

1996 Dodge Ram

MAGNUM POWER

CUMMINS TURBO DIESEL

LINK-COIL SUSPENSION

RAM-TRAC SHIFT-ON-THE-FLY 4X4

FOUR-WHEEL ANTILOCK BRAKES

INFINITY® 100-WATT SIX-SPEAKER SYSTEM

V10 • AIR BAG

36,000-PSI FRAME

MODULAR STORAGE

SIDE-GUARD DOOR BEAMS

TWO-TIER LOADING

CENTER BUSINESS CONSOLE

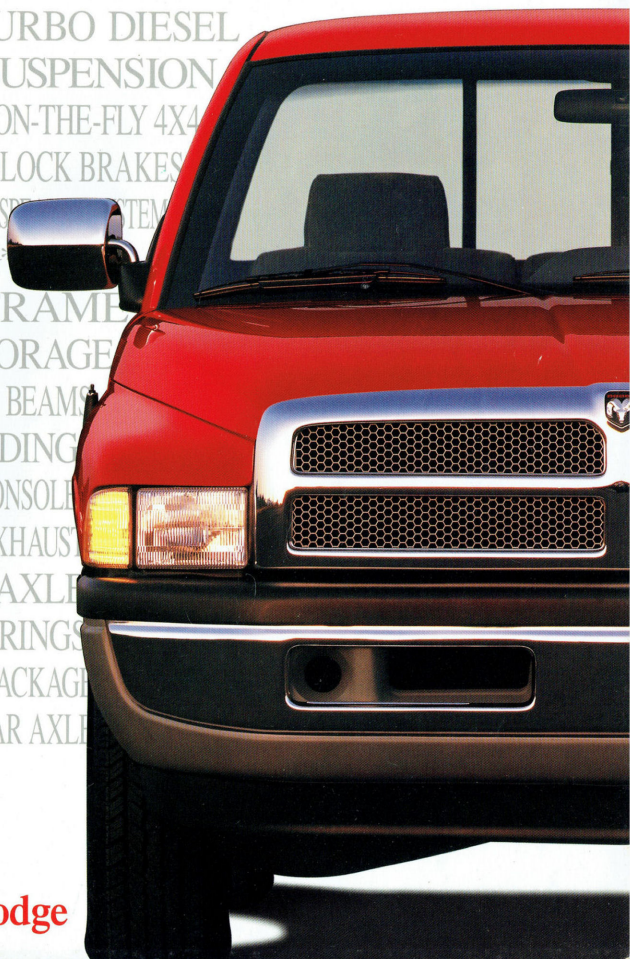
STAINLESS STEEL EXHAUST

SOLID FRONT AXLE

60-INCH LEAF SPRINGS

CLUB CAB • SPORT PACKAGE

DANA MODEL 80 REAR AXLE



The New Dodge

Attitude with a capital "A."

Attitude. It's the mark of a maverick. The sign of an independent thinker who has enough confidence to walk the edge without ever looking down.

Attitude is also a mark of courage and imagination.

Courage to change the rules when the old rules no longer

make sense. Imagination to think ahead. To develop new rules that make so much sense they quickly become the standard.

This kind of attitude and the innovation it inspires are an integral part of every car and truck Dodge puts on the road.

Enter Dodge Ram — a full-size truckload of attitude that has put the entire automotive industry on its heels. One look at this pickup's unmistakable stance suggests a boldness of character shared only by those who would drive one. Underneath lies the substance of Magnum power,

job-rated durability, and best-in-class comfort, convenience and safety. Only Dodge could give these commonly touted words such uncommon valor. We simply had to reinvent the rules from the ground up. As far as enforcing them ... we prefer to walk softly, and carry the biggest stick on the block.

▼ Dodge Ram 1500 Laramie SLT Club Cab Short Bed shown in Flame Red and Light Driftwood Satin Glow.

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



“...room for up to six burly dudes.” —MOTOR TREND

Ram regular cab: At least four inches longer inside than anything in its class. So when you opt for the 40/20/40 split-bench seat, you can recline the driver or passenger seatback individually. Contributing to Ram's 41 inches of leg room, those same four extra inches make room for an available behind-the-seat system of adjustable storage bins, trays, and netting to hold even more stuff than the split-bench's middle armrest/console already carries.

