

DODGE IMPORT TRUCKS

1989



RAM 50



Power Ram 50 4x4

Power Ram 50 Sport 4x4 with Standard Bed



Today is for Power Ram 50 Living.

Share some real living with gutsy Power Ram 50 Sport 4x4, imported for Dodge. Snazzy monochromatic paint gives this four-wheeler up-to-the-minute looks—door handles, vinyl bodyside moldings, front bumper and grille, and an available rear step bumper are all color-keyed. And chrome wide-spoke wheels with big black radial boots stomp through mud and snow.

Shift from two-wheel drive into low- or high-range four-wheel drive. Then turn loose the horses in the big 2.6-liter engine and leave the road behind. It's your first step into Power Ram 50 living—the kind of living that takes you where you want to go.

About this catalog: We have tried to make this catalog as complete as possible. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details, and you should ask him for current information before ordering.

Power Ram 50 Sport 4x4 with Sports Cab (right) opens up space behind the seats for equipment and luggage, and keeps them dry in any kind of weather. Or you can kick the seats way back for maximum comfort.

Light bars shown on some models are not safety roll bars.



Some of the equipment shown or described throughout this catalog is available at extra cost through Dodge Truck dealers.



Power Ram 50 4x4

Power Ram 50 Custom 4x4 With Sports Cab

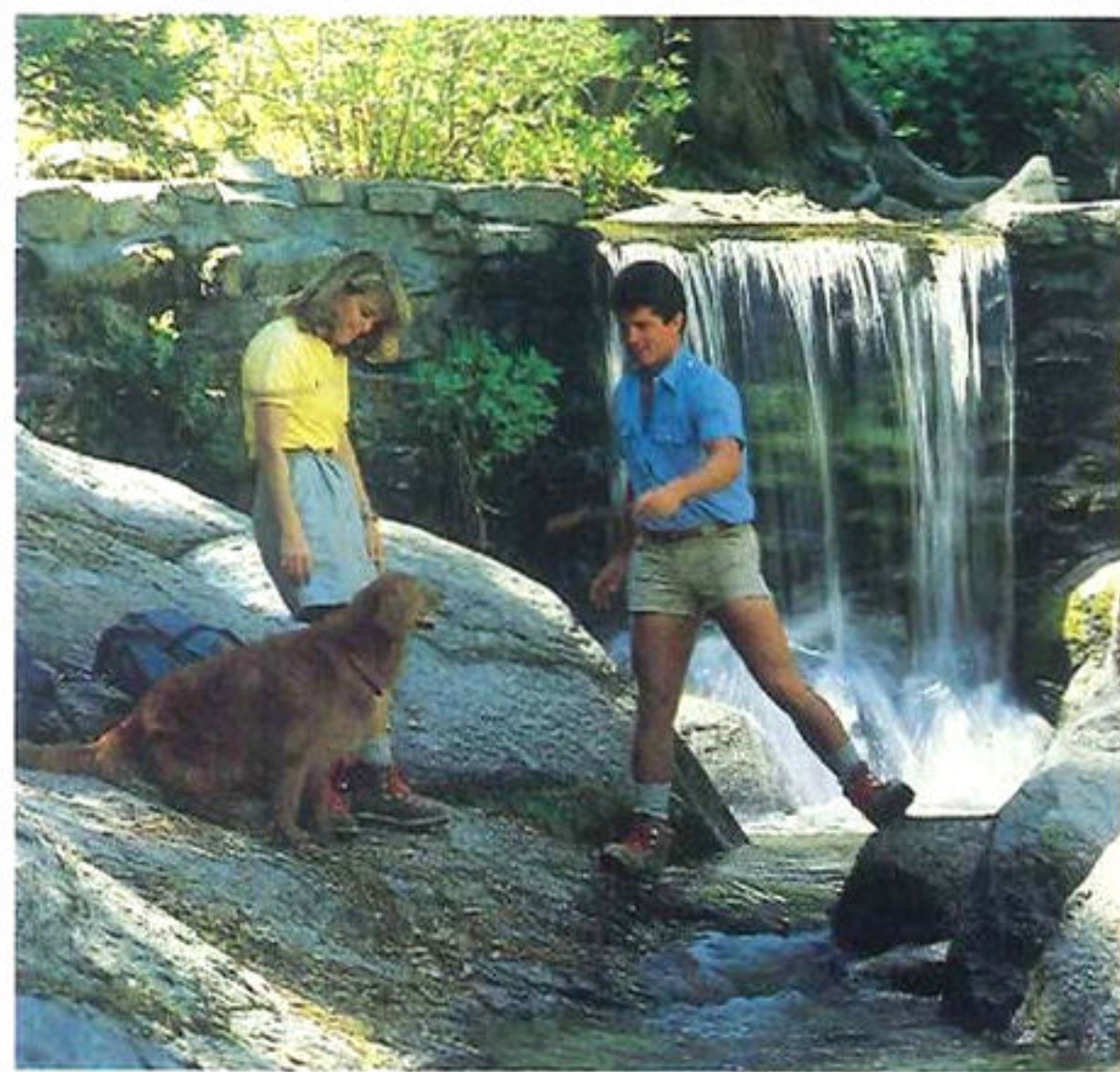
Backwoods...

The Power Ram 50 Custom 4x4 Sports Cab model takes you far from the beaten path... any time you're ready. The chrome front bumper, grille surround, windshield moldings and available chrome rear step bumper are sharp-looking contrasts to the blacked-out grille and door handles and black vinyl bodyside moldings. Bodyside and tailgate pinstripes are standard, and painted wide-spoke wheels hold up their end of a great-looking deal.

Standard Power Ram 50 4x4 models are perfect for those with high standards—the list of standard equipment includes tinted glass, dual outside black swing-away mirrors, front and rear mudguards, styled-steel wheels, full carpeting, an adjustable steering column and more.

Now check out Power Ram 50 4x4 off-roadability—automatic locking hubs, underbody skid plates, front tow hooks, five-speed overdrive manual transmission and the burly 2.6-liter engine all come standard... big values that'll call you to the fun of the outback!

Standard Power Ram 50 4x4 (near right) features a six-foot cargo bed and handles up to 1,635 pounds of payload. Or the 88.3-inch **long bed Power Ram 50 4x4** (far right) handles bulky cargo—up to 1,720 pounds' worth!





Ram 50 Sport 4x2 With Standard Bed



...or Backyard.

Fun is where you find it—sometimes in your own backyard. Besides picking up your good-time gear, Ram 50 is your good-time gear—every day of the year.

