



2004 **RAM 2500/3500**

LIVING LARGE

Bigger is better. Especially when you're talking about Ram trucks that still rule the road as the most powerful and longest-lasting full-size pickups.

Check out the bold look and powerful performance of Dodge Ram 2500/3500.

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

For more information, please visit www.dodge.com/ram_2500_3500

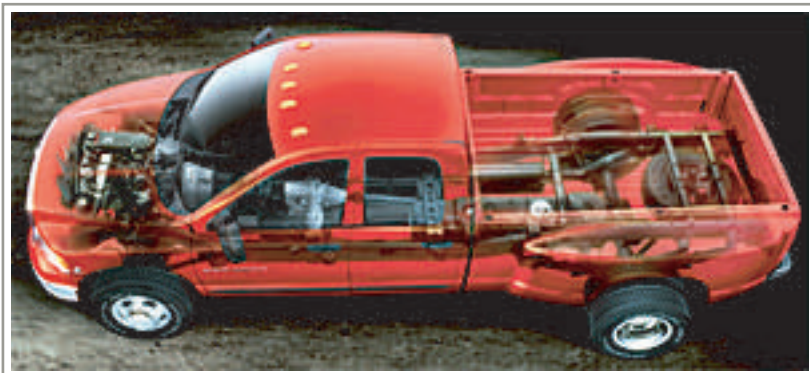
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For important information, go to www.dodge.com/universal/privacy.html

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RAM 2500/3500 FEATURES



HYDROFORMING

We've limited traditional stamping and welding on our truck frames - hydroforming is here. "Hydro what?" you say. In other words, Ram's bones are molded with highly pressurized water. This revolutionary manufacturing process is not only more cost effective, but the structural benefits kick some competitor butt:

- Greater strength and impact absorption
- Reduces the number of welds, adding even more durability
- Stronger and stiffer for a more solid feel
- Weighs less than stamped metal



SNOWPLOW

You need the most power possible when tackling those giant snowdrifts, icy driveways, snow-covered parking lots and rugged backroads. So having the most powerful heavy-duty truck on the road makes perfect sense.

Call BusinessLink at 1-877-2-THE-LINK to learn more.

TOWING

Whether you choose the short (6'3") box or the long (8') box, you can pull a whole haul of a lot with Ram Heavy Duty trucks. How much? Try up to 5,020 lbs. when properly equipped.



LONGEST LASTING

How can a new truck be the longest lasting? Simple. The Ram Heavy Duty trucks follow in a long line of Ram trucks that, after 20 years, are still on the road. This next generation of trucks adds the longest lasting brakes available and the ultra-durable HEMI® and Cummins® Turbo Diesel to the family tree.



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.

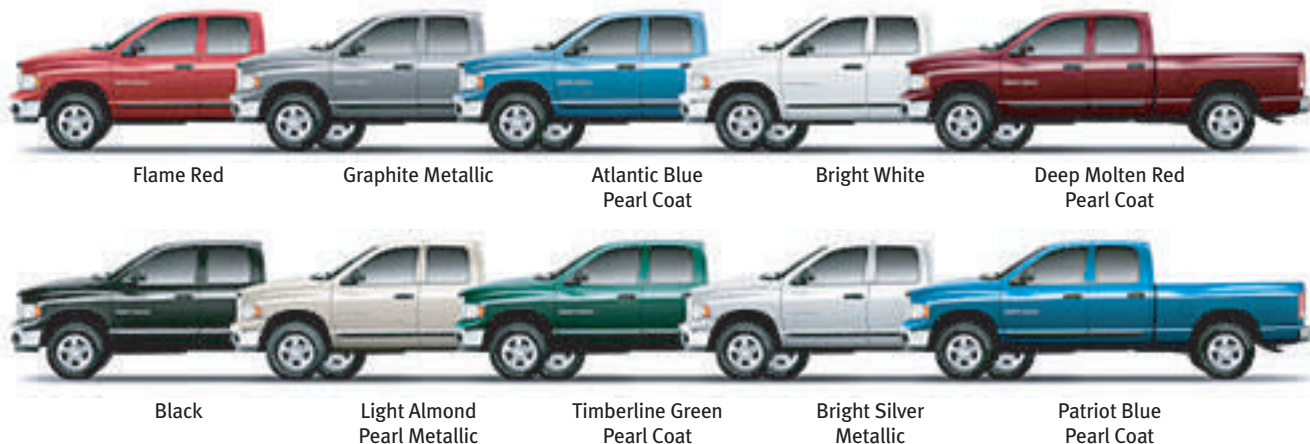
† Administered by Cross Country Motor Club, Inc., Boston, MA 02155.

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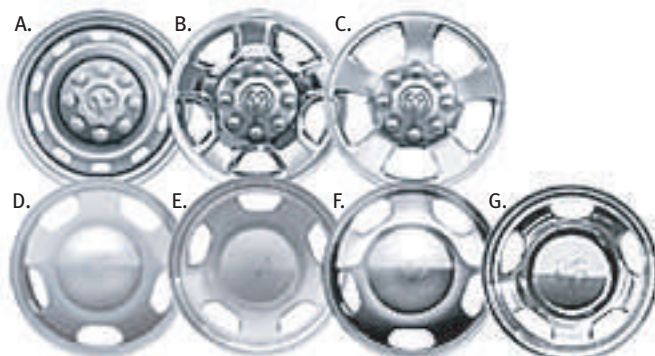


RAM 2500/3500 COLOR OPTIONS

AVAILABLE EXTERIOR COLORS



Ram 2500 SLT shown. Not all colors available on all models.



WHEEL OPTIONS

- A. 17" Argent Steel Wheel. Standard on ST 2500/3500 Single Rear Wheel models.
- B. 17" Chrome-Clad Steel Wheel. Standard with SLT and available with Laramie on 2500/3500 Single Rear Wheel models.
- C. 17" Cast Aluminum Wheel. Standard with Laramie and available with SLT on 2500/3500 Single Rear Wheel models.
- D. 17" Argent Steel Wheel. Standard on 3500 ST Dually (front axle).
- E. 17" Argent Steel Wheel. Standard on 3500 ST Dually (rear axle).
- F. Steel Wheel with Chrome Wheel Skins. Standard on SLT and Laramie. Available on ST Dually (front axle).
- G. 17" Steel Wheel with Chrome Wheel Skins. Standard on SLT and Laramie, available on ST Dually (rear axle).



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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4 DOORS

Rear doors that open 85 degrees separate the all-new Ram Heavy Duty Quad Cab® from the pack. An opening that wide makes entry and exit much easier than most other trucks. Plus, the doors are forward-hinged and feature high-strength door beams for increased side-impact protection.

Remember to properly secure all cargo.

INTERIOR

If you're talking interior conveniences, you're talking a Ram Heavy Duty Truck. For instance, if you have some cargo that can't go in the bed, easily store it in the rear of the cab with the available flat load floor accessible by Quad Cab® doors opening 85 degrees.

Remember to properly secure all cargo.



CAB SIZE

Loading up your gear is easy thanks to the space in a Quad Cab® or Regular Cab Ram Heavy Duty Truck. The Quad Cab® rear doors provide easy access so you can easily place your gear into the back. The Regular Cab offers ample storage space behind the front seats, too.

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.

For more information, please visit www.dodge.com/ram_2500_3500

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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