Meet the New Mayor of Truckville.

If only all Mayors carried such a powerful platform. The argument he's driving home is to do what you want — which brings us to the 2002 Dodge Ram 1500. With new full-size rear doors on Quad Cab. Powerful and quieter new engines. The full-size 8-foot, and the new full-size 6'3" beds. As for safe streets, count on impressively larger brakes, three-point seat belts for all passengers (except front-center seat on Quad Cab), and available side-curtain air bags. Another convention here in Truckville is to take control of your life, with new rack-and-pinion steering, a new torsion bar front independent suspension on 4WD models, and new available power-adjustable pedals. And since he feels everyone needs their own space, you'll find designed-in features, like great under-seat storage, and an available flat-load steel floor on Quad Cab. Finally, any friend of the New Mayor of Truckville is going to be a big wheel. Ram's standard 17-inch and available 20-inch wheels let you stand tall above the competition — and become a model citizen of Truckville.
Dodge Ram 1500 Quad Cab SLT 4x4 in Black
That’s Mister New Ram to you.

Mind your manners. For a full-size pickup, this Ram has superb road manners. Credit goes to a wealth of improvements, including a new independent front suspension system on 4x4 models, and balanced front and rear spring rates. All help raise Ram’s handling to the level of a premium SUV.

Turn right here, and you’ve left the others. The Next Ram is the first full-size 4WD pickup in the Dodge family to offer rack-and-pinion steering, for precise, crisp handling.

A spark of genius. A new electronic transfer case switch on Ram SLT Plus gets you from 2WD to 4WD, simply by letting you turn a three-position switch on the instrument panel.
Just press to stop.
Ram’s four-wheel disc brakes are the largest in its class. Along with a larger master cylinder and new rear disc brakes, the system also features a redesigned, faster actuation system to help reduce stopping distance.
Superior performance from regular. At 3,200 rpm, Ram's powerful and proven 5.9-liter Magnum® V8 churns out 335 lb-ft of torque and 245 horsepower — on regular unleaded fuel.

Double-play on second. Now featuring a unique alternate second gear ratio for improved trailer towing when climbing grades, Ram's new multispeed overdrive automatic transmission for the 3.7- and 4.7-liter Magnum engines easily achieves 120,000 miles* under normal driving conditions, without so much as an adjustment or overhaul.
The not-so-little engines that could. And do. The Next Ram boasts two all-new engines. The 3.7-liter Magnum V6 produces 20 percent more peak power than the previous 3.9-liter V6, while the 4.7-liter Magnum V8 replaces the 5.2-liter V8 — yet offers comparable peak power and torque, and faster acceleration.

All conditions equal, these new engines were designed to last 25 percent longer than the engines they replace.

On the flip side, Ram's towing mirrors flip over to vertical for a trailer view, while a smaller inset mirror provides a wide angle. Go horizontal for normal viewing.
An unyielding frame of mind.

The science of "architrukture." It's based on hydroforming — the use of high-pressure water to form new tubular frame components which are stronger, lighter, and more accurate than welded or stamped members. It's a process that reduces mass by 40 percent — while increasing durability and controlling vibrations.

A total class act. The Next Generation Ram 1500 available Class IV hitch receiver is integrated with the standard Class III hitch, eliminating installation of a separate bolt-on assembly. The design results in significant weight savings to the truck.

Bringing up (and down) the rear. Cargo beds feature a high-strength steel floor, double-wall construction, removable tailgate, and divide into two or three sections. New lowered clearance means easier loading.

Above: a protective bedliner for the Next Ram, available as a factory-installed option.
We'll say this very quietly. Improvements to the frame of 2002 Ram made it stiffer — and dramatically reduced the levels of noise, vibration, and harshness.

Choose your side. An innovative mounting of the radiator next to the air conditioning condenser yields multiple benefits: better acceleration when the air conditioner is on, quieter operation at idle, with lower radiator temperatures and faster cooling of the interior.

Ground clearance ranges from 8.0 to 9.3 inches.
Dodge Ram 1500 Quad Cab SLT in Flame Red, with Mopar® Accessories:
Tubular Grille Guard, Aluminum Side Steps, and Cargo Bed Side Rails

To see more Ram accessories, go to www.4adodge.com — keyword: ramaccessories
Ram rules as the longest-lasting full-size pickup on the road.*

*These products are designed solely to enhance the appearance of the vehicle. Since their safety characteristics are limited, they are not intended for use in any hazardous conditions.
Feel the heat. Along with the heated leather seating surfaces, Ram SLT Plus front seat backs feature Preferred Suede® with embossed Ram logo.

