

1983 DODGE RAM PICKUPS





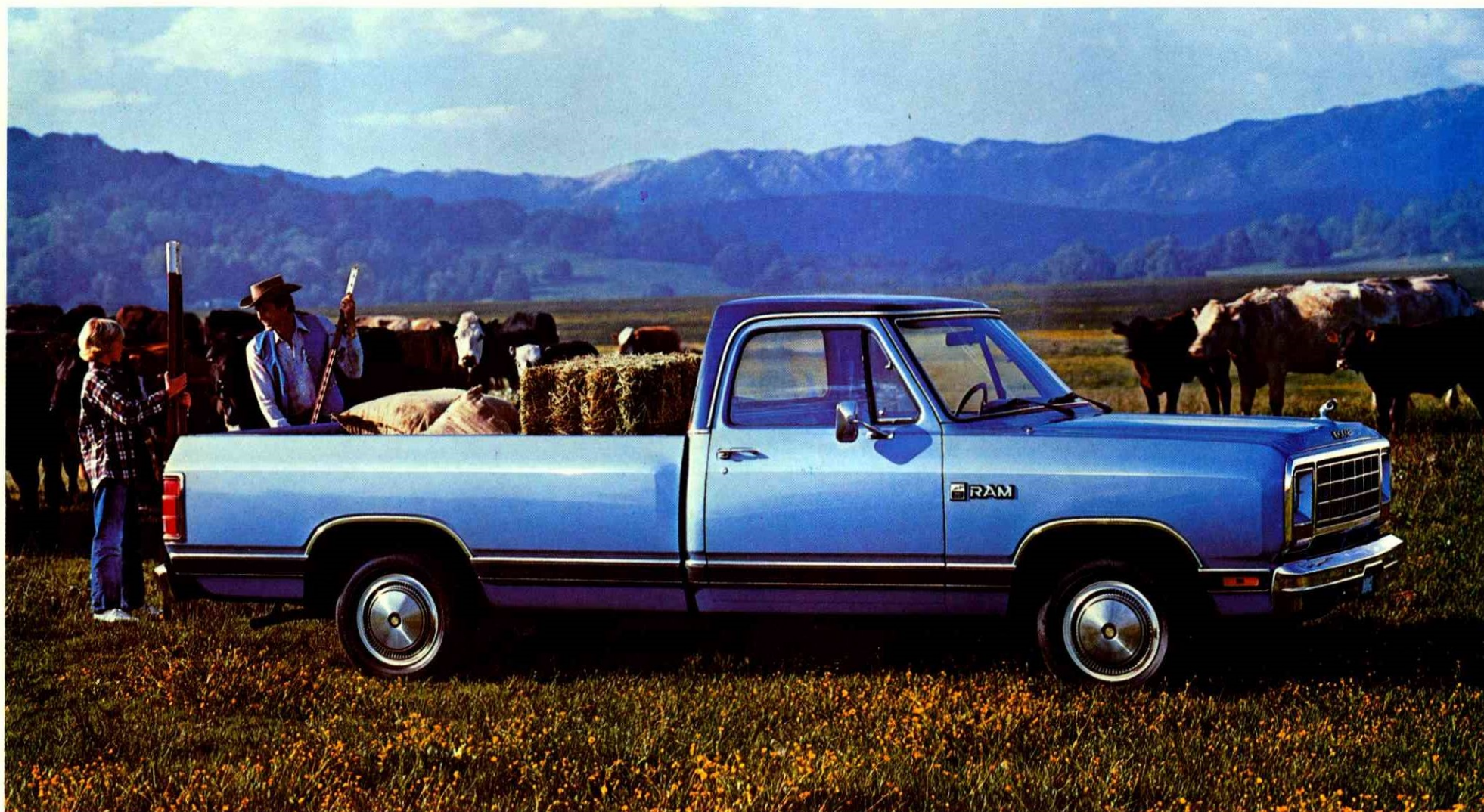
INTRODUCING DODGE RAM MISERS

Misers—the dollar-wise buy for the smart-money buyer . . . the 1983 Dodge Ram Misers are real inflation fighters—pickups that combine economy of operation with a low purchase price—all designed to deliver more value for your dollar. It only stands to reason that if you reduce unnecessary weight and use a 3.7 litre (225 cu. in.) Slant-Six engine, in a good power-to-weight ratio, you'll get better fuel efficiency.

