



DODGE
GRAB LIFE BY THE HORNS



2004 **RAM 1500**

INTIMIDATION FACTOR

Intimidation. It's what happens to "toy" truck drivers when they see a 345 hp HEMI® Ram 1500 in their mirror.

Check out the bold look and powerful performance of Dodge Ram 1500.

- Interior and Exterior Features
- Color Options
- Design & Technology
- Model Specifications

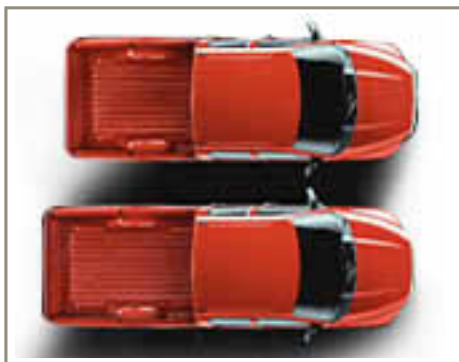
For more information, please visit www.dodge.com/ram_1500



HEMI ENGINE

The available 5.7-liter HEMI® Magnum® V8 is arguably the most significant V8 production power plant on Earth. And for the sake of argument, consider the efficiency advantages of its design - like 100 more horsepower and 10% more fuel efficiency than its predecessor*. Also consider how this exclusive power plant design is still used in Top Fuel dragsters. All that and it's logged over 5-million customer equivalent miles.

*14 city/18 highway for Ram 1500 4x2.



WHEELBASE

Choose from a long or short wheelbase. The short wheelbase affords you a 6'3" box while the long wheelbase gives you a spacious 8 feet of room.

HAULING

Ram 1500 combines 4x4 independent front suspension with rack-and-pinion steering and an optional electric transfer case to provide you one of the best handling trucks on - or off - the road.



QUAD CAB

Four full size doors that open to almost 90°. Room for six. Tons of storage, including an available center armrest that doubles as a business console. With so many common-sense features, it's no wonder Ram 1500 has the best-in-class* interior space. And don't think that compromises payload space - you get your choice of two full-size cargo beds (6'3" and 8').

*Based on Automotive News full-size pickups, light-duty models.



7-year or 70,000-mile limited warranty* on the powertrain, the hardest working parts of our vehicles. And that's in addition to our 3-year or 36,000-mile basic limited warranty.

It even includes towing assistance† for the full 7/70. Another nice thing: since it's transferable, it can add extra value at trade-in time. A deductible applies to the 7-year or 70,000-mile powertrain limited warranty.

* See dealer for a copy of this limited warranty. Transferable to second owner with fee. A deductible applies.

† Administered by Cross Country Motor Club, Inc., Boston, MA 02155.

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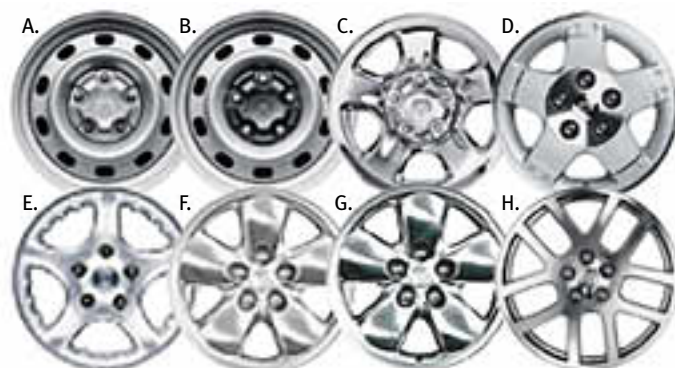


RAM 1500 COLOR OPTIONS

AVAILABLE EXTERIOR COLORS



Ram 1500 SLT shown. Not all colors available on all models.