Adjust the seat all the way back and there is still over 13 inches of floor space behind the seat. If you need more room than this inside a pickup truck, there's only one way to go.

Ram Club Cab: This is true six-passenger seating, with more hip and shoulder room than any other extended cab available. And notice the rear seatback. Yes, it's taller, complementing a bottom cushion that's longer and wider. With that long, wide seat

flipped up and locked, there's instantly over 48 cubic feet of cargo space; a deep, dry, reachable cavern for gear. Go ahead, pack it in.

Up front, the 40/20/40 split-bench seat (standard on Club Cab) travels a full 7.5 inches. Adjust it all the way back and enjoy 41 inches of leg room. Slide either side forward, and climbing into the back seat does not require Olympic training.

Ram's dash is bold and

extremely well thought out. Reading gauges is quick and sure, while reaching controls is confident. There's even a retractable cup holder integrated up high, front and center; your eyes stay on the road and your thirst gets quenched.

► **Dodge Ram's Work Special and LT regular cab interior**, shown in Spruce, deluxe cloth for increased comfort. The seatback folds forward for access to behind-seat storage.

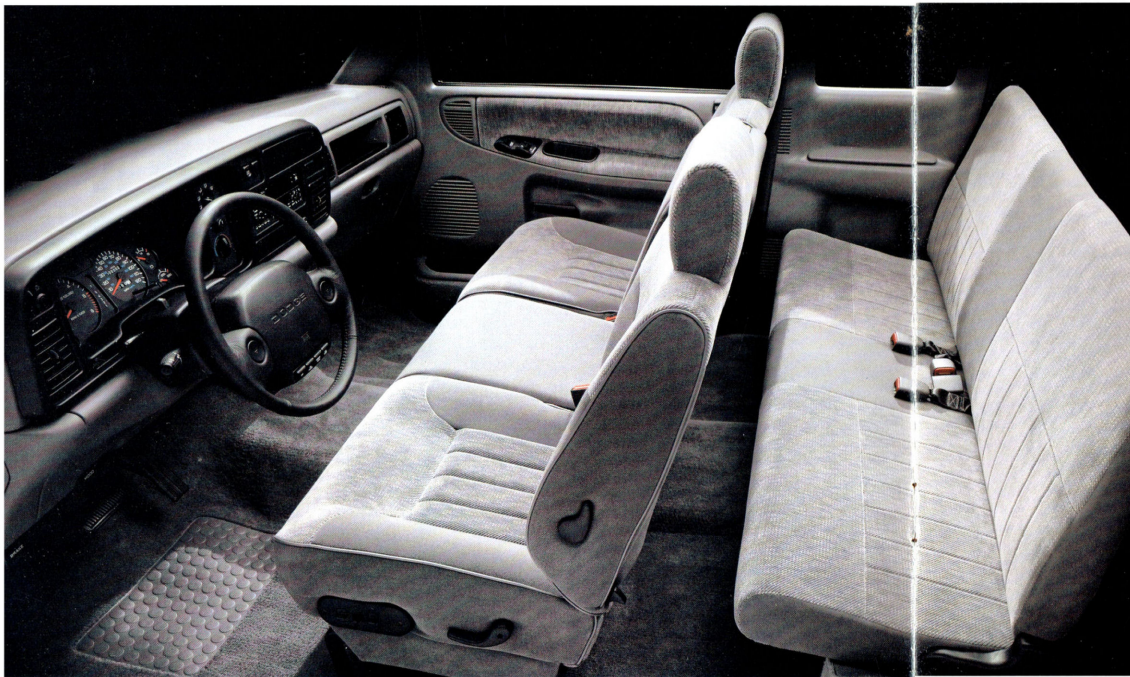
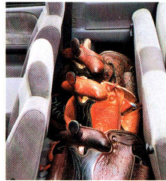
▼ **It's an office on wheels.** The wide center armrest/business console section of the Ram's available 40/20/40 seat (standard on Club Cab) provides generous storage for your laptop computer, cellular phone, pens and pencils, legal pad, cassette tapes, CDs, maps and papers, and much more. A thick, foam-padded inner lining holds items securely even with the console upright.