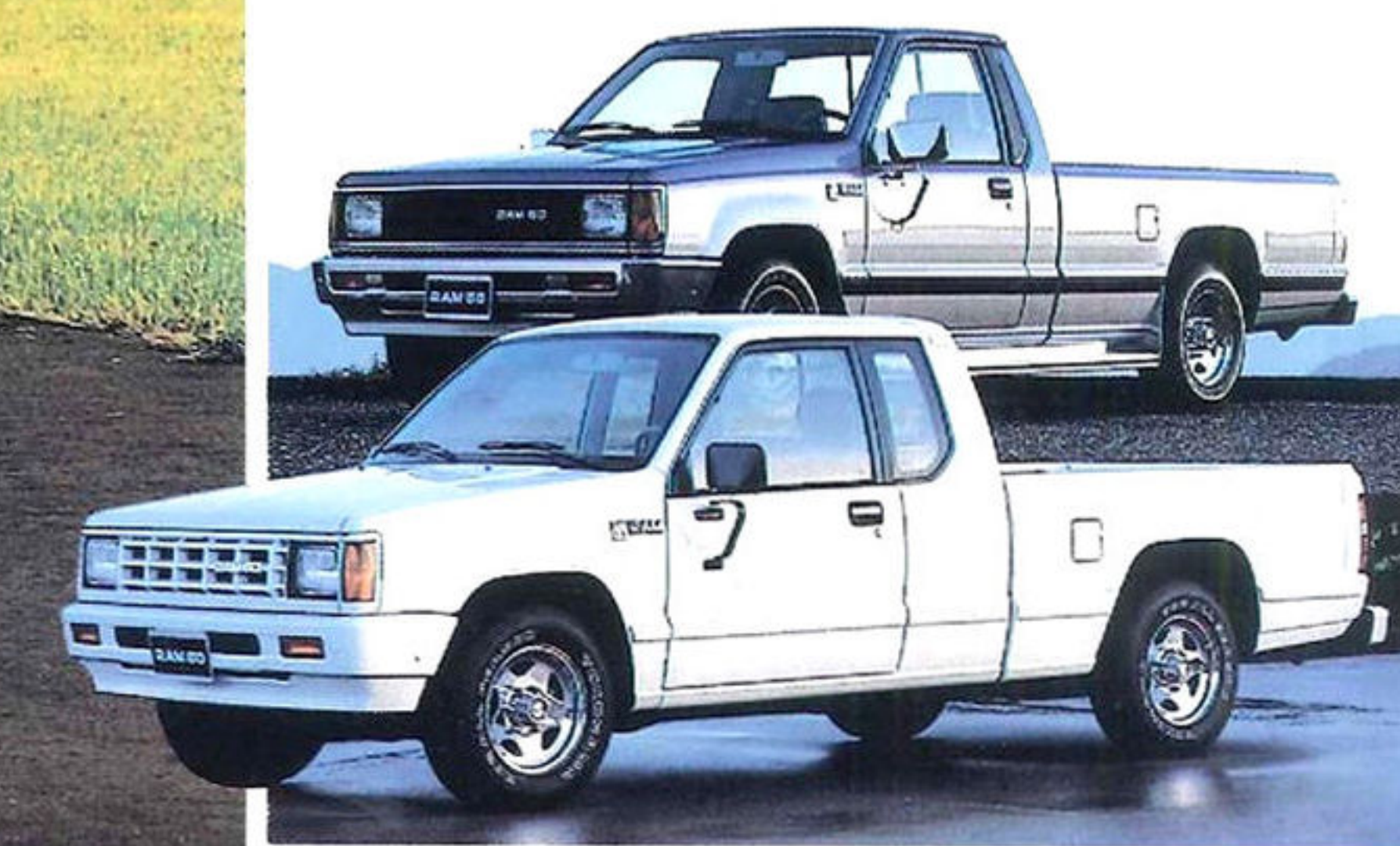
Check out Ram 50 Sport 4x2's new monochromatic looks. Color-keyed accents and chrome wheels are standard. And Sports Cab models offer extra storage space for hauling gear out of the weather.

Ram 50 Custom 4x2 goes a different route—shiny chrome contrasts with the black grille, vinyl bodyside moldings, dual outside mirrors and sporty, painted wide-spoke wheels.

The proven and powerful 2.6-liter engine is standard on all three pictured models, and is backed by your choice of a standard five-speed overdrive manual or optional four-speed overdrive automatic transmission.

Whichever truck you choose, you're sure to find excitement in your own backyard and beyond. But unlike your backyard, you just can't fence a Ram 50 in.

Ram 50 Custom (below, top) features an 88.3-inch long cargo box and delivers 1,580 pounds maximum payload. Ram 50 Sport with Sports Cab (below, bottom) offers more room inside and carries a six-foot bed.





Ram 50 4x2

Ram 50 4x2 With Standard Bed

You Can Pack a Lot Into a Day.

And into a Ram 50 too, for that matter. It's a good-time truck that turns hard work into the times of your life. This Ram 50 4x2 standard bed is powered by an able 2.0-liter engine and comes packed with value features. Carpeting, full headliner, tinted glass, adjustable steering column, dome light, dual swing-away outside rearview mirrors and power-assisted front disc/rear drum brakes are standard on all Ram 50's. And Ram 50 standard bed's big 1,610-pound maximum payload capacity makes it a heavy hauler!

For even more hauling area, try on a conventional cab Ram 50 with a long cargo bed measuring seven-feet-**plus**, or select the Ram 50 4x2 Sports Cab model for more inner space. It opens wide to handle more items behind the passenger seat, where they're protected and handy. Both offer the 2.6-liter engine as standard equipment for load-pulling power, and feature a standard five-speed manual overdrive or optional four-speed overdrive automatic transmission to match your kind of driving style. Pick up on Ram 50's big values—and pack your days full of big fun!



The **Ram 50 4x2 long bed** model (far right) features a standard payload rating of 1,580 pounds, with an optional 2,000-Pound Payload Package available. **Ram 50 Sports Cab** model (near right) handles more items inside the cab, while handling up to 1,450 pounds of payload outside.



Step Up Into Ram 50 Living.

Sport Model Interiors

A. Ram 50 Sport and Power Ram 50 Sport (both conventional and Sports Cab models) feature full-trim interiors. Comfortable velour fabric with vinyl trim bucket seats support you in style, recline and feature adjustable headrests. Color-coordinated padded cloth and carpeted door trim panels complete the sporty surroundings.

B. These reclining bucket seats adjust for comfortable driving or allow you to kick back for some serious relaxation. Sports Cabs accommodate an even wider range of seat adjustment. Form-fitting headrests cradle you snugly, and tastefully trimmed surroundings mean you're riding the crest of high style.

C. Tilt the seatbacks forward for access to the carpeted storage area of the Sports Cab. There's plenty of room to keep luggage and equipment snug and dry. And the tie-down straps keep cargo fastened securely.