Put your foot down. New, available power-adjustable pedals give Ram owners finger-tip ease to find the right seating position relative to steering wheel and pedals.

Stretch out in the shade. Ram’s thoughtful design includes new cloth-covered sun visors with sliding extensions, for full side coverage against annoying peripheral sun glare.
You know who's in charge here.

It's all over the others. Two new overhead consoles are available. For SLT, include an improved Compass Mini-Trip Computer (CMTC) while SLT Plus combines the features of the CMTC, and adds the comprehensive Electronic Vehicle Information System (EVIC — with dozens of valuable readouts), and the HomeLink® Universal Remote Transceiver, with separate buttons for three different home security systems, including a garage door opener.
Seating surface lifts for even more storage.
Ram's new center armrest/business console functions five different ways.
Get a hold of just how smart this is.

It's just so logical. The Next Generation Ram is pure street smarts in motion. A new four-spoke steering wheel features a user-friendly shape that's easier on the hands, and which allows a better view of the instrumentation. Another new and notable convenience: dual cup holders that have adjustable arms to secure almost any container.

Angle is right. New wheel-mounted radio control switches are now angled and on the back of the steering wheel for easy operation. (Available only on optional Premium radio.)

Get 'em. New grab handles for the driver and front and back seat passengers assist while entering and exiting.

Check your pockets. New passenger seatback storage offers convenient accessibility for papers of all kinds. (Included on passenger seats with power seating.)

The 100 percent solution. New rear windows on Ram Quad Cab lower fully into the door panel, to bring tears of joy to your dog's eyes.
Baggage claim. Quad Cab is the ticket, with an available rear 60/40 seat that folds up for fast, convenient storage, while smartly designed hooks hold plastic shopping bags.

New, forward-hinged rear doors open 85 degrees
Around here, 85° is way above normal.

It’s nine to one, and we’re leading. These photos show the versatility of 2002 Ram Quad Cab. In row (A), the flat-load steel floor is in the up position, showing seating and under-seat storage capabilities. Row (B) shows how the 60/40 seating works when the steel floor is halfway down. Bottom row (C) shows the steel floor completely folded out, for maximum use of Quad Cab storage space.

This Ram offers a writing surface, a center armrest, compartmental storage space to hold cell phones or a laptop computer (top photo), an instant third front-row seat — with more available storage space underneath (lower).
### Interior Dimensions in Inches

<table>
<thead>
<tr>
<th></th>
<th>Regular</th>
<th>Quad Cab™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headroom</td>
<td>40.9</td>
<td>40.8</td>
</tr>
<tr>
<td>Front</td>
<td>40</td>
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<tr>
<td>Rear</td>
<td>41</td>
<td>41</td>
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<tr>
<td>Leg Room</td>
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<td>41</td>
</tr>
<tr>
<td>Front</td>
<td>36.4</td>
<td>36.4</td>
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<tr>
<td>Rear</td>
<td></td>
<td></td>
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<tr>
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<tr>
<td>Front</td>
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<tr>
<td>Rear</td>
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<td></td>
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<tr>
<td>Hip Room</td>
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<td>65.1</td>
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<tr>
<td>Front</td>
<td>64.6</td>
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<tr>
<td>Rear</td>
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<tr>
<td>Interior Volume</td>
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<td>Front</td>
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<td>Rear</td>
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<tr>
<td>Total</td>
<td>65.1</td>
<td>121.1</td>
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<table>
<thead>
<tr>
<th></th>
<th>Regular</th>
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<tr>
<td>Seat adjustment</td>
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<td>9.1</td>
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<td>(Fore to aft)</td>
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<td>Door opening</td>
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<td>33.1/19.9</td>
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<td>width (Front/Rear)</td>
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<td></td>
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<td>Steering wheel</td>
<td>6.6</td>
<td>6.6</td>
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<tr>
<td>to cushion</td>
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</tbody>
</table>

- **Ram regular cab:** Best-in-class behind-the-seat storage for a half-ton pickup
- **New Ram regular and Quad Cab:** Best-in-class interior room
Storage that puts the competition away.

At the top, there's only room for one. Ram's longer cab translates into larger inner space, more seat travel, and best-in-class behind-the-seat storage. In fact, Ram's leadership for front-seat leg, hip, and shoulder room translates into best-in-class interior room for both regular and Quad Cab models.