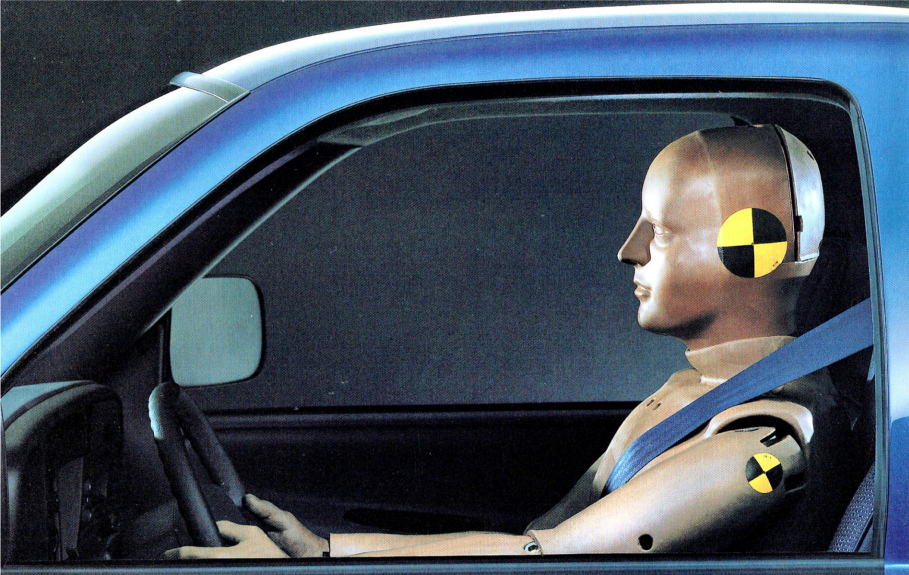
▼ The Dodge Ram ST and SLT regular cab models include a behind-the-seat storage system, including a cab-width floor tray plus height-adjustable bins and cargo net. Generous room is made possible by Ram's longer cab, offering 13 inches of floor space behind the seat, even while the seat is positioned all the way back.

▼ Entering a Ram Club Cab's rear seat is simple thanks to front seats that slide forward 7.5 inches.



▼ Fold up Ram Club Cab's rear seat cushion to reveal 48.5 cubic feet of cargo space.





“... Dodge broke all the rules for the right reasons.”

—SPORT TRUCK

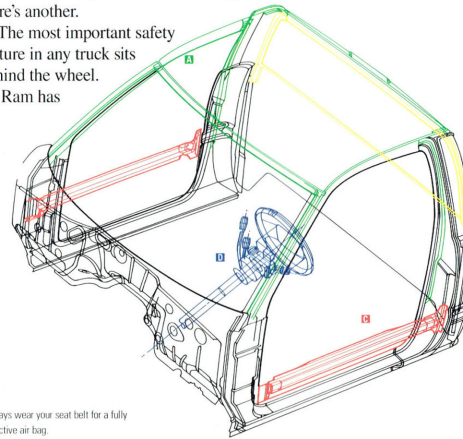
Standard driver-side air bag.* Standard rear-wheel ABS (four-wheel ABS is available). High-strength steel side-guard door beams. Center high-mounted rear stoplight. Double-walled steel roof. Patented boxed front frame. Collapsible steering column.

All in all, we crash-tested a truckload of Rams to study occupant protection and further refine its many safety systems. No other pickup offers more safety than Dodge Ram.

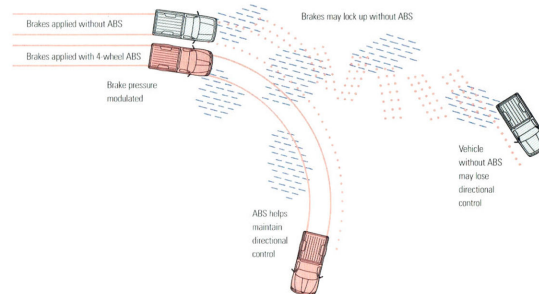
That's one way to see it. Here's another.