Despite all their emphasis on basic transportation and haulability, Misers are still fine, quality-built machines. One look at the deluxe pleated vinyl bench seat, woodtone instrument panel, colour-keyed carpeting, bright

wheel covers and bodyside tape stripes is enough to convince you that it's far from a plain pickup.

Misers are also versatile performers, available in either four- or two-wheel drive. For those situations where off-road driving or rough terrain make extra traction a prerequisite, Ram Miser 4 x 4 may be exactly what you need to meet the challenge. Furthermore, its standard power steering is a great assist in getting the job done. Misers by Dodge . . . versatile economy that could prove to be the buy of the year.



1983 RAM PICKUPS . . . *versatile value*

Variety is never in short supply when you consider the full line of Dodge Ram Tough Pickups for '83. Payload ratings from 600 kg (1330 lb) to 2600 kg (5735 lb) plus the choice of four wheelbases and two cab styles (three-man or crew) allow you the flexibility to select a Ram Pickup that precisely suits your working needs. In addition, you can choose either a smooth-sided Sweptline or practical Utiline pickup box to do your hauling.

With Ram Pickups the excitement doesn't begin and end with cargo-carrying capacity alone. Equipped with the optional Royal or Royal SE Decor Package this pickup acquires a stately "look of luxury", uncommon in a utility vehicle. The Ram Royal (shown above), for example, reflects several unique appointments: full upper garnish trim, a Ram's head hood ornament, woodtone instrument panel and cloth-and-vinyl bench seat, to name but a few. See your Dodge Dealer for full details on the many other Ram Pickup Packages and components available. He'll be glad to show you why Dodge is the answer for versatile pickup value.



POWER RAMS—rugged and ready four-wheel versatility

Dodge engineers called upon many years of four-wheel-drive experience in developing one of the toughest pickups on Canadian roads today. From the ground up, the Power Ram is engineered to move people and loads over all kinds of difficult terrain, and do it with ease.

Built on a sturdy carbon steel frame and powered by a 3.7 litre (225 cu. in.) Slant Six engine [5.2 litre (318 cu. in.) and 5.9 litre (360 cu. in.) V-8 engines are also available], the Dodge W150 Power Ram has a 1633 kg (3600 lb.) capacity rear axle and a rugged leaf spring front suspension. Also standard is a 4-

speed, wide-ratio, manual transmission (Torqueflite 3-speed automatic is optional with eight-cylinder engines).

What you'll like most of all is Power Ram's automatic front locking hubs—simple to operate in the switch to and from four-wheel-drive. To engage four-wheel-drive, simply stop the vehicle, put the transmission in neutral, shift the transfer case to 4WD, and move ahead. The front wheel hubs lock automatically. To move back to two-wheel drive, stop, shift to 2WD, back up about 2 metres (6 feet), and the hubs unlock automatically.

See for yourself—test-drive a Dodge Power Ram for 1983!



CREW CAB—the crowd-pleasing cargo hauler

If the job requires getting your crew to those sites off the beaten track, or taking the family along, on a vacation trip, the Ram Tough Crew Cab can handle it. Lots of people, lots of cargo—they all fit in the Crew Cab with ease.

Six passengers ride in comfort in this handsome four-door, 2- or 4-wheel drive Sweptline pickup. It's available in two sizes and two cargo boxes.

Just as Dodge makes it possible for you to deal with greater passenger and cargo loads, it also offers increased power and traction capabilities. The standard 5.2 litre (318 cu. in.) 2-barrel, V-8 engine will do a yeoman job, but you also have more options . . . the 5.9 litre (360 cu. in.) with a 2-barrel or a powerful 4-barrel carburetor. Satisfying the crowd and carrying the load is Dodge's specialty with a Crew Cab!

GREAT INTERIORS!

