratings include cargo and fluids in the trailer and must be decreased by the weight of optional equipment, trailer hitch, cargo in the truck, and passengers other than the driver.

⁽²⁾Trailer towing is not recommended with the 3.21 gear ratio.

⁽³⁾Chrysler Corporation requires that vehicles with maximum trailer weight ratings of 10,000 pounds or greater be equipped with a fifth-wheel hitch.

⁽⁴⁾Not available on Club Cab. ⁽⁵⁾10,500 pounds with 4.10 axle ratio. ⁽⁶⁾11,000 pounds on Club Cab models.

“Overall steering response and handling give the driver the feel of being in a sports car rather than a full-size truck.” *4Wheel & Off-Road* The Dodge RAM provides refined levels of comfort, ride and handling never before brought together in one truck. Each RAM model features a suspension that is individually tuned to match the performance requirements of 1/2-, 3/4-, and one-ton pickups, either two- or four-wheel drive.

The 4x2 and 4x4 suspension packages offer smooth, firm, predictable ride and handling, loaded or unloaded. That means minimal body roll during cornering, a smaller turning radius for tight maneuvering, and maximum wheel travel to optimize the suspension’s ability to react to the road. The foundation of this superior ride and handling is an extra-stiff boxed front frame and the widest track of any full-size pickup, along with the firm stance of 16-inch wheels.

The RAM’s front suspension features gas-charged, large-reservoir shock absorbers and a link-type stabilizer bar, for consistent ride control on rough

surfaces and long wear life. Turning diameter is excellent, too—just 40.6 feet on the RAM 1500 short bed (full 360 degrees).

With its long, eight-inch front and 11-inch rear suspension travel, the RAM Pickup can absorb bumpy surfaces while maintaining a smooth ride, even under full load.

The rear suspension features extra-long 60-inch leaf springs to reduce spring stress, allowing a lower spring rate. The progressive springs, and standard auxiliary springs on 3500 models, provide a smooth ride, less shake when unloaded, and strong load-support capability.



◆ The RAM’s suspension geometry and weight distribution include a low roll center to reduce side-to-side body roll during hard cornering.



◆ Laboratory isolation testing on the suspension “Shaker” (Road Test Simulator) uses computer re-creations of the nation’s roughest roads to punish vehicles far longer and more severely than any real-world driver. Testing 18 days on the Shaker equals a 16-week, 20,000-mile endurance run.

RAM 3500 Laramie SLT Dually Club Cab, shown in Black. The massive power of the Magnum V10-powered RAM one-ton is demonstrated pulling a 12,500 pound horse trailer. ◆



◆ The RAM Sport Package makes the RAM even bolder. Featuring a monochromatic paint treatment in either Flame Red or Black, the Sport is available in regular or club cab short bed models.



“...what a fullsize pickup—a work truck—ought to be: functional on the job and comfortable for getting there and back.” *4Wheel & Off-Road* When it comes to sheer work power, performance and versatility, the Dodge RAM is job-rated from the bottom up, offering the most available payload of any 4x2 or 4x4 pickup. Every component is overengineered to exceed the requirements of the job, because we know you may occasionally surpass the rated payload or tow ratings.

That’s how Dodge defines job-rating. Clearly, a 4x4 one-ton will face more rigorous use than a half-ton 4x2. So each model step-up (such as a 2500 over a 1500) is equipped with more than just a heavier suspension to carry more load. The frame, brakes, axles, prop shaft, transmission and radiator are all upsized to meet your heavy-duty demands.

The RAM’s high-strength 36,000-psi steel frame has been engineered to withstand extreme punishment, with the extra stiffness of boxed front crossmembers that not only provide strength, but also help protect occupants during front-end collisions. With a 7.0-inch center section on 1500/2500 models, and a 9.5-inch center section on 2500 HD/3500 models, plus the unique “H”-shaped rear crossmember, this frame was designed to perform with the optimum combination of stiffness and flexibility.

The RAM’s cargo floor offers a wide distance between wheel wells. It’s stamped from a single sheet of thick, dent-resistant, high-strength steel for durability and excellent corrosion resistance. Features like two-tier loading, bulkhead dividers and cargo tie-downs add to the RAM’s optimum level of workability.