The most important safety feature in any truck sits behind the wheel. So Ram has

advantages like quick-ratio, variable-assist power steering for quick avoidance. Key instrumentation is positioned a mere glance away. Even the cup holder was placed where you can quench a thirst without your eyes leaving the road. Excellent overall visibility results from chair-high seating and a generous window glass area with unobstructed sight lines. This “command of the road” design makes you a better driver, which makes Dodge Ram a better truck.



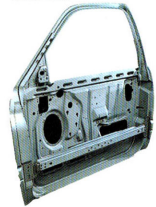
*Always wear your seat belt for a fully effective air bag.



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



B Rear window glass is convex to minimize glare produced by flat windows.



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

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



A Standard front disc/rear drum brakes with rear-wheel antilock include sliding caliper front discs and larger, thicker rotors and drums.

◀ 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.

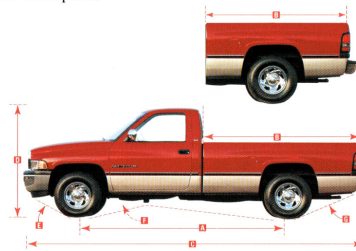
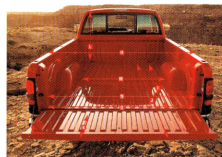


“Behind its aggressive appearance is a solid, powerful pickup that’s all business where it counts . . .” —MOTOR TREND

The most available payload and the most available power. Not something most trucks can say, but something you might want to ask when it’s time to job-rate a truck.

We can sum up our philosophy on job-rating in one word — overengineered. Because if components, and the truck they’re in, are going to offer years of reliable service, they should absolutely meet or exceed all job requirements.

We know that you can’t always find a weight scale, so we didn’t miss any opportunities to make Ram more truck than you need. A one-ton dually needs more beef than its half-ton brother, so it gets more than bigger springs in back. The frame, brakes, transmission, entire driveline, and cooling system are upgraded to match. A truck is only as good as its weakest part. In the case of Ram, there simply are no weak parts.



Dodge Ram Pickup Dimensions

Models 4x2/4x4	Regular Cab				Club Cab			
	1500	2500	3500 DRW		1500	2500	3500 DRW	
1 Wheelbase	119	135	135	135	139	155	155	155
2 Box Length (ft)	6.5	8.0	8.0	8.0	6.5	8.0	8.0	8.0
3 Overall Length								
— Without rear bumper	199.9	226.1	226.1	226.1	220.1	240.1	240.1	240.1
— With rear bumper	204.1	224.1	224.1	224.1	224.0	244.0	244.0	244.0
4 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	72.8/77.2
5 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	26.1/33.7	26.1/33.4
6 Breakover Angle (Degrees)	18.4/20.9	17.9/18.8	17.6/18.4	19.4/23.5	16.7/18.4	15.8/17.1	19.2/23.0	18.1/21.3
7 Departure Angle (Degrees)	23.9/27.2	21.9/24.8	22.8/26.2	24.3/29.1	23.8/26.9	21.8/24.7	26.0/31.0	24.6/28.9
8 Maximum Width At Outside Of Fender	79.4	79.4	79.4	83.8	79.4	79.4	79.4	83.8
9 Overall Length Of Box	82.0	102.2	102.2	102.0	82.0	102.2	102.0	102.2
10 Front Of Box To End Of Open Tailgate	95.9	120.0	120.0	120.0	95.9	120.0	120.0	120.0
11 Tailgate Height	19.4	19.4	19.4	19.4	19.4	19.4	19.4	19.4
12 Box Floor To Top Of Cab	42.3	42.3	42.3	42.3	42.3	42.3	42.3	42.3
13 Width Between Wheelhouses	50.0	50.0	50.0	50.0	50.0	50.0	50.0	50.0
14 Maximum Width At Floor	64.2	64.2	64.2	64.2	64.2	64.2	64.2	64.2
15 Maximum Width Opening	60.4	60.4	60.4	60.4	60.4	60.4	60.4	60.4

Note: All dimensions in inches unless otherwise noted.

◀ **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 covers. Rear tie-downs are high-strength “U” brackets bolted to the base of each rear box corner.