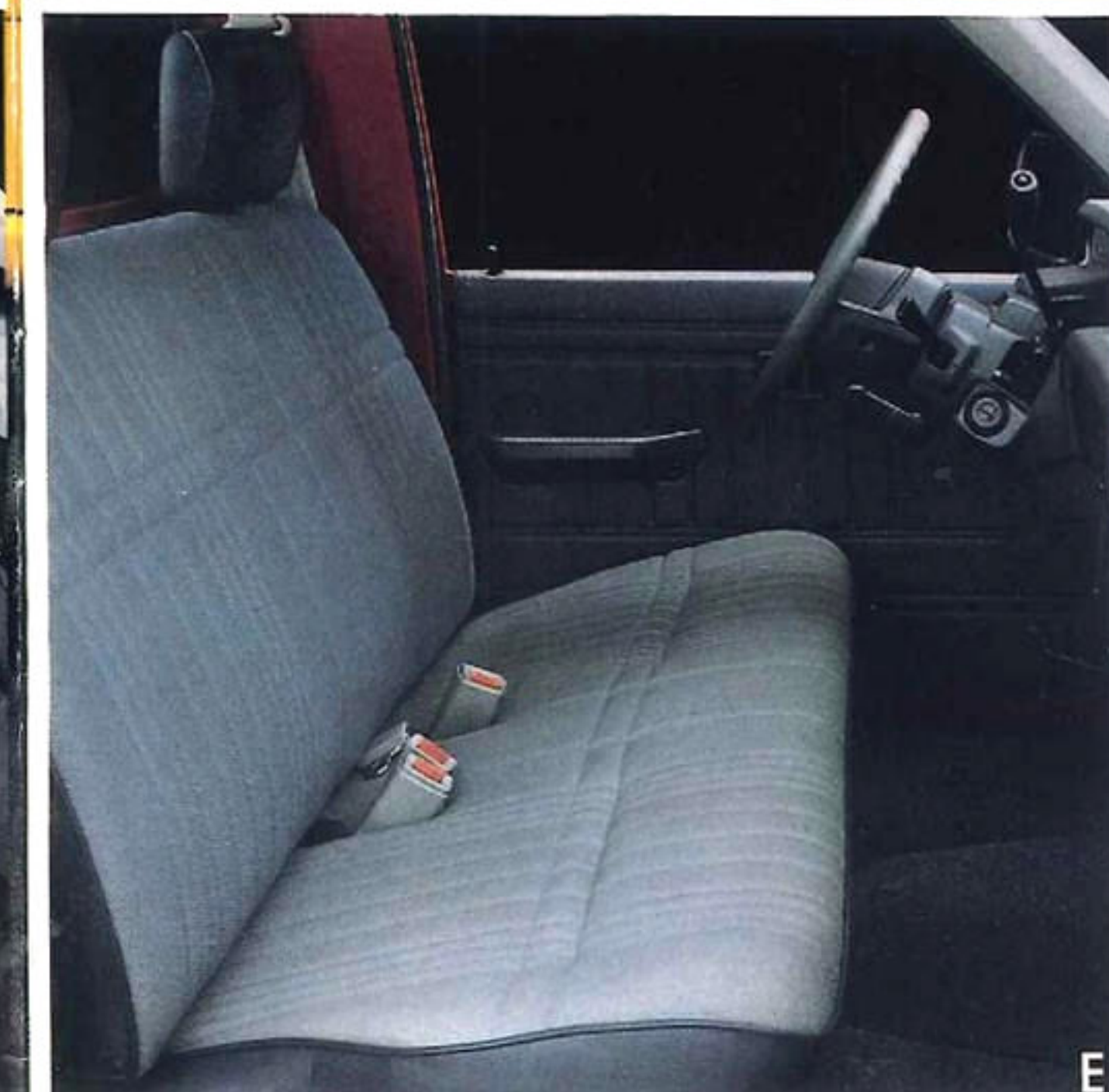


Custom and Standard Model Interiors

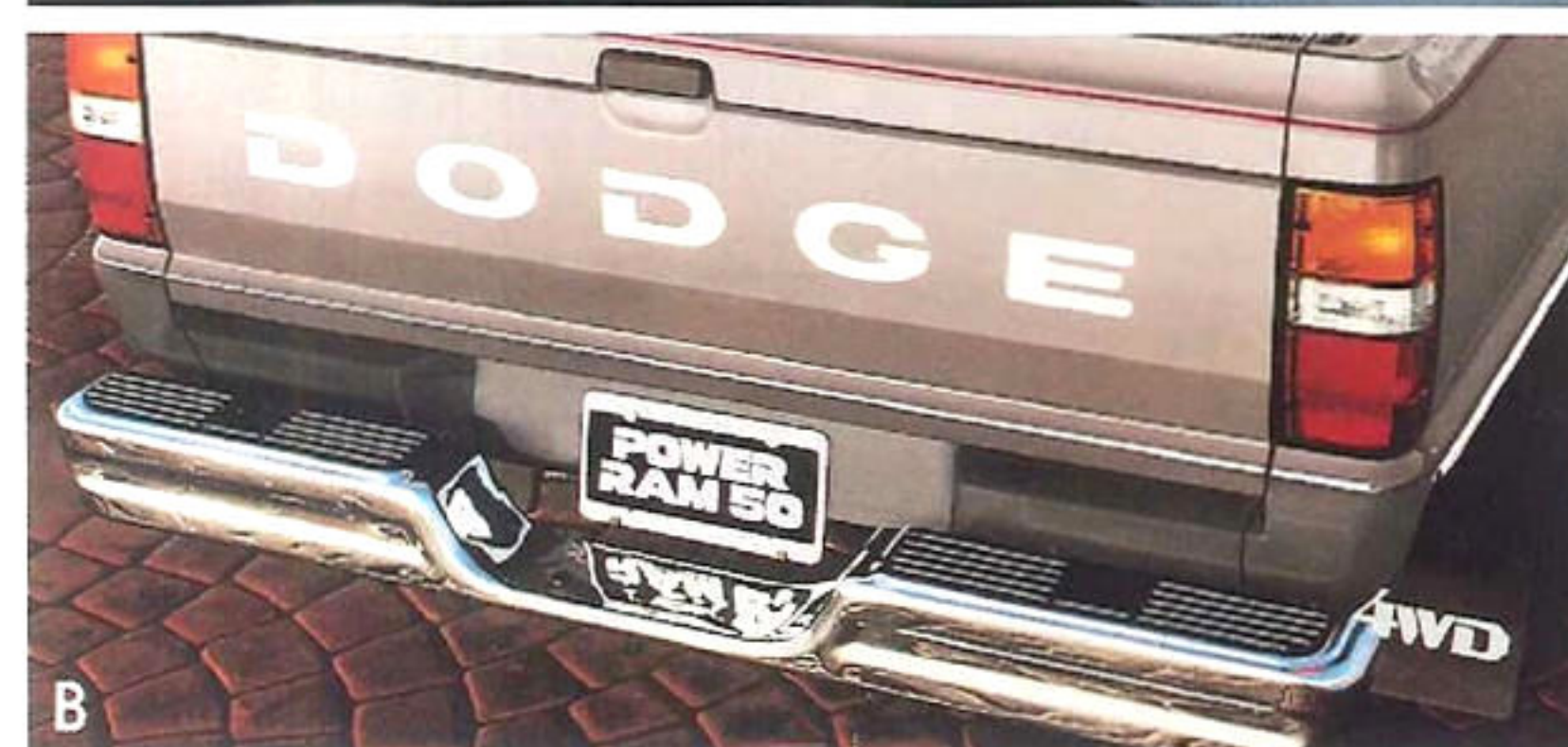
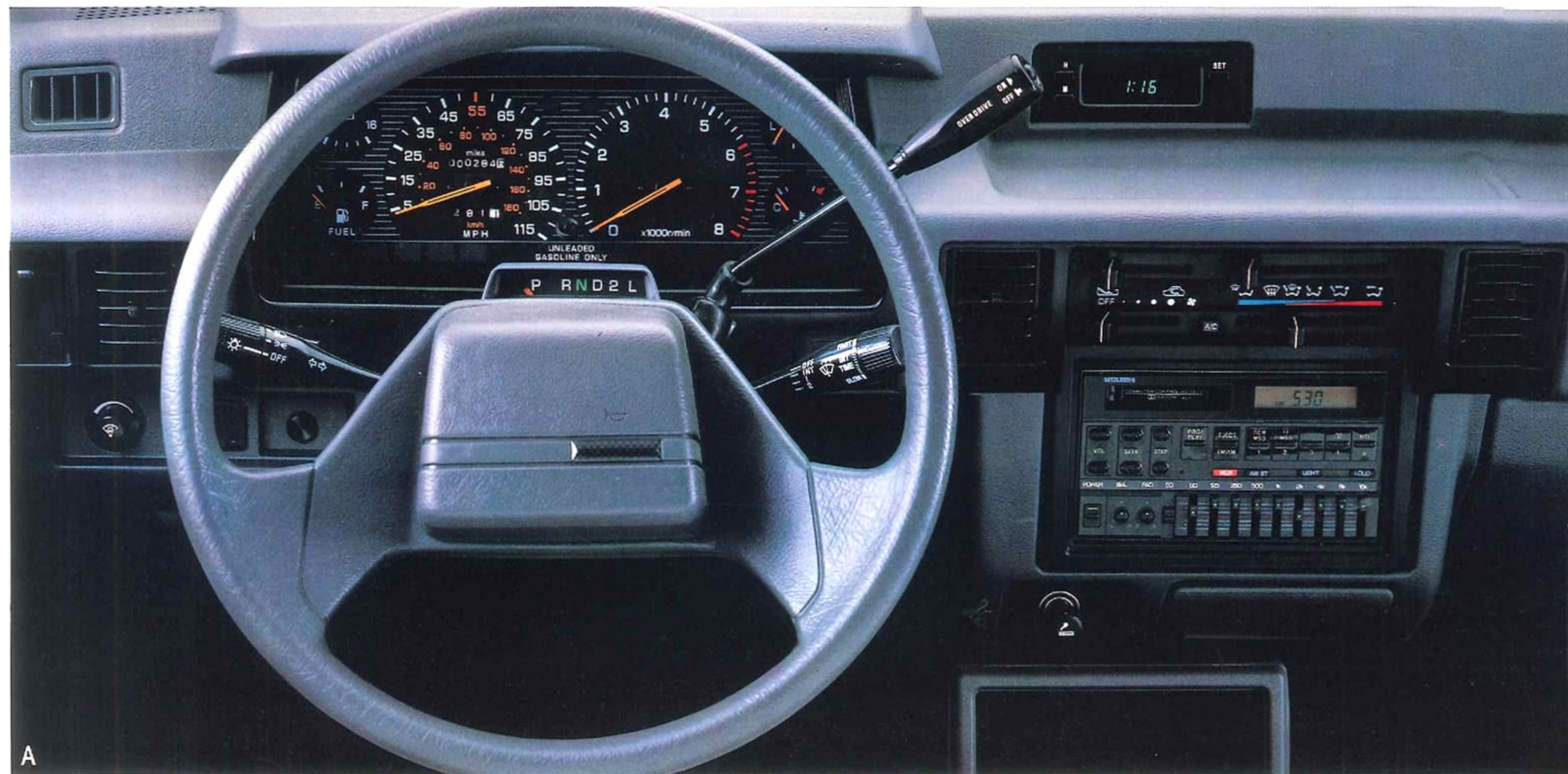
D. The split-back bench seat features sharp-looking cloth upholstery with vinyl trim, and seats three across. The seatbacks recline individually, and tilt forward separately for easy access to the Sports Cab storage area. It's standard in the Power Ram 50 Custom Sports Cab model and the Ram 50 Sports Cab model.

