New Dodge Ram Club Cab Pickup: Carries more people. Holds more cargo.

The Dodge Ram Pickup is so tough and so capable the only way we could make it better was to give you more of it. Introducing the full-size Dodge Ram Club Cab Pickup for 1990.

Room for two more. The all-new Dodge Club Cab, available on all D and W, 150 and 250 model pickups, offers seating for two extra passengers. Whether you're off to a work site or your favorite campsite, this additional people-carrying ability makes Dodge Club Cab models the perfect way for you—and the group—to move out in comfort and style.

In-cab storage. Fold the two standard rear Club Cab jump seats up and you'll find 34 cubic feet of cargo space behind the front seat. With this much lockable space available, there's no need to leave tools and other valuables in the pickup box. They'll be secure and protected from rain or snow inside the roomy full-size Dodge Ram Club Cab.

Standard power, comfort, and convenience. The full-size Dodge Ram Club Cab Pickup is available in D150 models with a 6 1/4- or 8-ft. box, or in W150, D250, and W250 models with an 8-ft. box. All Club Cab models feature a standard 5.2-liter EPI V-8 engine. Both Club Cab and Conventional Cab models offer a standard rear antilock braking system. They also offer standard comfort and convenience features such as tinted glass all around and a big 22-gallon fuel tank. For a complete list of standard features, see page 15.

New Advantage Pac Discount Packages. Dodge offers a variety of now money-saving Advantage Pac Discount Packages to choose from when outfitting your truck. For details see page 17.

D150 LE Club Cab (above and at left), shown in Black and Sterling Silver.

W350 (at bottom), shown in Dark Spectrum Blue and Sterling Silver.

Some of the equipment shown is optional. This catalog is available at extra cost.

For more information, see the list of pricing, without the information shown here. This catalog may have been canceled for your model or dealer.
Comfortable surroundings.

Club Cab Interior. When it comes to room and comfort, the new Dodge Ram Club Cab Interior measures up admirably with plenty of hip, leg, and head room. Optional high-back cloth and vinyl bucket seats, shown below in Charcoal, are luxurious and easy-riding over the long haul. The standard Club Cab seat is a split-back bench trimmed in vinyl. Split-back bench seating with cloth and vinyl trim is also available. Behind the front seat, the Club Cab model features two standard side-facing folding rear seats with comfortable upper back padding. Side trim panels, back-of-the-cab trim panel and the floor on LE models are fully carpeted.

Conventional Cab Interior. The luxurious D150 LE interior, shown at far right in Charcoal, offers a comfortable deluxe cloth with vinyl trim bench seat plus new head restraints for driver and rear-side passenger. This seat also includes a handy storage pocket located on the lower seat cushion panel.

Standard LE interior features includes: Luxury steering wheel • Woodtone instrument panel applique • Color-keyed carpeting • Color-keyed door trim panel with cloth bolsters and carpeting on lower portion. For a full list of LE Decor features, see page 17.

LE instrument panel. The LE instrument panel, at right, features a new instrument cluster with easier-to-read magnetic gauges, including an electric speedometer, odometer, trip odometer, and new voltmeter. Engine coolant temperature, engine oil pressure, and fuel level gauges are also featured.
Dodge D150. Toughness is not an option.

The rugged Ram D150 is available in 119-inch and 131-inch wheelbases and offers a choice of 6-ft. or 8-foot pickup box. Any way you decide to go, you'll get a heavy load of tough truck know-how.

Up to 2,250 pounds of payload. Count on the Ram D150 to haul payloads up to 2,250 pounds. A standard 3.9-liter V-6 engine is powerful enough to crank out 125 horsepower at 4,000 rpm, yet it delivers outstanding fuel efficiency. The Ram D150 also features a standard smooth-shifting five-speed manual overdrive transmission.

Power surge. For drivers who need extra engine output, the D150 is available with an optional 5.2-liter V-8, or another powerful option—the 5.9-liter V-8 engine. Four-speed manual, three-speed automatic and four-speed automatic overdrive transmissions are also available.

Ram 150 standard features includes 3.9-liter V-6 engine
- Power-assisted steering and brakes
- Rear-wheel anti-lock brake system
- Gas-charged shock absorbers
- 300-amp maintenance-free battery
- Bright hubs
- 300-amp maintenance-free battery + Bright hubcaps + A 3/70 Limited Warranty—the toughest truck warranty in the business. See page 15 for more Ram 150 ‘S’ standard features.

Dodge 150 'S'. Full-size affordability. For all you pickup lovers who know a good deal when you see one, Dodge introduces the new Ram 150 'S'. Available in two- or four-wheel drive models, the 150 'S' offers solid and dependable full-size service—at a price that's lower than you might think possible. Loaded with value, the Ram 150 'S' offers a long list of standard features including: 3.9-liter V-6 EFI engine
- Power-assisted brakes
- Power-assisted steering
- Anti-lock rear-wheel brake system
- Tinted glass
- All-Vinyl trim bench seat
- Wheel covers
- Lower bodyside tape stripe. See page 15 for more Ram 150 'S' standard features.
Dodge Power Ram. Off-road action.