RAM 2500 HD 4x4 with Cummins Intercooled Turbo Diesel engine shown in Emerald Green and Driftwood two-tone carrying a load of rocks weighing 2,800 pounds. ♣

Dodge RAM 1500 Work Special shown in Brilliant Blue. ♣



“...as quick and nimble as a Rocky Mountain sheep.” 4Wheel & Off-Road

RAM 4x4s feature a durable, part-time Ram-Trac four-wheel-drive engage system offering shift-on-the-fly convenience on every model. With three different transfer cases mated to specific models, your RAM 4x4 is optimized to the job at hand. The 4x4 shift lever is within easy reach and provides positive engagement in two-wheel, four-high and four-low modes.

The Dodge RAM 4x4's unique solid axle link-coil suspension with standard stabilizer bar, track bar and heavy-duty shock absorbers provides a high standard of off-road ride, handling, travel, traction and maneuverability.

The solid front axle is brute tough, and provides ground clearance which is superior to independent suspensions. The unique coil spring suspension with four trailing link arms provides tracking and ride control comparable to independent suspensions. Add 7.5 inches of suspension travel between jounce and rebound, and the RAM 4x4 is confident and comfortable, both on the road and off.

TREAD LIGHTLY! OFFICIAL SPONSOR
ON PUBLIC AND PRIVATE LAND

Dodge Reminds You To “Tread Lightly.”

Dodge urges that all off-road vehicles be used with an appreciation of the natural beauty and resources of our land. Dodge supports the U.S. Forest Service's “Tread Lightly” program and reminds you that when you go off-road, go easy on the environment.

Snow Plow Prep Groups equip RAM 4x4 models with all the heavy-duty components to meet demanding plowing conditions. ❖

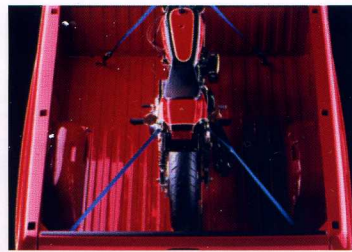


The RAM cargo bed is a versatile system of work features engineered for a variety of cargo hauling needs. Box side indentations hold 2x8 supports, creating a second level for two-tier loading. Pockets in the box sides allow insertion of vertical stakes for tall loads. ❖

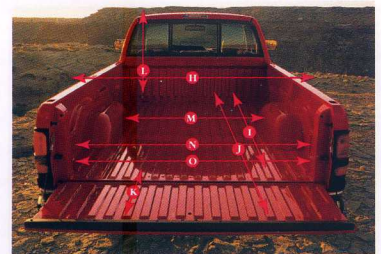
Dodge RAM Pickup Dimensions

Models 4x2/4x4	Regular Cab				Club Cab				
	1500	2500	3500 DRW	1500	2500	3500 DRW	1500	2500	3500 DRW
A. Wheelbase	119	135	135	135	139	155	139 ¹⁾	155	155
B. Box Length	6.5	8.0	8.0	8.0	6.5	8.0	6.5	8.0	8.0
C. Overall Length									
–Without rear bumper	199.9	220.1	220.1	220.1	220.1	240.1	220.1	240.1	240.1
–With rear bumper	204.1	224.1	224.1	224.1	224.0	244.0	224.0	244.0	244.0
D. Overall Height (Empty)	71.9/74.7	71.8/74.6	72.1/75.1	73.0/77.4	71.6/74.6	71.5/74.5	72.9/77.2	72.8/77.1	72.8/77.2
E. Approach Angle (Degrees)	25.2/30.4	25.1/30.5	25.5/30.2	26.1/33.3	25.1/30.6	25.2/30.6	26.7/33.7	26.8/33.8	26.3/33.4
F. Breakover Angle (Degrees)	18.4/20.8	17.0/18.8	17.8/19.4	19.4/23.5	16.7/18.4	15.8/17.1	19.2/23.0	18.1/21.3	18.0/21.4
G. Departure Angle (Degrees)	23.8/27.2	21.9/24.8	22.8/26.2	24.7/29.1	23.8/26.9	21.8/24.7	26.0/31.0	24.1/28.4	24.6/28.9
	6.5 Box	8 Box	8 Box	8 Box	6.5 Box	8 Box	6.5 Box	8 Box	8 Box
H. Maximum Width At Outside Of Fender	79.4	79.4	93.8	93.8	79.4	79.4	79.4	79.4	93.8
I. Overall Length Of Box	82.0	102.2			82.0	102.2	82.0		102.2
J. Front Of Box To End Of Open Tailgate	99.9	120.0			99.9	120.0	99.9		120.0
K. Tailgate Height	19.4	19.4			19.4	19.4	19.4		19.4
L. Box Floor To Top Of Cab	42.3	42.3			42.3	42.3	42.3		42.3
M. Width Between Wheelhouses	50.0	50.0			50.0	50.0	50.0		50.0
N. Maximum Width At Floor	64.2	64.2			64.2	64.2	64.2		64.2
O. Maximum Width Opening	60.6	60.6			60.6	60.6	60.6		60.6