▲ Dodge Ram 2500 HD shown in Emerald Green and Light Driftwood Satin Glow



▲ The Ram cargo bed is a versatile system of work features engineered for a variety of cargo hauling needs. Box side indentations hold 2" x 8" supports, creating a second level for two-tier loading. Pockets in the box sides allow insertion of vertical stakes for tall loads.



▲ Dodge-exclusive cargo bed provisions support 2" x 8" bulkheads that divide the bed into three loading compartments to prevent loads from shifting, and to separate and organize cargo.



Dodge is pushing the technology envelope with a CNG option on the 5.2L V8. It is targeted for certification by the California Emissions Board.

▼ From top left clockwise: the 5.2L Magnum V8, 5.9L Magnum V8, 8.0L Magnum V10, Cummins Intercooled Turbo Diesel and the 3.9L Magnum V6.

"Godzilla lives here."

—FOUR WHEELER

Forget Tokyo. If you want fire-breathing torque, meet the monstrous gas truck engines from Dodge. Meet the Magnums.

From an efficient 3.9L V6 to the unstoppable 450 lb-ft of torque delivered by the 8.0L V10, every Magnum engine shares the kind of stump-yanking,

highway-hauling torque curve that every full-size truck should deliver without fail.

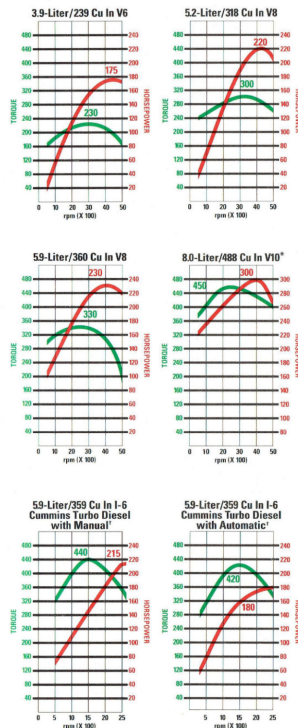
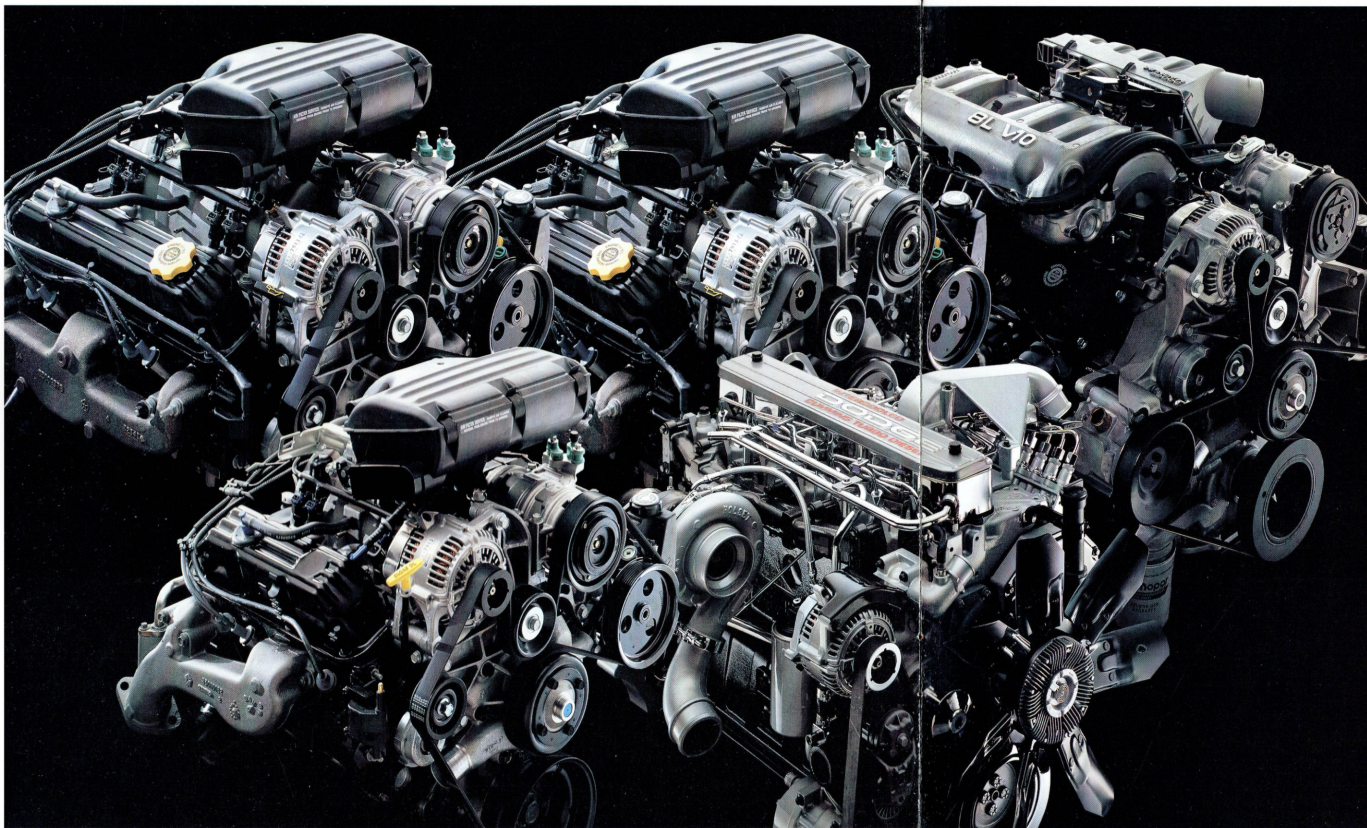
Better yet, Magnum offers a healthy dose of durability to boot as exemplified by the following features: single serpentine accessory drive belt, sequential multipoint electronic