E. This soft and comfortable straight-back bench seats three across in cloth-upholstered comfort with durable and attractive vinyl trim accents. Adjustable headrests provide added good looks and support. It's standard on Ram 50 Custom 4x2.

F. Power Ram 50 and Ram 50 conventional cab models have a durable, easy-maintenance vinyl bench seat that really stands up to hardworking environments. Matching adjustable headrests and door trim panels round out the good-looking interior.



Take Control of Today.

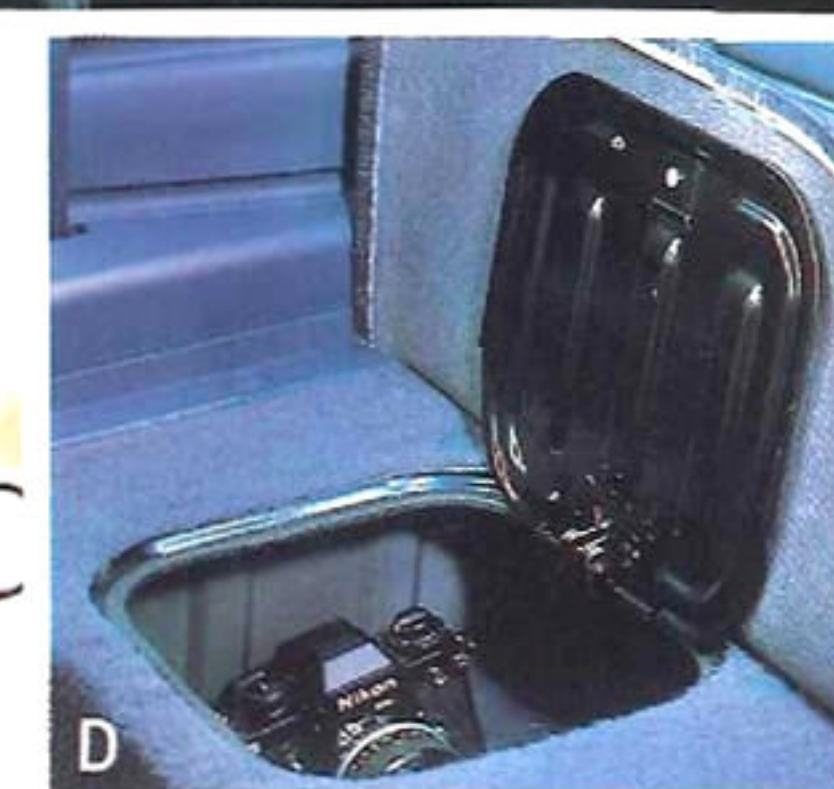


A. Control Center in Ram 50 Sport and Power Ram 50 Sport bristles with expertly laid-out monitors: a racy tachometer, and fuel, volt, temperature and oil pressure gauges register vital statistics. The digital clock and trip odometer keep track of the times of your life. The lights and wiper/washer controls are right at your fingertips, and optional air conditioning puts you in total control of your environment. Check out the available AM stereo*/FM stereo radio and cassette tape player with graphic equalizer—yet another way to put the power in your hands!

B. An optional step bumper gives you a boost up to the cargo bed. It's constructed of heavy-duty steel and comes in colors to match trucks with monochromatic paint as well as traditional black or chrome finishes.

C. An optional sliding rear window allows access to the cargo bed from the cab, provides full flow-through ventilation and features latch-lock security.

D. Stash your valuables in storage boxes concealed under carpet in the back of Sports Cab models. Rear panel pockets, standard on Sports Cab model Ram 50 Sport and Power Ram 50 Sport, also provide additional storage.



Sound Off!

Your choice of hot sound systems includes:

E. AM/FM stereo radio;†

F. AM/FM stereo radio and cassette tape player;†

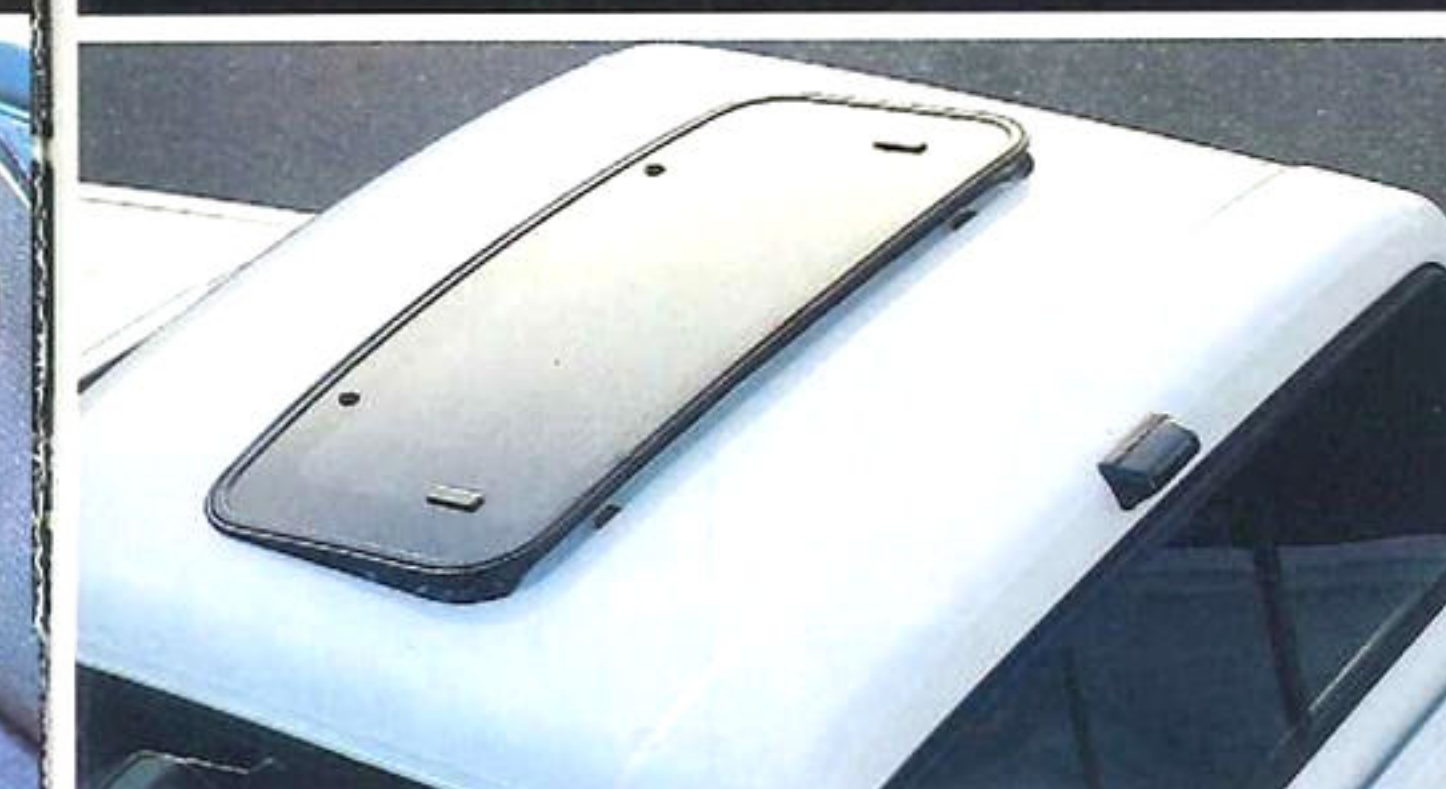
G. AM stereo*/FM stereo radio and cassette tape player with graphic equalizer! They're all electronically tuned to help you pick the tunes you like best, and four speakers surround you in super sound!