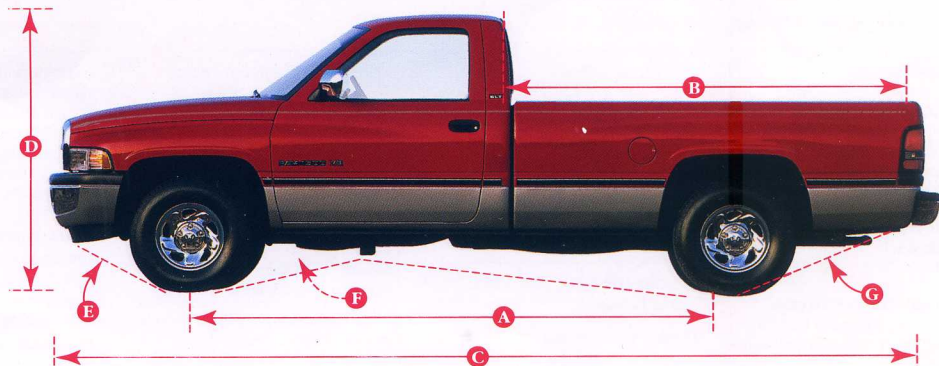
¹⁾ 2500 139" wheelbase club cab will be late availability. Note: All dimensions in inches unless otherwise noted.



❖ Dodge-exclusive cargo tie-downs are widely spaced and anchored to the structural front-box support rail for extra strength. Front tie-downs are recessed into the box floor and concealed by snap-in plastic covers. Rear tie-downs are high-strength “U” brackets bolted to the base of each rear box corner.



❖ Dodge-exclusive cargo bed provisions support 2x8 bulkheads that divide the bed into three loading compartments to prevent loads from shifting, and for separating and organizing cargo.





Claret Red Metallic (available with Driftwood, Crimson Red or Quartz interior trim)
Flame Red (available with Driftwood, Crimson Red or Quartz interior trim)
Light Driftwood Metallic (available with Driftwood, Crimson Red or Quartz interior trim)
Emerald Green Metallic (available with Driftwood or Quartz interior trim)
Dark Blue Metallic (available with Driftwood, Quartz or Slate Blue interior trim)
Brilliant Blue Metallic (available with Quartz or Slate Blue interior trim)
Black (available with Driftwood, Crimson Red or Quartz interior trim)
Saber Gray Metallic (available with Driftwood, Crimson Red, Quartz or Slate Blue interior trim)
Silver Star Metallic (available with Crimson Red, Quartz or Slate Blue interior trim)
Bright White (available with Driftwood, Crimson Red, Quartz or Slate Blue interior trim)

RAM Pickup Standard Features and Options.