fuel injection, heavy-duty powdered metal fulcrums on rocker arms, ten-bolt rocker arm covers, and silicone gaskets for long-term sealing.

Need the high-torque, high-efficiency of diesel power? Ram's available Cummins Intercooled Turbo Diesel offers the most torque in the light-

duty truck business. This is a true diesel I-6 design, not a V8 gas conversion. On average, a Cummins diesel will need its first scheduled overhaul around 300,000 miles. Keep hauling.

So choose your Ram. Because any 400-foot reptile can level a city. Hauling it away is best left to Dodge.



* Federal ratings shown. California rating to be determined.

† In January 1996 the horsepower and torque figures shown for the automatic transmission will also be shown for the manual transmission in California.

Magnum engines feature:

- Sequential multipoint fuel injection (SMPI)** delivers fuel to each cylinder through its own injector for immediate throttle response.
- Progressive-bore throttle body** increases bore diameter and airflow for more horsepower.
- Durable, lightweight aluminum intake manifold** to pull in huge volumes of air.
- High-flow exhaust manifold** with large cross sections for maximum exhaust flow characteristics.
- Short-stem valves**, so all airflow is quicker into the combustion chamber.
- Powdered metal rocker arm fulcrums** increase durability.
- Extra-thick rocker arm covers** with silicone gaskets are held in place by ten bolts for better sealing.
- Serpentine belt accessory drive** with an automatic tensioner for less maintenance and reduced engine vibration.
- Heavy-duty spark plug wires** increase conductivity and heat resistance.
- High-flow water pump** for more maximum engine cooling.

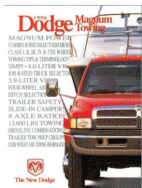
▼ The optional Trailer Towing Group consists of a Class IV platform hitch receiver, heavy-duty flasher and convenient wiring harness.



▲ A fifth-wheel hitch puts a weight directly above the rear axle, maximizing Ram's unsurpassed towing capacity and increasing maneuverability.



▲ Ram's power train includes a rugged, heavy-duty cross-bolted universal joint and the only use of the hybrid Dana model 80 rear axle in a pickup truck.



▲ For complete towing information on Dodge Ram, consult the Magnum Towing catalog.

“... it gobbled great chunks of 8 percent grade with relentless appetite.” —TRAILER LIFE

If you're going to offer one of the world's most powerful overall line of truck engines, it's a good idea to make sure the trucks around them share the philosophy—offer the highest payloads of any 4x2 or 4x4 trucks on the road. A massive, high-strength 36,000-psi steel frame becomes the backbone of “Ram Tough,” boasting boxed front crossmembers and an “H”-shaped main rear crossmember to resist twisting and bending under heavy loads. This design also helps protect passengers in the event of a collision.