When you come to the end of the road, keep right on going. Dodge 4x4 pickups are built to plow through the toughest of terrains. No need to stop when you shift, either. Dodge's RAM tracks front axle lets you go from two- to four-wheel drive on the fly at speeds up to 55 mph.

Four ways to go four-wheeling. Some off-roaders need more room, more power, and more payload capacity. Dodge gives you a choice of W150, W1500, W250, or W350 pickups, all with payloads up to 3,700 pounds. The W150 and W250 are available in Conventional Cab or new Club Cab models.

Standard power on the W150-5 and W150 Conventional Cab model is a 3.9-liter EFI V-6 engine. W150 Club Cab models, as well as W250 models feature a standard 5.2-liter EFI V-6; while the big W350 pickup and W250/350 chassis cabs offer a powerful 5.9-liter EFI V-8 as standard.

Cummins Turbo Diesel power. The 5.9-liter Cummins Turbo Diesel engine available on D and W250 and 350 pickup and chassis cab models, develops the highest torque of any pickup diesel available. Teamted with the five-speed getrag manual transmission, the Cummins Turbo Diesel provides low engine cruising rpm—endurance for the long haul.

Rugged, yet refined. Off-road doesn't have to mean uncivilized. Dodge Power Ram pickups are available with a wide variety of options and packages that add comfort and convenience both off-road and on the highway. Our new Advantage Pac Discount Packages save you money while providing features most popular with truck buyers. See page 17 for details on Advantage Pac Discount Packages.
Big towing jobs require big, tough trucks. Dodge offers a heavy-duty lineup of powerhouses, capable of digging in and getting the job done. They're perfect for recreational use, too. Two-or four-wheel drive. Dodge 250 and 350 pickups are available in either two- or four-wheel drive models.

And the 250 line provides a choice between the new Club Cab or the Conventional Cab. In addition, D and W 250 and 350 models feature a new optional heavy-duty four-speed overdrive transmission that provides improved fuel economy and smooth, quiet operation. Payload powers. Payload potentials on Dodge's heavy hitters range up to 4,305 pounds on D250 models, and up to 4,410 pounds on D350 models. For bigger jobs, the 135-inch wheelbase D350 Chassis Cab haults up to a 6,155-pound body and payload weight, while the Power Ram W350 dual rear-wheel Chassis Cab is capable of handling 6,270 pounds of body and payload weight.

For extra-heavy loads, opt for the extra-rugged, extra-powerful Dodge D350 dual rear-wheel pickup. It packs a whopping 5,480-pound payload. See your Dodge Truck dealer for the right Dodge Ram 250/350 to meet your needs.

Diesel power. Dodge has the power to take on the toughest tasks. Cummins Turbo Diesel power. Backed by Dodge's 7-year/100,000-mile warranty protection, the 5.9-liter Cummins Turbo Diesel delivers outstanding fuel economy, durability, and ease of maintenance. This proven performer produces 160 horsepower at 2,500 rpm and 400 pound-feet of torque at 1,700 rpm—the highest torque of any pickup diesel available. Mated to a Getrag five-speed manual transmission, the Cummins Turbo Diesel is available exclusively from Dodge on D and W250 and 350 pickups and chassis cabs.

Powerful protection. Dodge also offers the most powerful protection in the industry—the famed 7/70 Power Train and 7/100 Anticorrosion Limited Warranties. *See page 12 for details.

D350 Brezil with dual rear wheels (lower photo left)
D350 Brezil with dual rear wheels (upper photo right)
D350 Brezil with dual rear wheels (lower photo right)
"Dodge City" dependable. "Dodge City" is an ultra-modern manufacturing facility setting standards for world-class production. All 1990 Conventional Cab Dodge pickups are built in this technologically advanced environment using the most modern techniques. This helps ensure the quality of every pickup to live up to the reputation for rugged dependability that Dodge vehicles have enjoyed for 75 years.

Cummins Turbo Diesel power. Dodge offers truck buyers the best of both worlds—Ram Tough dependability and quality plus the power and efficiency of a 5.9-liter six-cylinder Cummins Turbo Diesel. This world-class diesel offers outstanding fuel economy and it delivers 164 horsepower at 2,500 rpm and 400 pound-ft of torque at 1,700 rpm. The Cummins Turbo Diesel is quiet by design. Rather than growl, it has a smooth intake manifold-mounted electronic grid for quieter starts in cold weather. The turbo diesel requires no special service tools and is available exclusively on Dodge D and W 250 and 350 pickups and chassis cab models.

Proven turbocharger. This turbocharger, developed by Holset Engineering Company Limited, a Cummins subsidiary, has proven dependable and efficient over millions of miles of truck applications. Designed to function as an integral part of the diesel engine, the turbocharger helps the Cummins diesel deliver more towing power, greater acceleration, and better fuel economy than all other engines in its class. It also provides outstanding performance at high altitudes.