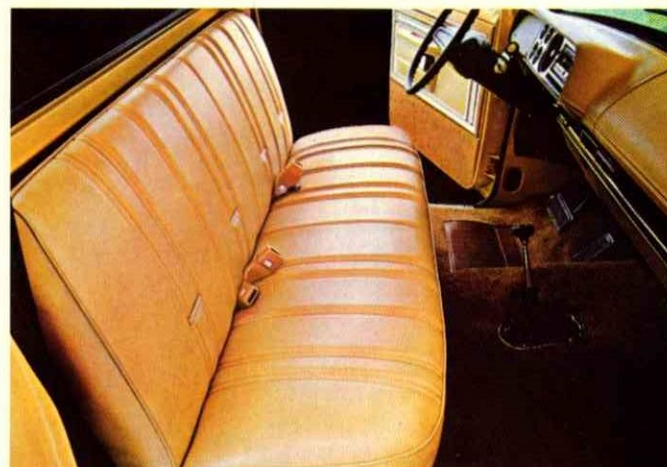
Instrument Panel. All Dodge Truck instrument panels feature neatly-clustered gauges designed to provide quick easy-to-read information and close-at-hand controls.

Seating Comfort. Whatever seat you select for a Dodge Truck, you are assured of comfort and durability. Several seating styles are available to suit individual tastes.

- A. The standard all-vinyl Custom Bench seat, that comfortably seats three, is available in four colours and has a standard folding back.
- B. A split-back Deluxe Vinyl Bench seat, in three colours, is standard on Custom Crew Cab models. This seat is also offered in four colour choices on 3-man cab models equipped with the optional Royal or Royal SE Packages.
- C. The Royal Bench seat, upholstered in eye-catching cloth-and-vinyl, is standard with the Royal Package and optional on Ram Custom. In 3-man cabs it comes with a folding back in three colours. On Custom Crew Cabs this bench comes in beige and includes a convenient split-back.
- D. The Royal SE Bench seat in deluxe cloth-and-vinyl is standard on Royal SE models. In 3-man models it comes with a folding back, in four colours. On Crew Cab models it is available in 2 colours, and has the split-back feature.



A



B



C



D

ENGINEERED TOUGH . . . TO STAY THAT WAY!

Nowhere is the Dodge reputation for engineering so evident as in a Ram Tough Truck. Because trucks must operate under conditions more rugged than most passenger cars and because they carry a heavy load, truck buyers deserve to know why we say Dodge Trucks are engineered tough . . . and built to stay that way.

Dodge begins with good ideas, a lot of experience, durable materials properly applied and careful workmanship totally committed to quality products. From grille to tailgate, from tire to roof, Dodge makes sure it's right.

Begin with a carbon-steel frame, reinforced for rigidity and stability. Then, suspension systems matched to the requirements of the truck—-independent front suspension on two-wheel-drive models, leaf spring front suspension on four-wheel-drive models. Axles job-rated to load specifications. Double-wall cab roofs and pickup boxes. Sound-deadening insulation. Engines designed to move the truck effectively and fuel-efficiently. Safety features and comfort and convenience features, too.

Your concern as a truck owner is threefold—to be sure the truck will hold and carry a proper load, to be sure driver and passengers ride in comfort and safety, and to be sure the truck will continue to work for you for a long, long time.

ENGINE

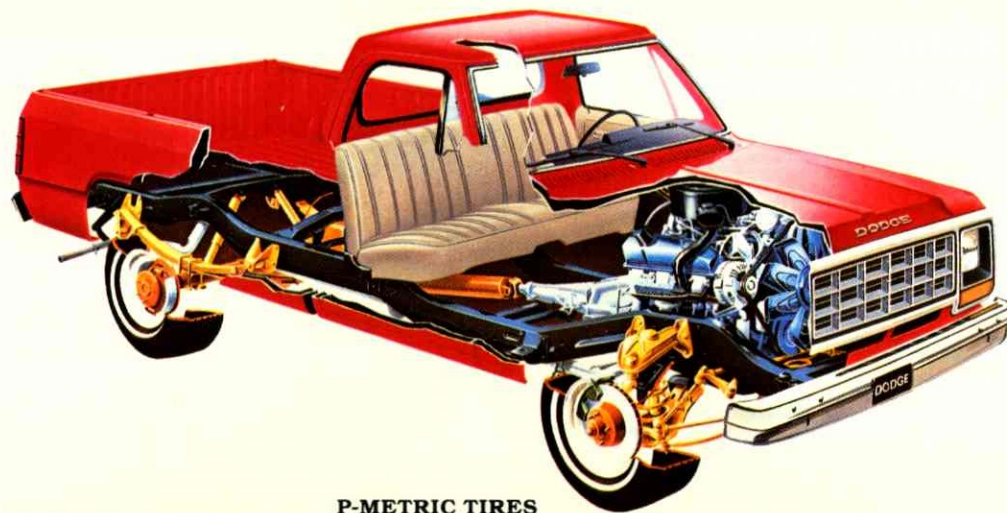
The 3.7 litre (225 cu. in.) Slant Six, 1-barrel engine is standard on D150 and W150 models with 2921- and 3327-mm (115 and 131 in.) wheelbases. It is also standard on D250s with a 3327 mm (131 in.) wheelbase. This engine with its 30-degree tilt cylinder block, tin plated aluminum alloy pistons and cast iron crankshaft has overhead valves and hydraulic lifters and gives remarkable performance and economy. Also standard with this engine is Chrysler's famous Electronic Ignition and Electronic Spark Control. For the 2177 kg (4800 lb.) GVW D150 Miser model with a 2921 mm (115 in.) wheelbase a special version of the 3.7 litre (225 cu. in.) engine with a 2-barrel carburetor, specially calibrated for optimum fuel economy is standard.