4x4 models offer Ram-Trac shift-on-the-fly four-wheel drive. No stopping. No backing up. Simply engage and keep going. Underneath, available skid plates and heavy-duty components give matching substance to Ram's intimidating stance.

Choose the 47RE heavy-duty automatic four-speed

overdrive transmission with an electronically controlled torque converter clutch. Or select the NV4500 heavy-duty five-speed manual transmission (one of three manuals available) with a 12.3-inch clutch. NV241HD transfer case is available on 2500 HD models with a V10 or diesel engine. It is standard on all 3500 models.

A Dana 80 rear axle is available on 2500 HD models with a V10 or diesel engine and manual transmission and standard on 3500 models.



▲ Ram has the most available towing capacity of any pickup, gas or diesel.

► Dodge Ram 3500 Dually regular cab with V10 power hauls the equally impressive V10 Dodge Viper.

Power Train Specifications			MANUAL TRANS			AUTOMATIC TRANS		
MODEL	ENGINE	4x4 TRANSFER CASE	5-SPEED OD NV3500	5-SPEED OD NV4500	5-SPEED OD HD NV4500 HO	4-SPEED OD 42RE	4-SPEED OD 46RE	4-SPEED OD 47RE
1500	3.9L Magnum V6 [®]		S			0	0 [®]	
	5.2L Magnum V8	NV231	S [®]				0	
	5.9L Magnum V8	NV231					0	
2500	5.2L Magnum V8	NV241		S			0	
	5.9L Magnum V8	NV241		0			0	
	5.9L Magnum V8	NV241 [®]		S			0	
2500 HD	8.0L Magnum V10	NV241 [®]			0			0
	5.9L Cummins Turbo Diesel	NV241 [®]			0			0
	5.9L Magnum V8	NV241 HD		S			0	
3500	8.0L Magnum V10	NV241 HD						0
	5.9L Cummins Turbo Diesel	NV241 HD			0			0
					0			0

S = Standard. 0 = Optional. [®]4x2 regular cab only. [®]Available only with anti-spin differential.
[®]Optional on 4x2 regular cab. [®]NV241 HD transfer case is available at extra cost.



Ram Pickup Standard Features and Options



Claret Pearl Coat (available with Driftwood or Quartz interior)



Flame Red Clear Coat (available with Driftwood or Quartz interior)



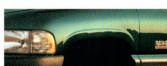
Light Driftwood Satin Glow (available with Driftwood or Quartz interior)



Moss Green Pearl Coat (available with Driftwood or Quartz interior)



Light Kiva Pearl Coat (available with Driftwood or Quartz interior)



Emerald Green Pearl Coat (available with Driftwood or Quartz interior)



Aqua Pearl Coat (available with Driftwood, Spruce or Quartz interior)



Brilliant Blue Pearl Coat (available with Quartz interior)



Black Clear Coat (available with Quartz or Driftwood interior)



Bright White Clear Coat (available with Driftwood, Quartz or Spruce interior)

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

WS	LT	ST	Laramie	SLT
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●

Standard Features—All Models

Air Bag[®]—Driver-side
 Alternator—81-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 with starter interlock
 Cup Holders—Dual instrument panel mounted
 Electronic Ignition System
 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

WS	LT	ST	Laramie	SLT
0	0	0	P	Air Conditioning
S	0	0	0	Air Dam—Front (standard on 1500 models)
0	0	0	0	Axle—Antispin differential (specific ratios only)
0	0	0	0	Brakes—Four-wheel ABS
S	S			Bumper, Front—Painted with step pad
	P	P		—Bright with black step pad
0	0			Bumper, Rear—Step-type, painted with pad
	P	P		—Step-type, bright with pad
0	0	0	0	Camper Package (2500 and 3500 models)
0	P	P		Cargo Light—Integrated with center stoplight
0	0	0	0	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	0	0	Floor Covering—Heavy-duty black rubber mat
	P	P		—Premium carpeting
		0		Fog Lights
0	0	0	0	Glass—Sliding rear window with solar shading
S				Grille—Painted
	S	S		—Bright
0	0	0	0	Heater, Engine Block
0	0	0	0	Heavy-Duty Service Group
0	0	0	P	Insulation—Hood Inner Panel
0	0	0	0	Lights—Cab clearance option on 1500/2500 models (standard on 3500)
0	0	P		Light Group—Interior upgrade including overhead console and cargo light
0	0	0	0	Mirrors—6" x 9" dual power, remote—Bright (standard on 3500 models)

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, 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

[®] Always wear your seat belt for a fully effective air bag.