5.9-liter V-8 engine. This year the 5.9-liter V-8 engine with single-point electronic fuel injection features a new valve stem seal design that uses a spring to help ensure that the seal maintains both shape and function. The 5.9-liter EFI V-8 also features a new crankshaft rear seal to provide even more effective oil control.

Ram Tough Pickup Features:
- Rear-wheel antilock brakes
- Stainless steel exhaust system
- Lower bodyside protective urethane coating
- Counterbalanced hood with bracing stamped into inner hood
- Clear Coat paint finish

Rear-wheel antilock brakes. All 1990 Dodge full-size pickup feature a standard rear-wheel antilock brake system. This computer-controlled system helps maintain directional stability by preventing rear-wheel brakes from locking up under heavy braking on dry pavement or when traction is reduced.

Power-assisted steering. Dodge provides steering control that meets the driver's demands no matter what the conditions. Ram Tough offers Power-Assist, an electronically controlled power-assist system that provides steering assistance and feel, just where and when you need it.

Standard safety features:
- Rear-wheel antilock brakes
- Unibelt restraint system
- Energy-absorbing steering column
- Padded instrument panel and sun visors
- Glare reduction design for instrument panel, steering wheel, and windshield wiper
- Rear seat release
- Resilient window crank knobs
- Traffic hazard warning flasher
- Brake system warning light
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Fade-resistant front disc brakes
- Backup lights
- Safety-Iron 15-inch wheels

Corrosion protection. Due to the superior rust-resistant properties of galvanized steel, Dodge has pioneered its use in critical truck body areas. All pickups also receive a multiple spray cleaning and phosphating treatment prior to priming and painting. This is followed by a Uniprime™ primer coat that ensures uniform coating of primer on all areas of the body. An anticorrosive urethane coating is then applied to the lower body sides. Finally, the Clear Coat paint is applied.

Uniprime is a trademark of Pro Industries.
SELECTED STANDARD AND OPTIONAL EQUIPMENT

Add-on Convenience

- Wheel and Wheel Covers (suit of four)
- AM/FM stereo radio with cassette tape player
- Four-spoke steering wheel
- Rear window defroster
- Rear window wiper
- Rear window defogger
- Four-way power windows
- Front and rear bumper guards
- Front bumper with stainless steel cover
- Rear bumper with braided chrome cover

Specifications

- 318 cu. in. V8 Engine
- 4-speed manual transmission
- 3.55 axle ratio
- 12 volt electrical system
- Front and rear suspension
- Anti-lock braking system
- Power steering
- Power brakes
- Air conditioning
- Cruise control
- Tilt steering wheel
- AM/FM stereo radio with cassette tape player
- Four-spoke steering wheel
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Exterior Colors

- Mid-Green
- Classic White
- Classic Grey
- Classic Silver
- Classic Black
- Classic Red
- Classic Blue

Interior Colors

- Classic Black
- Classic Red
- Classic Blue
- Classic Green
- Classic Grey
- Classic Silver
- Classic White

Dimensions

- Length: 196.8 in.
- Width: 79.2 in.
- Height: 67.2 in.
- Wheelbase: 115.0 in.
- Curb Weight: 3,850 lbs.

Tax Availability for Bonus Tax Pickups

- $1,000 for each additional pickup

Chrysler Corporation

Add-on Convenience

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Chrysler Corporation
Tilt Steering Wheel. Adjusts to six different positions, providing excellent comfort for drivers of all sizes. Makes entrance and egress easier, too. Available as part of the Deluxe Convenience Tilt Cruise Package only.

Four-Spoke Overdrive Automatic Transmission. An optional four-spoke overdrive automatic transmission is available on D and H pickups, and offers improved engine economy plus quiet operation.

MOPAR Brush Guard. High-quality brush guard protects headlamp area from rocks and other flying debris.

Rear Step Bumper. Chrome-plated rear step bumper with textured surface provides sure footing.

MOPAR Bedliner. Heavy-duty bedliner protects pickup bed from scratches, dents, and chips. Ribbed design allows ventilation under liner.

Add On Convenience.

Wheels and Wheel Covers (set of four).
1. Deluxe bright wheel covers enhance any color trim combination. Available as part of Advantage Package only.
2. Cast aluminum road wheels are lightweight, strong, and smart looking.
3. Steel disc road wheels add a touch of distinction to your pickup.

All Stereo/FM Stereo Radio with Cassette Tape Player.

Sliding Rear Window. This tilted and ratcheted sliding rear window provides extra ventilation and convenient access to cargo area.

MOPAR Light Bar. Provides the ultimate in Ram tough off-road appearance. High-gloss Black finish resists corrosion.

MOPAR Bedliner. Heavy-duty bedliner protects pickup bed from scratches, dents, and chips. Ribbed design allows ventilation under liner.
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THE TOUGH NEW SPIRIT OF DODGE
THE PERFORMANCE DIVISION OF CHRYSLER MOTORS