S-STANDARD. O-OPTIONAL. P-CPOS™ DISCOUNT PACKAGE EQUIPMENT.*

WS (4x2)
 LT
 ST
 Laramie
 SLT

- ● ● ● RAM 1500 Regular Cab Short Bed and Long Bed
- ● ● RAM 1500 Club Cab Short Bed and Long Bed
- ● ● ● RAM 2500 Regular Cab Long Bed
- ● ● ● RAM 2500 HD Regular Cab Long Bed
- ● ● ● RAM 2500 HD Club Cab Short Bed⁽¹⁾ and Long Bed
- ● ● ● RAM 3500 Regular Cab Long Bed Dually
- ● ● RAM 3500 Club Cab Long Bed Dually

⁽¹⁾Late availability.

Standard Features—All Models

- Air Bag⁽¹⁾—Driver-side
- Alternator—75-amp
- Battery—600-amp maintenance-free
- Brakes—Power-assisted front disc/rear drum with antilock
- Center High-Mounted Stoplight (CHMSL)
- Cigar Lighter
- Clutch—Hydraulic actuation
- Frame—36,000-psi high-strength carbon steel ladder-type
- Fuel Tank—26 gallons on short bed, 35 gallons on long bed
- Gauges—Includes 120-mph speedometer, engine temperature, fuel, oil pressure, voltmeter and trip odometer
- Glass—Tinted, all windows, flush fitting
- Halogen Headlights—Aerostyle
- Hood Release—Inside
- Mirrors—6" x 9" dual black, manual
—6" x 9" dual bright power on 3500 models
- Paint—Premium exterior paint with Clear Coat finish and lower body antichip coating
- Pickup Box—Double-wall construction with high-strength steel floor, stake pockets, cargo tie-down loops, two-tier loading and bulkhead provisions
- Shock Absorbers—Gas-charged, long-life (heavy-duty), front and rear
- Stabilizer Bar, Front
- Steering—Power-assisted, variable-ratio
- Suspension—Front independent coil spring (4x2)
—Front solid live axle with coil springs and 4 trailing arms (4x4)
—Rear leaf springs
- Tailgate—Removable with caliper lock latches
- Transfer Case, 4x4 System—Ram-Trac two-speed part-time 4x4 with shift-on-the-fly (all 4x4 models)
- Windshield Wipers—Two-speed deluxe with intermittent feature

⁽¹⁾Always wear your seat belt for a fully effective air bag.

WS
 LT
 ST
 Laramie
 SLT

- O O O P Air Conditioning
- S O O O Air Dam—Front (standard on 1500 models)
- O O O O Axle—Antispin differential (specific ratios only)
- O O O O Brakes—Four-wheel ABS
- S S Bumper, Front—Painted with step pad
- P P —Bright with black step pad
- O O Bumper, Rear—Step-type, painted with pad
- P P —Step-type, bright with pad
- O P P Cargo Light—Integrated with center stoplight
- O O CNG Conversion—Available on long-wheelbase, regular cab 4x2 1500 (6,400-lb GVW) and 2500 (7,500-lb GVW) models only
- S S S Door Trim—Full-length vinyl with armrest
- P —Full-length with armrest, map pocket, cloth insert and lower carpet
- S S O O Floor Covering—Heavy-duty black rubber mat
- P P —Premium carpeting
- O Fog lights (late availability)
- O O O O Glass—Sliding rear window with solar shading
- S Grille—Painted
- S S S —Bright
- O O O O Heater, Engine Block
- O O O O Heavy-Duty Service Group
- P Insulation—Premium sound
- O O O Lights—Cab clearance option on 1500/2500 models (standard on 3500)
- O O P Light Group—Interior upgrade including overhead console and cargo light

- 1) Heavy-duty vinyl bench seat.*
- 2) Deluxe cloth bench seat.*
- 3) Heavy-duty vinyl 40/20/40 split-bench seat.*
- 4) Deluxe cloth 40/20/40 split-bench seat.*
- 5) Premium cloth 40/20/40 split-bench seat.

* Not available in Driftwood.