*Some AM stereo broadcasting may not be compatible with this radio.
†Radio availability varies by model. See your dealer for details.



Pop The Top

H. On Sports Cab models, flip up the newly available sunroof and breeze around town. Or remove the tinted roof panel and go for an open-air feel. Either way, it's the perfect way to expand your horizons!



Mopar Accessories

The only Dodge-approved accessories for Dodge trucks



Bed Liner: Dodge bed liners prevent scratches, chips and dents in your pickup cargo bed. Available for standard and long bed models in over-rail or under-rail styles.



Rear Window Louver: Shuts out hot sun and looks great. Attaches securely—won't rattle or flutter. Removes easily for cleaning.



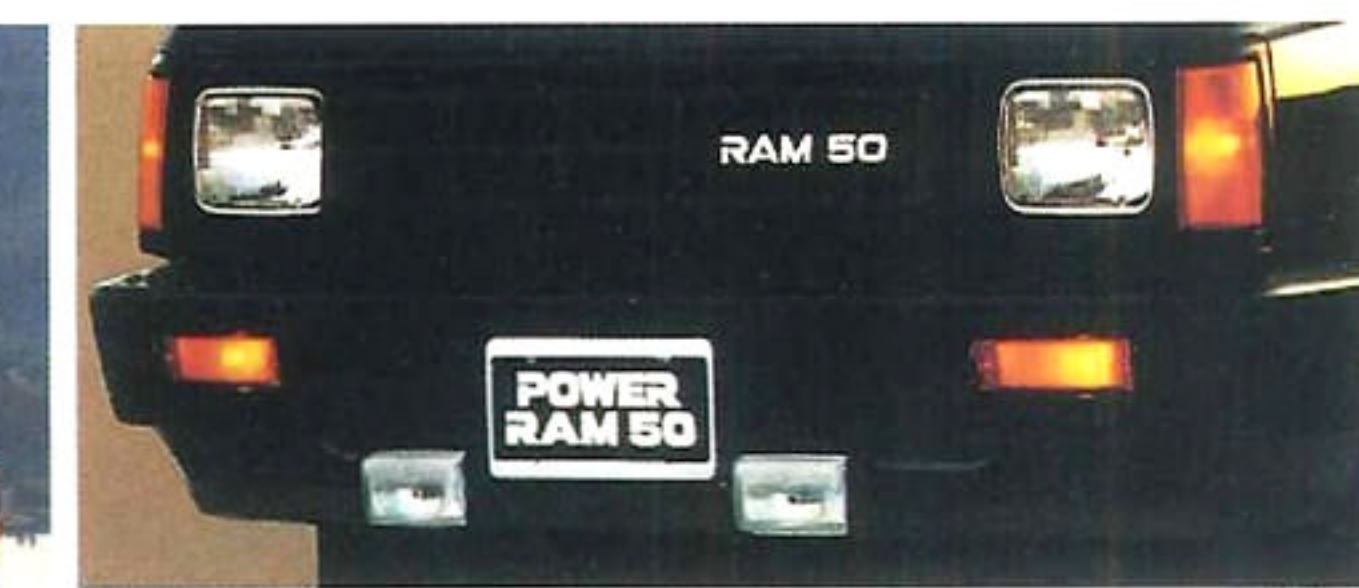
Bed Mat: Ruggedly constructed rubber-and-nylon mat protects the cargo bed floor, and comes in sizes to fit both standard and long bed Ram 50.



Door Edge Guards: Prevent chipped door edges and add a detailed look. Black stainless steel guards with vinyl laminate offer years of beautiful protection.



Light Bar and Off-Road Lights: (Sold separately.) The sturdy light bar makes a firm foundation for these bright halogen lights, which feature mirror reflectors and integral lens guards. (See note on back cover.)



Fog Lights: Precision, optical quality lenses and durable nylon/glass fiber housings make poor weather driving easier through better visibility.



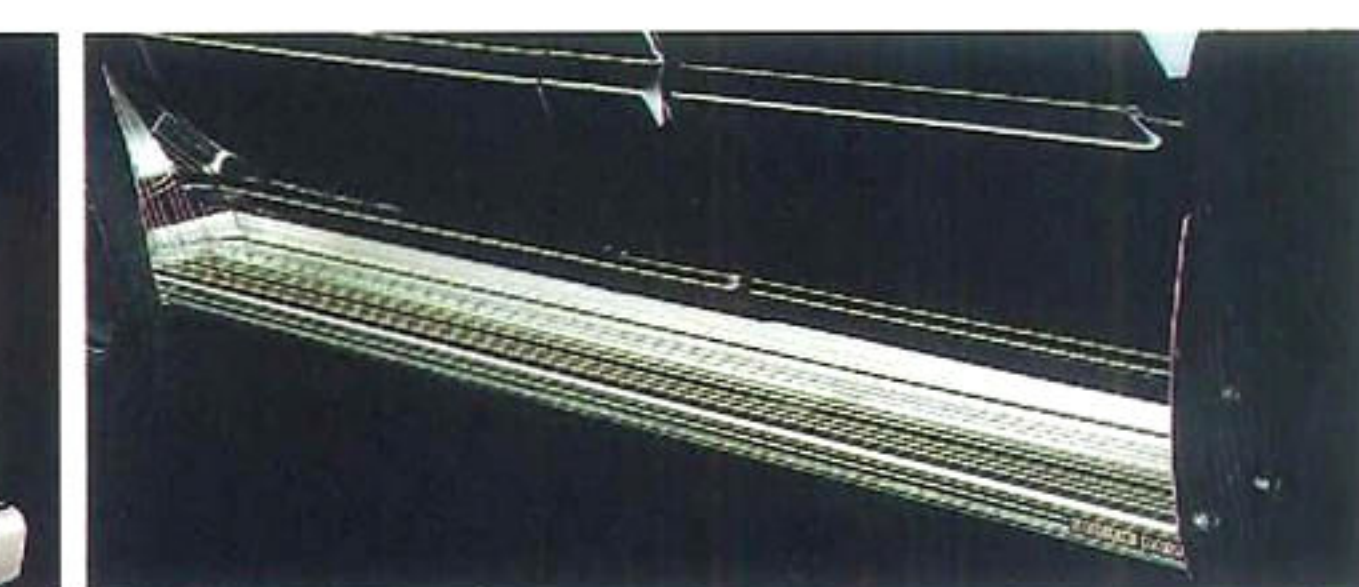
Tool Box: This lockable, rustproof box features reinforced construction, a portable sliding tool tray, and loads of storage space.



Side Rails: Stylish rails look and work great. Available in black for standard and long bed models.



Tonneau Cover: Black vinyl cover offers a neat, finished look and protects cargo from weather. Available for standard and long bed Ram 50.



Running Boards: Provide a convenient step up into Ram 50. Available in matte black or brushed, anodized aluminum to fit conventional and sports cab models and long or standard bed trucks.

Ask your salesperson for further information on the complete line of quality Mopar Accessories for the Dodge Ram 50.

Go Ram 50 Roughneckin'!

Whether it's a four-wheel drive Power Ram 50 or a two-wheelin' Ram 50, all Dodge trucks are built Ram Tough. Take your Power Ram 50 Baja-bashing or backwoods-trekking—it's engineered for action right from the start!

Ram 50 4x2 street heroes are grabbing their share of glory, too. They're currently competing in SCCA* race truck challenges all around the country—racing with the very same 2.6-liter engines you can get in our showroom models.

But even if you set a more leisurely pace toward your destination, making your own fun is easy in Ram 50 and Power Ram 50. For once, let today's chores go—and go Ram 50 roughneckin'!

*Sports Car Club of America.

Power Ram 50 features a beefy independent front torsion bar suspension **(A)** to handle what the badlands dish out, while maintaining smooth-riding on-road manners. All Ram 50 4x2's ride on a controlled coil spring front suspension, and all Ram 50 pickups feature a sturdy leaf spring suspension out back, with bias-mounted shock absorbers providing surefooted stability even under the heaviest loads. Power Ram 50 4x4's tough skid plates **(B)** help protect the engine, transfer case and fuel tank from rocks and ruts.

The 2.6-liter four-cylinder engine **(C)** is a dream. Plenty of tire-turning torque (143 lb-ft @ 3,000 rpm) plows you through obstacles, and a commanding 109 horsepower tops things out at 5,000 rpm.