TRANSMISSION

A four-speed manual "overdrive" transmission is standard on D150 models with 2921 and 3327 mm (115 and 131 in.) wheelbases. The NP435 "wide-ratio" four-speed transmission is standard on D250 and D350 pickups. It is also standard on W150, W250 and W350 Power Rams. The 3-speed Torqueflite automatic transmission is an option on all models.

LOCK-UP TORQUE CONVERTER

For improved fuel economy, a lock-up torque converter is used on Torqueflite automatic transmissions with 3.7 litre (225 cu. in.) 6-cylinder and some 5.2 litre (318 cu. in.) V8 engines. With this device, you get direct mechanical drive soon after the transmission shifts into high gear and the elimination of slippage results in fuel savings at cruising speeds.



INDEPENDENT FRONT SUSPENSION

Standard on all two-wheel-drive models. This provides you with smoother rides, especially on bumpy roads or in off-road operation.

FRONT SPRINGS

Spring capacities on the front range from 590 kilograms (1300 lb.) on the D150 to an optional 869 kg (1915 lb.) on the dual rear wheel D350. Dodge toughness engineered in!

FRAME

The Dodge truck frame is built of 248 MPa (36,000 psi) carbon steel, cross-member reinforced for extra rigidity and stability. On all models, D150 through D350, the side rails drop for lower cab mounting—easier entry and exit.

REAR AXLE

Whatever model you choose, you have the assurance that your rear axle is job-rated to carry your load. Axles go all the way up to 3402 kg (7500 lb.) on the dual rear wheel D350 pickup.

REAR SUSPENSION

Sturdy rear leaf springs match load capacities recommended for your Dodge Ram Tough Truck. They range from 576 kg (1270 lb.) on D150 models to 1656 kg (3650 lb.) on dual rear-wheel D350 pickups.

P-METRIC TIRES

Radial tires (P-metric) are standard equipment on all D150 pickups. The advantage these tires have over bias-ply tires is reduced rolling resistance and better adhesion—that means improved fuel economy under normal driving conditions plus increased vehicle control, and better traction.

POWER FRONT DISC BRAKES

These easy-to-operate, fade-resistant, reliable front disc brakes are teamed with rear drum brakes to give you a dual braking system for sure and steady stops.

SHOCK ABSORBERS

Suspension-tuned to give you smooth riding and handling. They'll do the job, and then some!

STEERING

Manual steering is made easier with a recirculating steel ball design mechanism that reduces friction. Power steering is optional on all two-wheel-drive trucks and standard on Power Ram four-wheel-drive pickups.

STEERING COLUMN

Energy-absorbing and collapsible in the event of hard driver impact—a proven safety feature. And the column locks when you turn off the ignition and remove the key—discourages would-be thieves. Standard.

FUEL TANK

The standard tank has a 75 litre (16.5 Imp. Gal.) capacity. If your driving needs require a larger fuel supply, a 114 litre (25 Imp. Gal.) tank is available.

SWEPTLINE TAILGATE

Open and close with one hand as a result of convenient caliper latches. Simple to remove, too, and without tools. You'll like this convenience in Sweptline models.