Sport Appearance Group

- Color-keyed grille, painted
- Color-keyed front bumper and fascia
- Sport decal on bodyside
- Color-keyed taillight bezels
- Color-keyed rear valence panel or optional rear bumper
- Chrome wheels
- Tachometer
- Fog lights

Heavy-Duty Service Group

(Included with Magnum V10 and Cummins Intercooled Turbo Diesel engines)

- 120-amp alternator
- 750-amp battery (dual on diesel engine)
- Maximum engine cooling (not available with V6 engine)
- Automatic transmission auxiliary oil cooler with instrument panel warning light (not available with V6 engine)
- Transfer case skid plate (4x4 models only)

Trailer Tow Group

- Heavy-duty flasher

- Class IV trailer hitch receiver
- Seven lead wiring harness
- Requires Heavy-Duty Service Group and rear bumper

Snow Plow Preparation Group (NA on club cab models)

- Extra-duty suspension and heavy-duty front springs
- Requires Heavy-Duty Service Group, spare tire, rear step bumper and Trailer Tow Group

Snow Plow Preparation Group—Heavy-Duty (NA on club cab models)

- Extra-duty suspension and heavy-duty front springs
- NV241 HD transfer case on 2500 HD models
- Requires Heavy-Duty Service Group, spare tire, rear step bumper and Trailer Tow Group

Light Group

- Ignition key time delay light
- Overhead console with storage bin
- Exterior cargo light
- Glove box light
- Overhead console map/reading light

- Underhood single fixed light
- Auxiliary 12-volt electrical outlet
- Passenger assist grab handle
- Chime warning for key in ignition, headlights on and fasten seat belts

Travel Convenience Group

- Overhead console with compass and outside temperature readings
- Self-dimming night vision safety rearview mirror
- Dual exterior power mirrors—bright
- Requires Light Group



Lower break two-tone paint treatment
1500/2500 models only



Center band two-tone paint treatment
1500/2500 models only



"Waterfall" two-tone paint treatment
3500 models only

WS
LT
ST
Laramie
SLT

- O O O Mirrors—6" x 9" dual power, remote—Bright (standard on 3500 models)
- O O O —7" x 10" dual wide-mounted
- O P Moldings—Lower bodyside with bright insert
- P P —Protection, tailgate top
- O O O Paint—Two-tone treatment, lower bodyside (shown above)
- O O —Two-tone treatment, center band (shown above) See your dealer for two-tone color combinations
- O O O —Two-tone treatment, "Waterfall" (3500 models) (shown above)
- P Power Windows and Door Locks
- O S S Radios—AM/FM stereo with clock (two speakers)
- O O O P —AM/FM stereo with cassette and clock (four speakers)
- O —Premium AM/FM stereo, with cassette and clock, six Infinity speakers, seek-and-scan, graphic equalizer
- O —Premium AM/FM stereo with CD player and clock, six Infinity speakers, seek-and-scan, graphic equalizer
- O O O Radio Speakers—Four speakers for use with AM/FM radio
- O —Six Infinity speakers for use with AM/FM cassette radio
- S S Seats—Regular cab models: Heavy-duty vinyl bench: with fixed integral headrests for outboard seating positions and a folding seatback ①
- O O —Regular cab models: Deluxe cloth bench: with fixed integral headrests for outboard seating positions and a folding seatback ②
- O O —Heavy-duty vinyl 40/20/40 front split-bench with fixed integral headrests for outboard seating positions and folding seatbacks, driver and passenger recliners, driver-side lumbar support, and folding armrest/business console. Club cab models include heavy-duty vinyl rear seat ③
- O P —Deluxe cloth 40/20/40 front split-bench: with fixed integral headrests for outboard seating positions and folding seatbacks, driver and passenger recliners, driver-side lumbar support, and folding center armrest/business console. Club cab models include deluxe cloth rear seat ④
- P —Premium cloth 40/20/40 front split-bench: with fixed integral headrests for outboard seating positions and folding seatbacks, driver and passenger recliners, driver-side lumbar support, and folding center armrest/business console. Club cab models include premium cloth rear seat ⑤