A firm foundation helps make all that grunt. Aluminum alloy pistons, **forged** connecting rods and a **drop-forged** crankshaft make for a strong constitution—all tucked inside a proven, cast-iron cylinder block.

EPA Mileage Estimates City MPG/Highway MPG				
Ram 50		Power Ram 50		
5-SPEED	AUTO.	5-SPEED	AUTO.	
2.0L 23/28	23/26	—	—	
2.6L 20/25	20/22	18/21	17/19	

A camshaft with **real** chain drive keeps time, and everything is smoothed by twin balance shafts for quiet running. On top, hemispherical combustion chambers and a third valve in the MCA-JET system maximize efficiency and power. It's all backed by a standard five-speed overdrive manual transmission or an optional four-speed automatic transmission with overdrive lockout control for hauling heavy loads.

Shift from two-wheel to four-wheel drive and back on Power Ram 50 models without ever leaving the cab **(D)**. Two 4WD ranges are yours to choose: "4-L" takes on the heavy stuff and shows what Power Ram 50 is made of, and "4-H" is for the garden-variety nasties—mud, rain and snow. An in-dash indicator light shows which you've chosen.

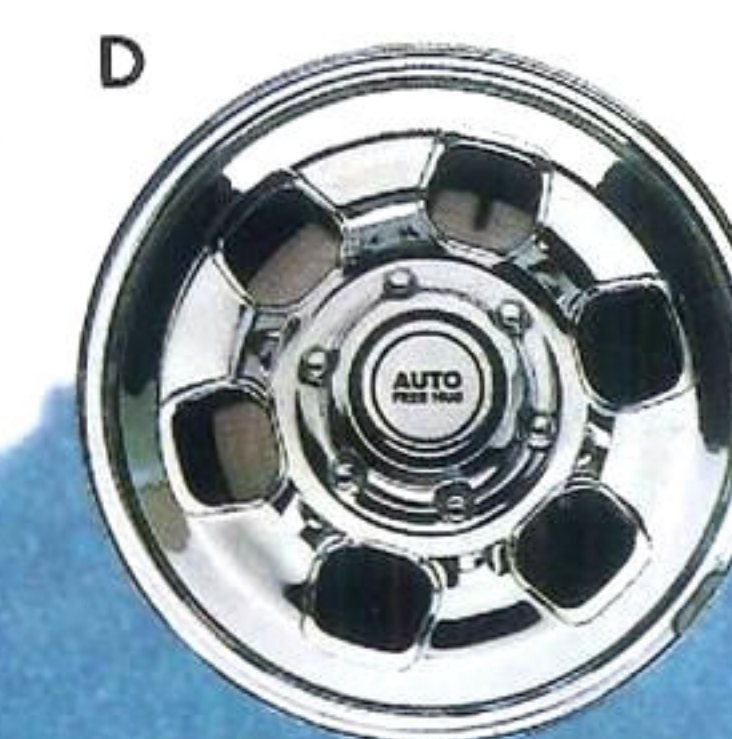
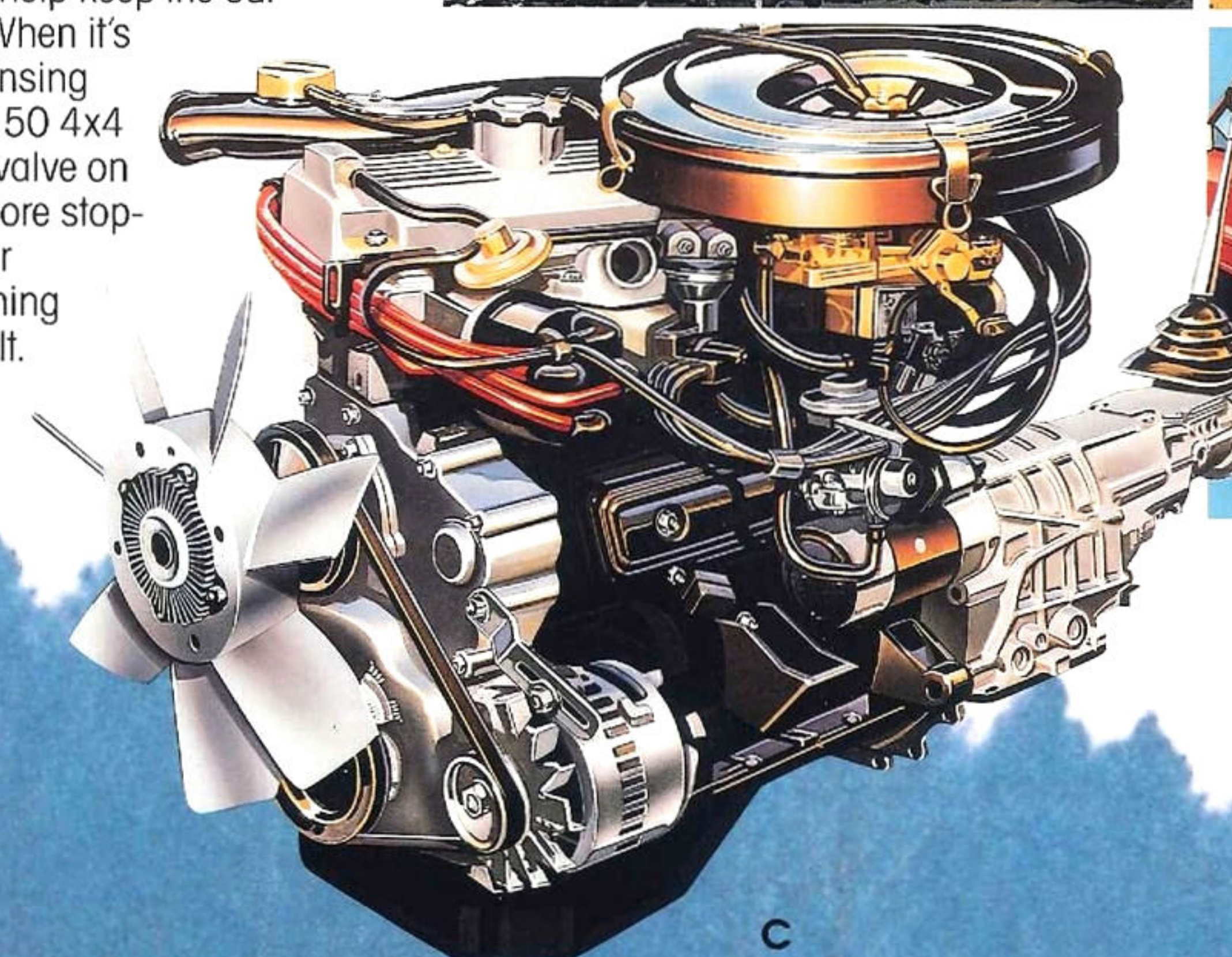
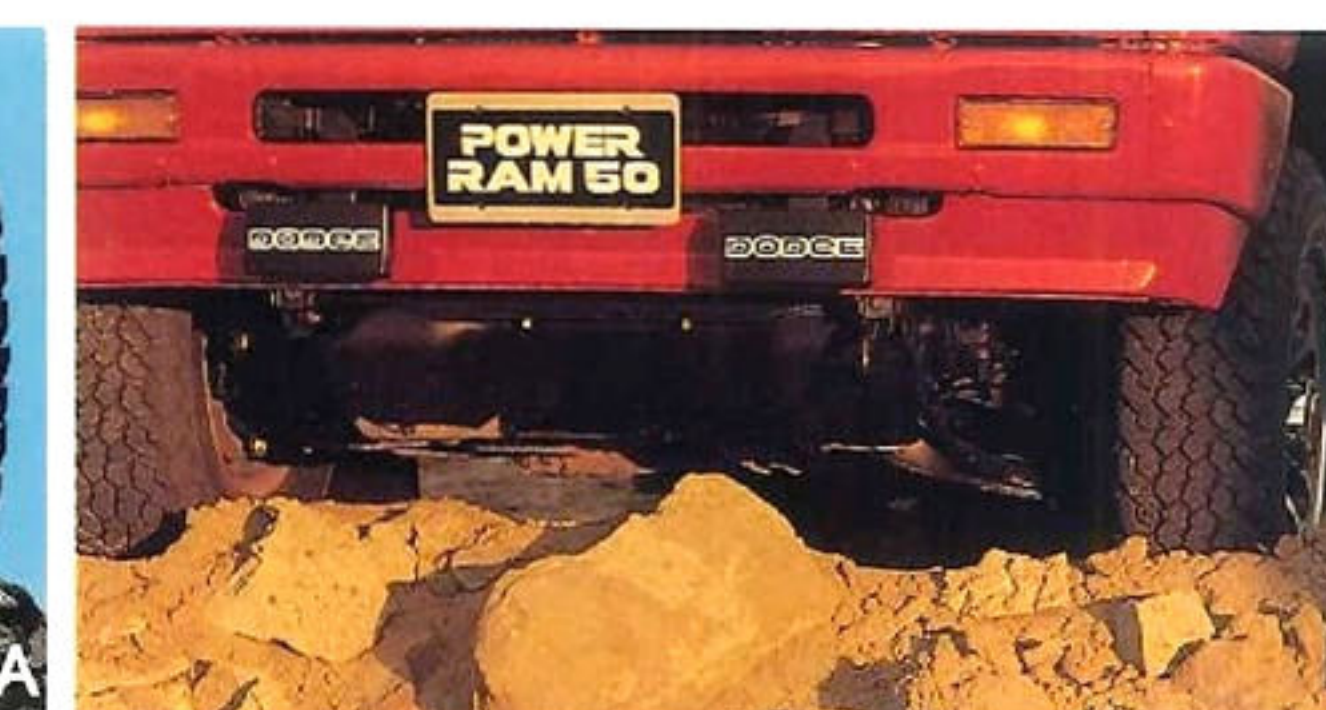
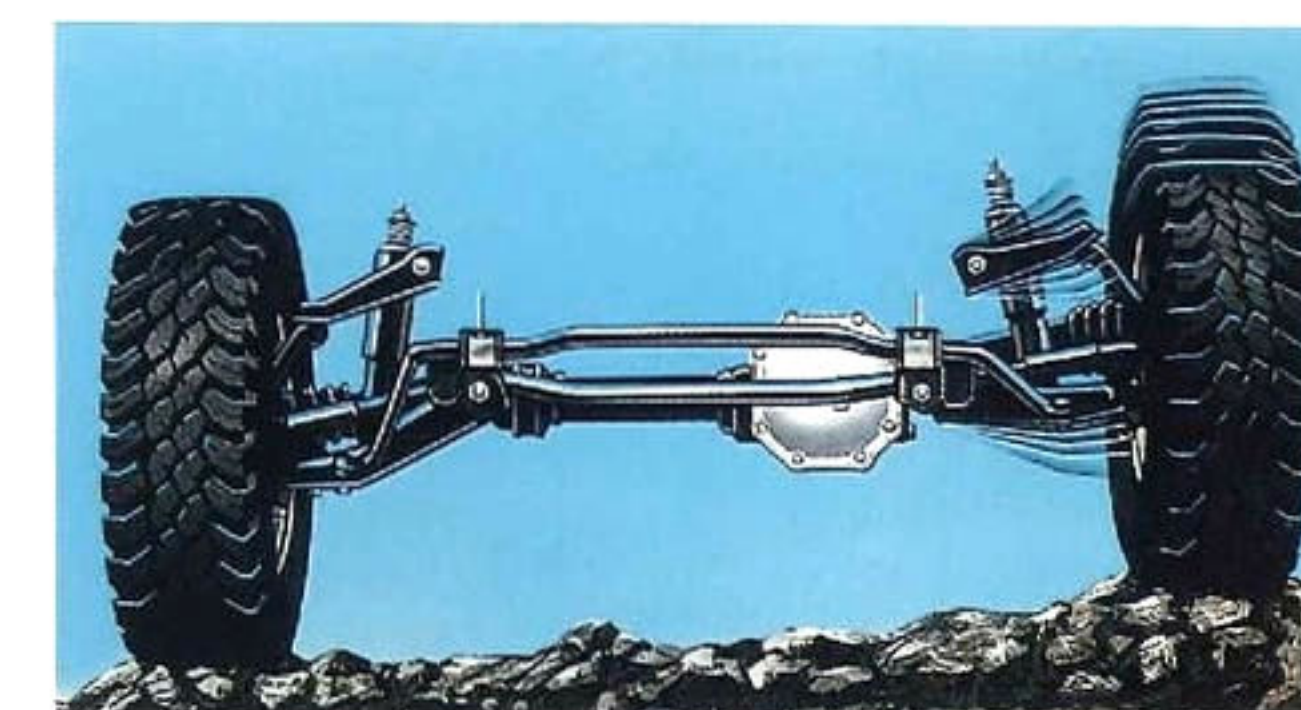
Durable double-wall cargo boxes **(E)** handle rough cargo and help keep the outside looking sharp. When it's loaded up, a load-sensing valve on Power Ram 50 4x4 and a proportioning valve on Ram 50 4x2 send more stopping power to the rear brakes to pull everything to a smooth, sure halt.