BIG WINDSHIELD

Wide, deep and angled to reduce glare and reflection. It gives you a panoramic view of the road ahead. The rear window is also cab-wide for unrestricted rear-vision.

COOLING FAN DRIVE

All pickups equipped with either 8-cylinder engines or 6-cylinder engines with air conditioning feature increased engine cooling. A torque controlled fluid-drive fan that delivers maximum effect without wasting engine power is the brainchild behind this innovation.

MAINTENANCE-FREE BATTERY

A 370 amp. maintenance-free battery provides reliable starting power regardless of the weather. Because its completely sealed you never have to worry about fluid levels.

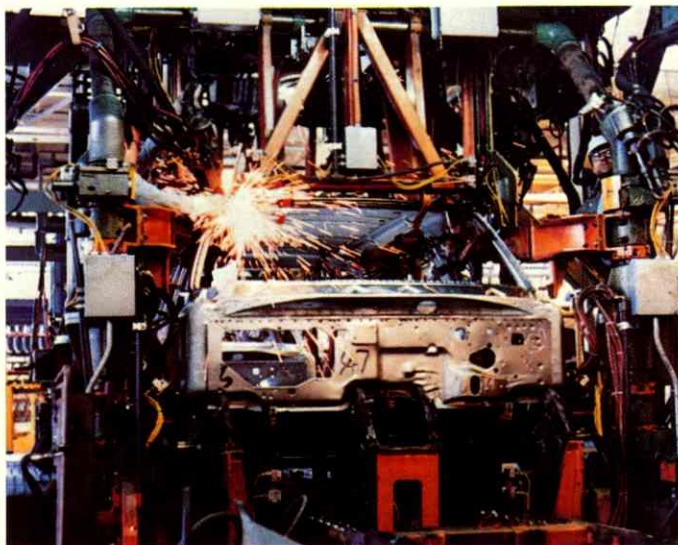
CORROSION PROTECTION DODGE STARTS YOU RUST-FREE . . . TO STAY RUST-FREE

Pickup trucks generally take a beating . . . and that's particularly true in a hard Canadian winter. Follow most pickups and you'll see evidence of rust on most of them. Dodge says that doesn't have to be so, and here's what you'll find in Dodge Ram Tough Trucks . . .

First, a generous use of galvanized steel in the underbody and in strategic hidden and inner surfaces. It's in the pickup box sidewalls, for instance. You'll also find it in the wheel wells and the tailgate, because those are spots where water normally splashes and clings. So Dodge begins with metal that is already protected against the ravages of rust.

But that's only the beginning. Cab and box are washed and cleaned in a dip-and-spray process that not only eliminates rust potential but also leaves a protective film. Then all parts are primed and coated with a high-gloss acrylic enamel paint that is designed to last long and stay looking like new. And if you were to look carefully at a Sweptline box, you'd notice there are no exposed bolts to invite rust.

Rust protection has long been a Dodge characteristic. Now it's more than that . . . it's a pledge of quality and customer satisfaction!





RAM TOUGH DODGE PICKUPS FOR WORK

If you have a job to do, there's a Ram Tough Truck to help you do it. And, although a large share of work requirements are handled by the Dodge Pickup line, there are jobs that require a special body or special equipment. Dodge builds chassis-cabs that can take on a wide assortment of specialized bodies. For instance . . .

STAKES

Dodge Ram Tough chassis-cabs can accommodate stake bodies in three sizes. Talk over your stake body needs with your Dodge Truck Dealer; he has the answers for you.

SPECIAL BODIES

Here again, your Dodge Truck Dealer can point you to the proper source for the body you want. Select the right vehicle—two-wheel drive or four-wheel drive. Then choose the right wheelbase and the appropriate Gross Vehicle Weight—and you have the right chassis-cab on which to put the body you require.

SNOW PREPARATION PACKAGE

If your needs include snow plowing, order a W150, W250 or W350 four-wheel-drive and specify that it should be prepared for snow removal. This package provides basic equipment that's especially suitable for this kind of operation. Your Dodge Truck Dealer can point you to a source for snowblade and associated hardware. Only available on conventional cabs equipped with an 8-cylinder engine.