WS	LT	ST	Laramie	SLT
0	0	0		—7" x 10" dual wide-mounted
0	P			Moldings—Lower bodyside with bright insert
0	0	0		Paint—Two-tone treatment, lower bodyside
	0	0		—Two-tone treatment, center band
0	0	0		—Two-tone treatment, "Waterfall" (3500 models)
	P			Power Windows and Door Locks
0	S	S		Radios—AM/FM stereo with clock (two speakers)
0	0	P		—AM/FM stereo with cassette and clock (four speakers)
	0			—Premium AM/FM stereo, with cassette and clock, six Infinity speakers, seek-and-scan, graphic equalizer
	0			—Premium AM/FM stereo with CD player and clock, six Infinity speakers, seek-and-scan, graphic equalizer
0	0	0		Radio Speakers—Four speakers for use with AM/FM stereo radio
S	S			Seats—Regular cab models: Heavy-duty vinyl bench: with fixed integral headrests for outboard seating positions and a folding seatback
	0	0		—Regular cab models: Deluxe cloth bench with fixed integral headrest for outboard seating positions and a folding seatback
	0	0		—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
	0	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
	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
	0			Seat—Six-way power, driver-side
S	S			Seat, Rear—Club cab models only, three-passenger bench available in trim matching front seat
0	0	0		Snow Plow Preparation Group (1500 regular cab 4x4 models only)
0	0	0		Snow Plow Preparation Group, Heavy-Duty (2500 HD, 3500 regular cab 4x4 models)
0	0	P		Speed Control and Tilt Steering Group
	0	0		Sport Appearance Group (short bed only)
0	P			Steering Wheel—Leather-wrapped
	P	P		Storage, Behind-Seat—Includes storage tray and modular system
0	P			Tachometer
S	S			Tires—1500: P225/75R16 BSW all-season (set of 5)
	0	P		—1500: P245/75R16 BSW all-season (set of 5)
	S			—1500 4x4: LT225/75R16 BSW all-season (set of 5)
	0	P		—1500 4x4: LT245/75R16 BSW all-season (set of 5)
		0		—1500 4x4: LT265/75R16 OWL all-terrain (set of 5)
	S			—2500 4x2: Club Cab LT245/75R16 all-season (set of 4)
S	S	S		—2500: LT225/75R16 BSW all-season (set of 4)
S	S	S		—3500: LT215/85R16 BSW all-season (set of 6)
0	0	0		Tire Upgrades—Ask dealer for details
0	0	0		Trailer Tow Group
0	0	0		Transfer Case—NV241 HD available on 2500 HD models only
	0			Travel Convenience Group
S	S			Wheel Trim—1500/2500: Argent steel road wheels with black hub center caps (16" x 7")
	0	P		—1500/2500: Argent steel road wheels with bright trim rings (16" x 6.5")
	P			—1500 Cast Aluminum road wheels (16" x 7.0")
	P			—2500: Chrome styled steel road wheels (16" x 7/16" x 6.5")
S	S	S		—3500 DRW: Argent steel road wheels (16" x 6")
0	P			—3500 DRW: Argent steel road wheels with bright hub center and wheel skins (16" x 6")

S = Standard. 0 = Optional. P = Package.

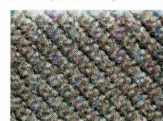
About this catalog: Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details.

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

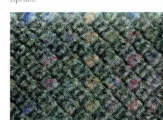
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Driftwood (Laramie SLT only)



Spruce



Quartz



1 Premium cloth 40/20/40 split-bench seat.

2 Deluxe cloth 40/20/40 split-bench seat.

3 Heavy-duty vinyl 40/20/40 split-bench seat.

4 Heavy-duty vinyl bench seat.

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