WHEEL OPTIONS

- A. 17" drop center steel wheel with Argent center cap. Standard with ST on 1500 models.
- B. 17" drop center steel wheel with black center cap. Available with Work Special Group on 1500 models.
- C. 17" chrome-clad steel wheel. Standard with SLT and Laramie, available with ST on 1500 models.
- D. 17" cast aluminum wheel. Available with SLT on 1500 models.
- E. 17" forged aluminum wheel. Available on 1500 4x4 only for Off-Road Group.
- F. 20" polished aluminum wheel. Available with SLT on 1500 SWB models.
- G. 20" Chrome-Clad aluminum wheel. Available with SLT and Laramie on 1500 SWB models.
- H. 22" forged aluminum wheel. Standard with SRT-10



AVAILABLE SEAT COLORS

- A. Sutton Grain Vinyl in Dark Slate Gray. Available in Taupe on ST.
- B. Chicago Cloth in Taupe. Available in Dark Slate Gray on ST.
- C. Boulder Cloth in Dark Slate Gray. Available in Taupe on SLT.
- D. Sutton Grain Leather in Taupe. Available in Dark Slate Gray on SLT and Laramie.
- E. Suede insert in Slate Gray on Laramie and SRT-10. Available in Dark Taupe on Laramie. Anniversary Edition in Medium Slate/Pastel Slate Gray.

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VR INTERIOR DESIGN

Before they think about building a mock-up, our engineers climb in to a virtual vehicle and try it out. They see if everything is comfortable and within reach. If not, corrections are made early in the development process.

To keep the virtual feel alive, Ram 1500 has a new available navigational radio this year plus UConnect™ to help keep you in touch without losing touch of the wheel.

INTERIOR ROOM

Ram 1500 comfort comes from best-in-class interior space for all 1500 Regular and Quad Cab models. This and the sumptuous leather and Preferred Suede® trim of Ram Laramie with space for a laptop computer contradicts Ram's tough and rugged DNA. But hey, when you're roughing it, you might as well do it in style.

Remember to properly secure all cargo.

STORAGE

It used to be you couldn't fit anything other than yourself and a passenger in a truck's cab. Not anymore. Ram 1500 features best-in-class behind-the-seat storage for Ram 1500 Regular Cab and the unique fold-flat steel floor in Quad Cab.

Remember to properly secure all cargo



AUDIO

Available steering wheel mounted audio controls give you easy access to the new, optional six-disc in-dash CD AM/FM radio that gets its sound belted out through available seven Infinity® speakers.



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RAM ST

ALL RAM MODELS INCLUDE THESE FEATURES:

- Next Generation multistage driver and front-passenger air bags*
- Air conditioning
- Folding center armrest
- 4-wheel disc brakes with rear-wheel ABS
- Child Seat Anchor system (LATCH)
- Vinyl floor covering
- Front cup holders
- Chrome surround grille (1500 only)
- Manual 6"x 9" exterior mirrors
- Day/night manual rearview mirror
- Driver and front-passenger height-adjustable shoulder belts
- Rear three-point shoulder belts (Quad Cab®)
- Vinyl 40/20/40 split-bench front seat
- Cassette stereo sound system with 4 speakers
- Full-size spare tire
- Power-assisted rack-and-pinion steering (all 4x2 and 1500 4x4)
- Power-assisted recirculating ball steering (2500/3500 4x4)
- Tilt steering column
- Behind-seat storage (regular cab); underseat storage (Quad Cab)
- Sliding sun visors
- Heavy-duty front and rear suspension with shock absorbers and front stabilizer bar
 - Front, independent coil spring (4x2 models)
 - Front, independent torsion bar (4x4 models)
 - Rear, longitudinal leaf springs
- Tailgate
- Fixed rear window
- 6'3" or 8' Full-size boxes

2500/3500 MODELS ONLY:

- 700-amp battery
- 4-wheel disc antilock brakes
- Dark Gray surround grille

* Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under should only be in the front seat with the passenger air bag turned off in regular cab, or in the backseat in Quad Cab, correctly using an infant seat, child restraint system, or a seat belt positioned correctly for the child's age and size.