RETRIEVER

If towing is your objective, your Dodge Truck Dealer can put you into a complete wrecker with rapid-shift. You'll be able to lift 4500 kg (5 tons), have push-bumper, tow bar with sling, towing chains, a large-capacity tool box mounted on the deck, a sentry signal switch panel, a power take-off assembly and vehicle dolly.

DUAL REARS

For those extremely heavy loads you can get dual rear wheels on D350 and W350 models. See your Dealer for complete availability and specifications.



RAM TOUGH DODGE PICKUPS FOR PLAY

It's off to the hills, to the seashore, to the lakes or to anywhere fun is the order of the day. The new symbol of recreation—particularly with families—is a pickup truck suitably equipped for the holidays.

Dodge Ram Tough Pickups were designed with the fun-loving option in mind. Slip on a camper top, rig it with a boat or trailer hitch, and off you go. The box is designed to accept any standard camper unit, so you can pick whatever style best fits your recreational desires.

If you intend to tow another unit, look into Dodge's Trailer Preparation Package. It's a convenient way to be sure your pickup can comfortably handle that added load behind you.

Whatever your recreational needs, discuss them with your Dodge Truck Dealer. He'll see that you get the right pickup truck to make your next holiday on wheels the best ever!



OPTIONS YOU'LL ENJOY

Although so many value features are standard on Dodge Ram Tough Pickups, there may be additional items you would

- A. **Lockable Sliding Rear Window.** Increase your interior ventilation on hot days or use it to communicate when carrying a camper unit.
- B. **Air Conditioning.** Stay cool on even the hottest days. This powerful system features quick cooldown and easy-to-reach regulator controls.
- C. **Aluminum Road Wheels.** Enhance the sporty good looks of a Dodge Pickup. (Not available Ram Miser or higher GVW models).
- D. **Electronic Digital Clock.** Keep track of the time night or day with this easily visible, quiet operating chronometer. Features separate hour and minute reset controls.
- E. **AM/FM/MX Electronically-Tuned Stereo.** Quartz-crystal precision tuning at the touch of a button conveniently puts more pleasure into your workday world.

particularly like to have. Here are those most frequently asked for. Consult your Dealer for availability and price.

- F. **Larger Fuel Tank.** Extend your driving range time between fill-ups by an extra fifty percent with this larger 114 litre (25 Imp. Gal.) tank.
- G. **Power Windows.** Just one more way that Dodge attempts to satisfy your desire for comfort and convenience. Fresh air is only a fingertip button away.
- H. **Automatic Speed Control.** Set it and forget it. Speed control maintains your cruising speed, regardless of terrain until you brake, accelerate, or disengage it. An excellent hedge against driving fatigue that can also reduce your highway fuel consumption.
- I. **Rear Step Bumper.** Makes climbing into and out of a Dodge Pickup safe and easy.

Your Dealer has complete details on the full list of additional Dodge Pickup options available. See him for details.

WARRANTY COVERAGE

Chrysler offers for 1983 a comprehensive warranty for 12 months or 20,000 kilometres covering repairs to any part of the vehicle which proves defective in materials or workmanship in normal use. In addition, specified power train components are covered for 24 months or 40,000 kilometres (subject to deductible). Ask your Dealer for complete details.

5/80 SERVICE CONTRACTS

Optional 5/80 Chrysler Service Contracts are available that provide you with protection against tomorrow's rising service and parts costs, starting after your vehicle's basic limited warranty expires and lasting for 5 years or 80,000 kilometres (whichever occurs first) from your vehicle's original in-service date. The plans have a \$25 deductible and provide an allowance for alternate transportation and towing. Ask your Dealer which Service Contract best suits your vehicle and driving needs.