WS
LT
ST
Laramie
SLT

- O Seat—Six-way power, driver-side
- P P Seat, Rear—Club cab models only, three-passenger bench available in matching trim as front seat
- O O O Snow Plow Preparation Group (1500 regular cab 4x4 models only)
- O O O Snow Plow Preparation Group, Heavy-Duty (2500 HD, 3500 regular cab 4x4 models)
- O O O P Speed Control and Tilt Steering Group
- O O Sport Appearance Group (short bed only)
- P Steering Wheel—Leather-wrapped
- P P Storage, Behind-Seat—Includes storage tray and modular system
- P Stripe, Upper Bodyside Accent
- O O P Tachometer
- S S S Tires—1500: P225/75R16 BSW all-season (set of 5)
- P —1500: P245/75R16 BSW all-season (set of 5)
- S S —1500 4x4: LT225/75R16 BSW all-season (set of 5)
- P —1500 4x4: LT245/75R16 BSW all-season (set of 5)
- O —1500 4x4: LT265/75R16 OWL all-terrain (set of 5)
- S S S —2500: LT225/75R16 BSW all-season (set of 4)
- S S S —3500: LT215/85R16 BSW all-season (set of 6)
- O O O O Tire Upgrades—Ask dealer for details
- O O O Trailer Tow Group
- O O O Transfer Case—NV241HD available on 2500 HD models only
- O Travel Convenience Group
- S S Wheel Trim—1500/2500: Argent steel road wheels with black hub caps (16" x 7")
- O P —1500/2500: Argent steel road wheels with hub center caps and trim rings (16" x 7")
- P —1500/2500: Chrome styled steel road wheels (16" x 7")
- S —3500 DRW: Argent steel road wheels (16" x 6")
- O P P —3500 DRW: Argent steel road wheels with bright hub center and wheel skins (16" x 6")

*Equipment in Customer-Preferred™ Discount Advantage Packages give you major options at NO CHARGE. See salesperson for details.

Model Lineup—Regular Cab and Club Cab Pickups

Model	1500				1500				2500		2500HD		2500HD				3500		3500			
	Regular Cab				Club Cab				Regular Cab		Regular Cab		Club Cab				Regular Cab		Club Cab			
Drive	4x2		4x4		4x2		4x4		4x2	4x4	4x2	4x4	4x2		4x4		4x2	4x4	4x2	4x4		
Wheelbase (in)	119		135		119	135	139	155	139	155	135	135	135	135	139 ¹⁾	155	139 ¹⁾	155	135	135	155	155
Pickup Box Length (ft)	6.5	6.5	8	8	6.5	8	6.5	8	6.5	8	8	8	8	8	6.5	8	6.5	8	8	8	8	8
GVWR (lb)	6,010 ²⁾	6,400	6,010 ²⁾	6,400	6,400	6,400	6,400	6,400	6,400	6,400	7,500	7,500	8,800	8,800	8,800	8,800	8,800	8,800	10,500	10,500	10,500	11,000
Payload (lb)	1,970	2,340	1,820	2,190	1,860	1,700	1,835	1,685	1,460	1,305	2,900	2,590	4,095	3,665	3,930	3,775	3,620	3,470	5,340	4,940	4,940	5,045
Axles, Front (lb)	3,650	3,650	3,650	3,650	3,850	3,850	3,650	3,650	3,850	3,850	3,650	3,850	4,500	4,850	4,500	4,500	4,850	4,850	4,500	4,850	4,500	4,850
Axles, Rear (lb)	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	3,900	6,200	6,200	6,200	6,200	6,200	6,200	6,200	6,200	7,500	7,500	7,500	7,500
Spr. Capacity, Front (lb)	3,650	3,650	3,650	3,650	3,850	3,850	3,650	3,650	3,850	3,850	3,650	3,850	4,500	4,850	4,500	4,500	4,850	4,850	4,500	4,850	4,500	4,850
Spr. Capacity, Rear (lb)	3,800	3,800	3,800	3,800	3,600	3,600	3,800	3,800	3,600	3,600	4,670	4,670	6,085	6,085	6,085	6,085	6,085	6,085	7,500	7,500	7,500	7,500
Tires, Front and Rear	P225/75R16				LT225/75R16		P225/75R16		LT225/75R16		LT225/75R16		LT245/75R16		LT245/75R16		LT245/75R16		LT215/85R16		LT215/85R16	
3.9L Magnum V6	S	S	S	S																		
5.2L Magnum V8		O		O	S	S	S	S	S	S	S	S										
5.9L Magnum V8		O		O	O	O	O	O	O	O	O	O	S	S	S	S	S	S	S	S	S	S
5.9L Cummins Turbo Diesel													O	O			O	O	O	O	O	O
8.0L Magnum V10													O	O			O	O	O	O	O	O

¹⁾2500 HD 139" wheelbase club cab model will be late availability. ²⁾6,010-pound GVW standard on RAM 1500 WS 4x2 model only.

Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Dodge dealer for accurate color chips.

Service/Ownership Experience

CustomerOne Care
3/36 Bumper To Bumper

24 Hour Roadside Assistance

The Dodge RAM is covered by the 3/36 Customer One Care plan,⁽¹⁾ which includes:

- A 3-year or 36,000-mile (which ever comes first) Bumper-To-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items⁽²⁾). Restrictions apply.
- Roadside Assistance for 3 years or 36,000 miles providing 24-hour, 7 day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. The Roadside Assistance covers many items not included in the 3/36 warranty, such as lock-out, jump start, out-of-gas, flat tire repair and towing.⁽³⁾
- A 7-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the cost of all parts and labor needed to repair exterior sheet metal panels perforated by corrosion.
- Trucks equipped with Cummins Intercooled Turbo Diesel Engines have an additional 5-year or 100,000-mile Engine Limited Warranty.⁽⁴⁾
- The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

⁽¹⁾See your dealer for details and a copy of this limited warranty. ⁽²⁾Tires and optional cellular phones covered by their own manufacturer's warranty. ⁽³⁾Roadside Assistance services provided by Cross Country Motor Club, Inc. (in CA, OR, WI and WY; Cross Country Motor Club of California, Inc.) See Customer One Care 24-hour Roadside Assistance Guide in vehicle glove box for details. ⁽⁴⁾Deductible applies after the 3/36 warranty period.

Mopar Customer Care

There's only one sure way to keep your new Dodge RAM Pickup performing at its optimum. Just make sure it's serviced regularly at your nearby Dodge dealer. You'll find first-rate mechanics specially trained in the maintenance and repair of your new Dodge, and they have immediate access to a complete stock of genuine Chrysler Corporation-engineered Mopar replacement parts.

Finance And Lease Plans From Chrysler Credit

Chrysler Credit offers a broad range of traditional automotive financing programs and flexible terms for qualified RAM Pickup buyers.

And to make your new Dodge truck even more affordable, you may consider Gold Key short-term financing.

Gold Key Lease is an attractive alternative to traditional financing that's becoming increasingly popular... and this plan offers minimal upfront expense.

Gold Key Plus offers all the benefits of Gold Key Lease, like more affordable payments, plus ownership.

Ask your dealer for all the details on how Chrysler Credit financing can work for you.

Chrysler Service Contracts

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

Automobility Program

Cash reimbursements are available for qualified adaptive driving devices on 1995 Dodge RAM Pickups. Ask your dealer to provide you with more information or call the Automobility Headquarters at 1-800-255-9877.

The CustomerOne Experience. Futuristic Design. Innovative engineering. Quality production. All are embodied in Dodge RAM. But to you, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Product knowledge is essential, and it is imparted to dealership personnel through formal product training and driving sessions. Service personnel are trained not just to provide the technical answer to a vehicle problem, but to respond personally to every owner.

That's the new Chrysler Culture: new ways to research, create, test and build world-class cars and trucks – and improved ways to provide world-class treatment of the people who buy them.

For more information about the 1995 Dodge RAM, any other Dodge products, or the location of your nearest Dodge Truck dealer, call: 1-800-4-A-DODGE.

Specifications, descriptions and illustrative materials contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Corporation reserves the right to discontinue models at any time or change specifications without notice or without incurring obligation. All options are required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Dodge Truck Dealer.

About this catalog. Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog is available at extra cost.

For more information about the complete line of Dodge Trucks, ask for our other catalogs, as indicated below.



1995 Magnum/Towing Catalog



1995 Work Truck Catalog



1995 Dakota Catalog



1995 Recreational Van Catalog