Specifications and Dimensions

	Ram 50 Two-Wheel Drive						Power Ram 50 Four-Wheel Drive				
	Standard Wheelbase	Long Wheelbase	Extended Cab	Custom Long Wheelbase	Sport Standard Wheelbase	Sport Extended Cab	Standard Wheelbase	Long Wheelbase	Custom Extended Cab	Sport Standard Wheelbase	Sport Extended Cab
2.0-L Engine	S	N	N	N	N	N	N	N	N	N	N
2.6-L Engine	N	S	S	S	S	S	S	S	S	S	S
5-Speed Manual Transmission	S	S	S	S	S	S	S	S	S	S	S
4-Speed Automatic Transmission	O	O	O	O	O	O	O	O	O	O	O
Wheelbase (in.)	105.1	116.1	116.1	116.1	105.1	116.1	105.5	116.5	116.5	105.5	116.5
Overall Length (in.)	176.9	193.5	188.2	193.5	176.9	188.2	176.9	193.5	188.2	176.9	188.2
Overall Width (in.)	65.1	65.1	65.1	65.1	65.1	65.1	65.1	65.1	65.1	65.1	65.1
Overall Height (in.)	60.8	60.6	61.6	60.6	60.8	61.6	66.1	65.9	66.9	66.1	66.9
Box Length—Inside at floor (in.)	72.0	88.3	72.0	88.3	72.0	72.0	72.0	88.3	72.0	72.0	72.0
Box Width—Inside at floor (in.)	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7	55.7
Fuel Tank (gal.)	13.7	18.2	18.2	18.2	13.7	18.2	15.8	19.8	19.8	15.8	19.8
Payload* (lbs.)	1610	1580 [†]	1450	1580	1505	1415	1635	1720	1650	1610	1620

*Payload must be reduced by weights of optional equipment and passengers.

[†]Optional 2,000-Pound Payload Package available. S—Standard O—Optional N—Not available.



RAM 50 BUILT BY MITSUBISHI MOTORS CORPORATION. SOLD AND SERVICED BY OVER 3,000 DODGE TRUCK DEALERS.