Look in back to see forward thinking. On SLT and SLT Plus regular cabs, you'll find this new rear bin, designed to hold items like power tools or other job-related items. The bin mounts securely in the fitted floor tray, or it can hang from the center molded hook on the cab-back panel.

Form and function. New Ram regular cab models now offer larger and more versatile cab-back storage, including this new standard fitted floor tray, designed to hold many tools of the trade — and large enough to easily accommodate three 5-gallon buckets.

We're hooked on practicality. Evenly spaced on the carpeted cab-back panel are three utility hooks, an ideal means to hang shopping bags, ropes, or fishing nets. The panel also features child seat top tether anchors — with two on regular cab, three on Quad Cab models.
Dodge Ram 1500 Regular Cab SLT 4x4 with Sport Appearance Group in Graphite Metallic with Mopar Hood Shield in Matching Body Color

To price and equip a new Ram, go to www.4adodge.com — keyword: rampriceandequip
Our cleats have clout.
More innovative thinking from the designers at Dodge: four new cargo bed cleat tie-downs for fast easy operation when securing cargo.

Take to your bed and get to work. Whether you use Ram for personal pleasure or tough work needs, the cargo beds on the Next Ram 1500 now make loading, hauling, and carrying a breeze. Consider the ramifications: the 8-foot bed (below), and a new 6'3" bed, for a practical, yet "garage-able" pickup. As always, Ram gives you the capability to compartmentalize all beds.

Put on your thinking cap. For protected, covered storage, think about this: a custom-designed bed cap from Leer* gives your Ram pickup even greater versatility and security.

It's a personal thing. Customize your Ram 1500 with factory-installed accessories, like the soft tonneau (above, top) or protective items like a hood shield or a tough bedliner. From the many accessories available from Mopar, you can outfit your Ram with add-ons — like a diamond-plate toolbox, aluminum bed rails, or your choice from dozens of other products. For more on Mopar, see your friendly Dodge dealer.

Notes and explanations: The maximum trailer tow ratings shown represent the greatest possible maximum trailer weight allowable for that power train and model combination. See your dealer for specific information relating to every transmission and axle ratio combination available. *GVWR = Gross vehicle weight rating: Maximum allowable GCW. • G/M = Total weight of a truck with cargo (including camper body), driver and passengers, fuel, water, equipment, etc. • GWR = Gross combination weight rating: Maximum allowable GCW. • GCW = Total weight of a fully equipped truck and trailer with cargo, driver and passengers, fuel, water, equipment, etc. To determine payload, subtract the curb weight from the GWR. • These maximum trailer tow ratings are designed to provide acceptable performance for normal conditions of temperature, grade, and altitude. • Extreme conditions will require selection of a higher axle ratio or a larger engine. • Maximum trailer weight ratings include cargo and fluids in the trailer, 150 pounds for the driver and must be decreased by the weight of optional equipment, trailer hitch, cargo in the truck, and passengers other than the driver. To determine the maximum trailer weight, subtract the curb weight and 150 pounds (allowance for driver) from the GCWR. Maximum engine cooling option may be required to achieve maximum trailer weight rating and GCWR. • Tongue weight: To determine the maximum trailer tongue weight, multiply the gross trailer weight by 10% or 15% for each combination. The recommended tongue weight is between 10% and 15% of the trailer weight. However, the maximum tongue weight on a Class III (the bumper ball) is limited to 500 pounds, and Class IV (the receiver hitch) to 1,000 pounds. This requirement overrides any recommended GTWR, between 10% and 15% of gross trailer weight (GTW). Additionally, the gross axles weight rating and gross vehicle weight rating should never be exceeded. • Use synthetic axle lubricant with the trailer tow group. • Dodge trucks, when used to tow trailers over 2,000 pounds of loaded weight, must be properly equipped; trailers over 1,800 pounds of loaded weight must have their own brakes. Trailer tow restrictions may apply. See your retailer for details.
Built to lead the running. New trucks deserve new accessories. These Premium Running Boards with Accent Kit from Mopar include front air dam, front valance, rear valance, accent pieces for the rear wheels, with chip-and-scratch-resistant steel running boards.

The specs speak for themselves. Look at the numbers, and it's clear: Ram is all about capability and capacity, with longer wheelbases, stronger engines, and longer overall length.