RAM SLT

INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVEL EXCEPT WHERE ADDITIONS ARE NOTED:

- Business console/center armrest
- Overhead console with trip computer
- Power door locks
- Carpet floor covering with front floor mats
- Chrome surround grille (2500/3500)
- Map pocket
- Front and rear cup holders (rear Quad Cab only)
- Dual power heated 6"x 9" exterior mirrors
- Passenger visor vanity mirror
- Remote keyless entry
- Cloth 40/20/40 front split-bench seat
- CD player sound system with 4 speakers
- Speed control
- Power windows

RAM LARAMIE

INCLUDES THE STANDARD EQUIPMENT OF THE PREVIOUS TRIM LEVELS EXCEPT WHERE ADDITIONS ARE NOTED:

- Air conditioning with Dual Zone Temperature Control
- 4-wheel disc antilock brakes (1500)
- Fog lamps
- Chrome grille with chrome billets
- HomeLink® Universal Transceiver
- Light Group — includes lamps for switchable dome, cup holder, ashtray, underhood and vanity mirror
- Rear fold-out flat load floor (Quad Cab models)
- Auto-dimming rearview mirror
- Chrome bodyside moldings
- Power adjustable pedals
- Auxiliary power outlet in business console
- Satin Silver interior accents
- 6-way power driver's seat
- 6-way power driver and front-passenger seat (Quad Cab)
- Leather-trimmed 40/20/40 front split-bench seat with Preferred Suede® trim
- Rear 60/40 split-bench seat (Quad Cab)
- Security Alarm
- Sentry Key® Theft Deterrent
- In-dash 6-disc CD changer
- Steering-wheel mounted audio controls
- Infinity™ Sound System
- Leather-wrapped steering wheel
- Front-seat center cushion storage
- Electric-shift transfer case (4x4)
- Sliding rear window with deep-tint glass

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RAM SRT-10

- 8.3L V10 Viper engine
- 6-speed manual transmission with Hurst shifter
- Stamped steel hood with scoop
- 22" polished aluminum wheels
- Pirelli P305/40R22 BSW performance tires
- Dual exhaust
- Unique leather-trimmed seating
- Lowered ride height (.75" front and 2.75" rear)
- 508-watt Infinity Sound System
- Removable rear spoiler

RAM OPTIONS

APPLIES TO ALL TRIM LEVELS UNLESS OTHERWISE NOTED:

- Supplemental side-curtain air bags*
- Bedliner
- 4-wheel disc antilock brakes (1500 ST, SLT)
- Rear window defroster
- Fog lamps (SLT)
- Trailer tow mirrors
- Auto-dimming rearview mirror (SLT)
- Two-tone paint
- Power adjustable pedals (SLT)
- In-dash 6-disc CD changer (SLT)
- UConnect™ Voice-Activated Hands-Free Communication System (SLT, Laramie, SRT-10; late availability)
- GPS navigation radio with CD player (SLT, Laramie, SRT-10)
- Tow hooks
- Full-time electric-shift transfer case (1500 SLT, Laramie)
- Electric-shift transfer case (SLT)
- Sliding rear window (ST, SLT)

OPTION GROUPS

- **Light Group** — includes lamps for switchable dome, cup holder, ashtray, underhood and vanity mirror
- **1500 Off-Road Group** — includes 3.92 axle ratio with antispin rear differential, off-road tires, front suspension and transfer case skid plates, red-painted front and rear shocks, Off-Road decals, tow hooks and fog lamps
- **2500/3500 Off-Road Group** — includes 4.10 axle ratio with antispin rear differential, off-road tires, fuel tank and transfer case skid plates, red-painted front and rear shocks, Off-Road decals, tow hooks and fog lamps
- **Protection Group** — includes tow hooks and skid plates
- **Security Group** — includes security alarm and Sentry Key
- **Sport Appearance Group** — includes body-color front fascia and rear bumper, body-color grille and fog lamps
- **Trailer Tow Group** — includes Class IV hitch receiver, 7-pin ring harness and 700-amp battery (750-amp on 2500/3500)
- **Work Special Group** (1500 only) — includes Dark Gray grille surround, front fascia and rear bumper

* Always use seat belts. Children 12 and under should only be in the front seat with the passenger airbag turned off, or in a back seat, correctly using an infant or child restraint system or the seat belt positioned correctly for the child's age and size.

Choose the features you need, build the Ram you want with price and equipment at dodge.com/ram_truck

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