Facts and Figures



THE NEW SPIRIT OF DODGE
THE PERFORMANCE DIVISION OF CHRYSLER MOTORS

MECHANICAL FEATURES	Ram 50 ¹	Ram 50 Custom	Ram 50 ¹ Sport	Power Ram 50	Power Ram 50 Custom	Power Ram 50 ¹ Sport
Alternator—45-ampere	S	S	S	S	S	S
Automatic Locking Hubs	N	N	N	S	S	S
Battery—45-amp/hour, maintenance-free	S	S	S	S	S	S
Brakes—Power-assisted						
□ Disc front, drum rear	S	S	S	S	S	S
□ Rear: blend-proportioning valve	S	S	S	N	N	N
□ Rear: load-sensing valve	N	N	N	S	S	S
Electronic Ignition	S	S	S	S	S	S
Skid Plates—Underbody protection	N	N	N	S	S	S
Stainless Steel Exhaust System	S	S	S	S	S	S
Steering—Power-assisted	E	E	S	S	S	S
Suspension						
□ Coil spring front, leaf spring rear	S	S	S	N	N	N
□ Torsion bar front, leaf spring rear	N	N	N	S	S	S
Transfer Case	N	N	N	S	S	S
EXTERIOR FEATURES						
Bumpers						
□ Front: painted black	S	N	N	S	N	N
□ Front: chrome	N	S	N	N	S	N
□ Front: color-keyed	N	N	S	N	N	S
□ Rear step: black	E	N	N	E	N	N
□ Rear step: chrome	N	E	N	N	E	N
□ Rear step: color-keyed	N	N	E	N	N	E
Cargo Box—Double-wall	S	S	S	S	S	S
Cargo Box Tie-Down Hooks	S	S	S	S	S	S
Corrosion Protection—Extensive use of galvanized steel	S	S	S	S	S	S
Glass—Tinted: all windows except backlight	S	S	S	S	S	S
Grille						
□ Black	S	S	N	S	S	N
□ Color-keyed	N	N	S	N	N	S
□ Surround chrome	N	S	N	N	S	N
Headlights—Rectangular	S	S	S	S	S	S
Light—Cargo Box	P	S	S	P	S	S
Mirrors—Outside, left/right						
□ Swing-away: black	S	S	S	S	S	S
□ Low-mount: black	E	N	E	E	N	E
□ Low-mount: bright/black	N	E	N	N	E	N
Moldings						
□ Windshield: bright	N	S	N	N	S	N
□ Vinyl bodyside						
—Black with bright strip	N	S	N	N	S	N
—Color-keyed	N	N	S	N	N	S
Mudguards—Front and rear	N	N	N	S	S	S
Tape Stripes—Bodyside and tailgate	N	S	N	N	S	N
Tires						
□ P195/75R14 all-season black sidewall (set of five)	S	S	S	N	N	N
□ P225/75R15 mud-and-snow black sidewall (set of five)	N	N	N	S	S	S
□ P205/75R14 steel-belted radial outlined white letters (set of five)	N	P	P	N	N	N
□ P225/75R15 mud-and-snow outlined white letters (set of five)	N	N	N	N	P	P

EXTERIOR FEATURES Cont'd.	Ram 50 ¹	Ram 50 Custom	Ram 50 ¹ Sport	Power Ram 50	Power Ram 50 Custom	Power Ram 50 ¹ Sport
Tow Hooks—Front	N	N	N	S	S	S
Wheel Trim Rings (set of four)	E	N	N	E	N	N
Wheels (set of four)—Ram 50 Models, 14-inch wheels; Power Ram 50 Models, 15-inch wheels						
□ Argent, styled	S	N	N	S	N	N
□ Painted, wide-spoke	N	S	N	N	S	N
□ Chrome, wide-spoke	N	P	S	N	P	S
□ Cast aluminum alloy	N	N	N	N	P	P
□ Spare: argent, styled	S	S	S	S	S	S
Window—Rear sliding	E	E	E	E	E	E
Wipers—Windshield						
□ Two-speed	S	S	N	S	S	N
□ Intermittent	N	N	S	N	N	S
INTERIOR FEATURES						
Air Conditioning ²	E	E	E	E	E	E
Automatic Free-Wheel Hub Indicator	N	N	N	S	S	S
Carpeting	S	S	S	S	S	S
Cigar Lighter	P	S	S	P	S	S
Clock—Electronic digital	N	P	S	N	P	S
Floor Mats—Color-keyed, carpeted	E	E	E	E	E	E
Hood Release—Inside	S	S	S	S	S	S
Light—Dome	S	S	S	S	S	S
Mirror—Rearview, day/night	N	S	S	N	S	S
Radios						
□ AM/FM stereo	P	P	P	P	P	N
□ AM/FM stereo with cassette tape player	N	N	P	N	N	P
□ AM stereo ³ /FM stereo with cassette tape player and graphic equalizer	N	N	N	N	N	P
Steering Column—Adjustable	S	S	S	S	S	S
Steering Wheel						
□ Two-spoke	S	N	N	S	N	N
□ Sport two-spoke, soft-feel	N	S	S	N	S	S
Sunroof (Sports Cab models only)	N	N	E	N	E	E
Trip Odometer	N	S	S	N	S	S
S Standard. E Extra cost. P Package. N Not available. ¹ Both conventional and Sports Cab models. ² There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details. ³ Some AM stereo broadcasting may not be compatible with this radio.						
SAFETY FEATURES						
□ Driver and right front passenger adjustable head restraints						
□ Energy-absorbing instrument panel						
□ Energy-absorbing steering column and steering wheel						
□ Ignition and steering column lock						
□ Interlocking door latches						
□ Locks on all doors						
□ Manual lap/shoulder safety belts on front outboard seats; lap belts on all other seats where appropriate						
□ Safety glass windshield						
□ Safety hood latch						
□ Safety rim wheels						
□ Self-locking seat-backs						
□ Tinted glass						
MONOTONE COLOR COMBINATIONS (Standard on Ram 50, Ram 50 Custom, Power Ram 50 and Power Ram 50 Custom)						
Exterior						
□ Blue Metallic						
□ Bright Blue Metallic						
□ Light Buckskin Metallic						
□ Bright Red						
□ Bright Silver Metallic						
□ White						
Interior						
Light Blue/Dark Blue						
Light Gray/Dark Gray						
Light Buckskin/Dark Buckskin						
Light Gray/Dark Gray						
Light Gray/Dark Gray						
Light Buckskin/Dark Buckskin or Light Blue/Dark Blue						

TWO-TONE COMBINATIONS (optional on Custom 4x2 and 4x4)			
Upper	Lower	Interior	
□ Black	Buckskin Metallic	Light Buckskin/Dark Buckskin	
□ Blue Metallic	Silver Metallic	Light Blue/Dark Blue	
□ Bright Red	Silver Metallic	Light Gray/Dark Gray	
MONOCHROMATIC COMBINATIONS (standard on Sport 4x2 and 4x4)			
Exterior	Interior		
□ Black	Light Gray/Dark Gray or Light Buckskin/Dark Buckskin		
□ Yellow	Light Gray/Dark Gray or Light Buckskin/Dark Buckskin		
□ Bright Red	Light Gray/Dark Gray		
□ White	Light Gray/Dark Gray or Light Buckskin/Dark Buckskin		
TRIM COMBINATIONS			
Model	Seats		
Conventional Cab:			
Ram 50 and Power Ram 50	All-Vinyl Bench		
Ram 50 Custom	Cloth-and-Vinyl Bench		
Ram 50 Sport and Power Ram 50 Sport	Cloth-and-Vinyl Buckets ¹		
Sports Cab:			
Ram 50	Cloth-and-Vinyl Split-Back Bench		
Power Ram 50 Custom	Cloth-and-Vinyl Split-Back Bench		
Ram 50 Sport and Power Ram 50 Sport	Cloth-and-Vinyl Buckets		
¹ Bench seat with optional automatic transmission.			
Protection			
Dodge Ram 50 Imports, built by Mitsubishi Motors Corporation, are covered by a three-year or 36,000-mile basic limited warranty (excludes adjustments, tires, wear items and maintenance). There is additional warranty coverage on power train components (three years or 50,000 miles); plus outer panel rust-through protection (five years/unlimited mileage). No deductible applies. Restrictions apply. See a copy of the limited warranty at your dealer.			
If replacement parts are needed, visit your Dodge Truck dealer for genuine Mitsubishi parts, imported and distributed by MOPAR.			
Additional peace-of-mind protection for Dodge Imports built by Mitsubishi is available through Chrysler Service Contracts. The Contracts are available in a variety of time and mileage combinations to meet your needs.			
These contracts provide additional time and mileage coverage after the limited warranty expires. Towing and car rental allowances are included. See your dealer for details.			
All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.			
Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information.			
MOPAR light bars are designed to enhance the appearance of the vehicles. Since the safety characteristics are limited, these products are not intended to prevent injury or damage in the event of an accident.			
Chrysler Credit Financing			
Chrysler Credit offers a variety of finance programs that will help make your new vehicle even more affordable. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plans, Retail Financing, and more. Ask your salesperson for details.			
Chrysler Purchase Assistance Program for the Physically Challenged			
Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1989 Chrysler Motors cars and trucks. For further information contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.			