Ram 1500 Maximum Payload and Towing Specifications

<table>
<thead>
<tr>
<th>Engine</th>
<th>Engine Code</th>
<th>Max. Towing Weight (Pounds)</th>
<th>Max. Payload (Pounds)</th>
<th>Max. Payload (Pounds)</th>
<th>Max. GCWR (Pounds)</th>
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</thead>
<tbody>
<tr>
<td>3.7L Magnum V6</td>
<td>5.9L Magnum V8</td>
<td>6350</td>
<td>1850</td>
<td>3800</td>
<td>13500</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
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<td>1880</td>
<td>7750</td>
<td>12500</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
<td>6350</td>
<td>1900</td>
<td>8650</td>
<td>13500</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
<td>6350</td>
<td>1920</td>
<td>8400</td>
<td>13500</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
<td>6650</td>
<td>1770</td>
<td>7400</td>
<td>12500</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
<td>6650</td>
<td>1790</td>
<td>8350</td>
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<td>4.7L Magnum V8</td>
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<td>6650</td>
<td>1800</td>
<td>8350</td>
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<tr>
<td>4.7L Magnum V8</td>
<td>5.9L Magnum V8</td>
<td>6650</td>
<td>1820</td>
<td>8350</td>
<td>13500</td>
</tr>
</tbody>
</table>

3,350-pound wing capability*

*Quad Cab, when properly equipped.
The inside story: high-strength steel side-impact protection door beams
The Mayor is big on safety. It's the little things that count: like the new three-point seat belts for the middle front seat in regular cab, and the middle rear seat in Quad Cab.

Safety.

In Truckville, you get it from all sides.

Truckville. Talk about a safe neighborhood. Use new Ram as a family vehicle, and you'll see how well we look after your children. Child seat top tether anchors are standard; so are the child-protection rear door locks on Quad Cab models.

Our sides come in first. Dodge Ram 1500 is the first pickup truck in its class to augment its standard air bags* with available supplemental side-curtain air bags, for an additional degree of occupant safety.

Insist on resistance. Ram's new hydroformed frame helps protect you and your passengers with improved strength to resist frontal impacts — with designed-in "crumple zones" to help absorb impact energy.

Crumple zones

Put a fast stop to it. New Ram's jewel-
like taillamps are larger and brighter, so drivers behind you can respond quicker.

Right when you need it: The Remote Keyless Entry System is standard with SLT Plus and optional in the Security Group on SLT. The "panic" button initiates attention-grabbing horn beeps, and flashes the turn signals.

Bigger, better 4-wheel disc brakes

*Always use seat belts. See complete instructions for important use and information in your owner's manual.
### Transmission

<table>
<thead>
<tr>
<th>ST</th>
<th>SET</th>
<th>SET PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Speed Manual</td>
<td>21A</td>
<td>22A</td>
</tr>
<tr>
<td>4-Speed Automatic</td>
<td>22A</td>
<td>226</td>
</tr>
<tr>
<td>5-Speed Manual</td>
<td>224A</td>
<td>226</td>
</tr>
<tr>
<td>4-Speed Automatic</td>
<td>224A</td>
<td>226</td>
</tr>
</tbody>
</table>

### Storage

- Cab-back panel storage system with bin (Regular Cab)
- Rear folding flat load deck (Quad Cab)
- Rear seat center cushion (with power seats)

### Sun Visors

- Driver and Passenger with right-side mirror

### Tires

- 235/75R17 BW all-season
- 275/60R17 BW all-season (V6, ST-X 4x4)
- 275/60R17 (XL, all-season, 4x4)
- 275/60R17 (XL, all-season) (4x4)
- 275/60R17 (XL, all-season) (4x4)
- 275/60R17 (XL, all-season) (4x4)
- 275/60R17 (XL, all-season) (4x4)
- 275/60R17 (XL, all-season) (4x4)
- 275/60R17 (XL, all-season) (4x4)

### Torsional Damper

- 36-in.

### Transfer Case

- Electric (4x4 transfer)

### Transmission Cooling

- Automatic (included in Trailer Tow Package)

### Vehicle Security System

- Monitors doors, ignition and trunk key cylinders (included in Security Group)

### Wheels

- 17 x 7.5-in. Steel with hubcap cap
- 17 x 7.5-in. Steel, hubcap cap (17-in. wheel, 4x4)
- 17 x 7.5-in. Steel, hubcap cap (20-in. wheel, 4x4)
- 17 x 7.5-in. Steel, hubcap cap (20-in. wheel, 4x4)
- 20 x 9-in. Steel, hubcap cap (20-in. wheel, 4x4)
- 20 x 9-in. Steel, hubcap cap (20-in. wheel, 4x4)
- 20 x 9-in. Steel, hubcap cap (20-in. wheel, 4x4)
- 20 x 9-in. Steel, hubcap cap (20-in. wheel, 4x4)

### Windows

- Power front and rear
- Sliding: dual

---

### For more detailed product specifications, go to www.4adodge.com — keyword: ramspecifications

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**Regular Cab/Quad Cab Exterior Dimensions**

**Short Bed**

- **799/799**

**Long Bed**

- **229.7**
- **249.9**

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*Available features may vary by model and trim level. Please check with your dealership for specific vehicle configurations.*
Your guide to Truckville.