A



C



F



H



B



D



E



G



I

1983 Dodge Pickup Specifications

	D150 Pickup				D250 Pickup		D350 Pickup			W150 Pickup		W250 Pickup								
Wheelbase —mm —in	2921 115		3327 131		3327 131		3327 131		3785 149 Crew		4191 165 Crew		2921 115		3327 131		3327 131			
GVW —kg (STD) —lbs	2177 4800		2177 4800		2903 6400		3860 8510		3860 8510		3860 8510		2726 6010		2726 6010		3130 6900			
GVW —kg (OPT) —lbs	2654 5850		2726 6010		2495 5500		2726 6010		3402 7500		4536 (D) 10000 (D)		— —		4536 (D) 10000 (D)		— —		3402 7500	
Maximum Payload ¹ —kg —lbs	1107 2440		1123 2475		1592 3510		2601 5735		1817 4005		2354 5170		916 2020		859 1895		1469 3240			
Engine ² —STD	3.7 L (225)-1BBL-L6				3.7 L (225)-1BBL-L6		5.2 L (318)-2BBL-V8			3.7 L (225)-1BBL-L6			5.2 L (318)-2BBL-V8							
—STD ¹	3.7 L (225)-2BBL-L6				—		—			—			—							
—OPT	5.2 L (318)-2BBL-V8				5.2 L (318)-2BBL-V8		—			5.2 L (318)-2BBL-V8			—							
—OPT	5.9 L (360)-2BBL-V8				5.9 L (360)-2BBL-V8		5.9 L (360)-2BBL-V8			5.9 L (360)-2BBL-V8			5.9 L (360)-2BBL-V8							
—OPT	5.9 L (360)-4BBL-V8				5.9 L (360)-4BBL-V8		5.9 L (360)-4BBL-V8			5.9 L (360)-4BBL-V8			5.9 L (360)-4BBL-V8							
Transmission —STD	4 SP. MAN. O/DRIVE				4 SP. NP 435 MAN.		4 SP. NP 435 MAN.			4 SP. NP 435 MAN.			4 SP. NP 435 MAN.							
—OPT	4 SP. NP 435 MANUAL				—		—			—			—							
—OPT	AUTOMATIC-3 SP.				AUTOMATIC-3 SP.		AUTOMATIC-3 SP.			AUTOMATIC-3 SP.			AUTOMATIC-3 SP.							
STD —Alternator STD —Battery	60 amp. 370 amp. Maint. Free				60 amp. 370 amp. Maint. Free		60 amp. 370 amp. Maint. Free			60 amp. 370 amp. Maint. Free			60 amp. 370 amp. Maint. Free							
Spring (Front) Std. —kg —lbs	590 1300		635 1400		680 1500		771 1700		771 1700		869 1915		744 1640		744 1640		744 1640			
Spring (Rear) Std. —kg —lbs	576 1270		576 1270		987 2175		1247 2750		1247 2750		1247 2750		826 1820		826 1820		1236 2725			
GAWR (STD) Front —kg —lbs	1179 2600		1217 2684		1361 3000		1497 3300		1497 3300		1737 3830		1488 3280		1488 3280		1488 3280			
GAWR (STD) Rear —kg —lbs	1152 2540		1152 2540		1855 4090		2495 5500		2495 5500		2495 5500		1597 3520		1597 3520		1855 4090			
Tires —STD	P195/75R15				8.00-16.5D		9.50-16.5E			P235/75R15			8.00-16.5D							
Wheels (Standard)	15.0 x 5.50				16.5 x 6.00		16.5 x 6.75			15.0 x 6.50			16.5 x 6.00							
Brakes ⁴ —Front Disc—mm —Rear Drum—mm	298 x 32 305 x 64				326 x 30 305 x 64		326 x 30 305 x 76			298 x 32 254 x 64			326 x 30 305 x 64							
—Front Disc—in. —Rear Drum—in.	11.75 x 1.25 12.0 x 2.5				12.82 x 1.19 12.0 x 2.5		12.82 x 1.19 12.0 x 3.0			11.75 x 1.25 10.0 x 2.5			12.82 x 1.19 12.0 x 2.5							
Steering	STD—Manual; OPT—Power				STD—Manual; OPT—Power		STD—Manual; OPT—Power			STD—Power			STD—Power							
Fuel Tank	STD—75 litres/16.5 Imp. Gals; OPT—114 litres/25 Imp. Gals.																			

1—Reduce payload by weight of occupants and optional equipment.

2—All V-8 engines over 6,000 GVW can use regular leaded gasoline.

3—3.7 L (225) 2-BBL engine available only on D150 Miser at 4800 GVW with 4-speed Manual Overdrive transmission.

4—Power Brakes standard all except D150 at 4800 GVW.

Note: See your Dealer for complete drivetrain/equipment restrictions and availability details.

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RAM TOUGH

DPC-83-E