Ram 1500 Sport 4x4 Regular Cab

Ram 1500 ST 4x4 Quad Cab

Ram 1500 SLT 4x4 Quad Cab

Ram 1500 SLT Plus 4x4 Quad Cab (8-foot bed)

Features of the 2002 Dodge Ram 1500 pickups include:
- Next generation driver and front-passenger side on/off switch on Regular Cab
- Automatic transmission only
- Power-assisted four-wheel disc with rear-wheel anti-lock (standard on SLT Plus)
- Bright, front, with step pad, rear step ones. (Body color with Sport Appearance Group and 20-inch wheel and tire Sport Group)
- seats — Low-profile raked seats, rear seat, side position on regular cab (rear seat in Quad Cab)
- Floor, includes two cup holders (with manual transmission; not available with automatic transmission)
- Center console, includes a coin holder and storage area for a laptop computer, cellular phone, cassettes or compact discs, and other miscellaneous items
- Electronic Protection — Extensive use of galvanized steel sheet metal, full-body anticorrosion, and electro-coated frame
- Instrument Cluster — Speedometer, trip odometer, tachometer, indicator lamps for 4x4, antilock brake, seat belt, cruise control, gauges for oil pressure, air temperature, and overdrive switch (automatic transmission only)
- Dash, floor tunnel
- Glove box (SLT and SLT Plus)
- Engine hour meter (located in instrument cluster and read through the odometer)

Table: Dodge Ram 1500 Cargo Box Dimensions

<table>
<thead>
<tr>
<th></th>
<th>63.3 in³</th>
<th>E Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Width at Overflow</td>
<td>73.6</td>
<td>73.6</td>
</tr>
<tr>
<td>Maximum Length at Floor</td>
<td>75.9</td>
<td>90.4</td>
</tr>
<tr>
<td>Front of Box to End of Tailgate</td>
<td>100.0</td>
<td>122.0</td>
</tr>
<tr>
<td>Open Tailgate</td>
<td>19.3</td>
<td>15.3</td>
</tr>
<tr>
<td>Box Floor to Top of Cab</td>
<td>44.5</td>
<td>44.5</td>
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<tr>
<td>Width Between Wheelwheels</td>
<td>51.0</td>
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<tr>
<td>Maximum Width at Floor</td>
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<tr>
<td>Width of Tailgate Opening</td>
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<tr>
<td>Depth of Box</td>
<td>20.1</td>
<td>20.1</td>
</tr>
<tr>
<td>Cargo Volume (cu ft)</td>
<td>57.7</td>
<td>73.9</td>
</tr>
</tbody>
</table>
Colors, wheels and accessories

Big wheels, seats of power, and finishing touches.

17" steel chrome wheel, standard on SLT, available on SLT Plus and ST

17" cast aluminum wheel with chrome center cap, standard on SLT Plus

Option Groups for the 2002 Dodge Ram 1500

<table>
<thead>
<tr>
<th>Option Group</th>
<th>ST</th>
<th>SLT</th>
<th>SLT Plus</th>
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<tbody>
<tr>
<td>Deluxe Convenience Group</td>
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<tr>
<td>Protection Group</td>
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</tr>
<tr>
<td>Image Group</td>
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<td>0</td>
<td>0</td>
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<tr>
<td>26-inch Wheel and Tire Sport Group</td>
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<tr>
<td>Security Group</td>
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<tr>
<td>Theft Deterrent (included in Image Group)</td>
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<tr>
<td>Sport Appearance Group</td>
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<tr>
<td>Trailer Tow Group</td>
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<td>0</td>
</tr>
</tbody>
</table>

High seats for the Mayor:
- A: For Ram ST, seat shown in Heavy-Duty Vinyl, Taupe, available in Dark Slate Gray
- B: For Ram ST, seat shown in Deluxe Cloth, Dark Slate Gray, available in Taupe
- C: For Ram SLT, seat shown in Premium Cloth, Navy Blue, available in Dark Slate Gray or Taupe
- D: Available for Ram SLT, seat shown in Premium Leather, Taupe, available in Dark Slate Gray

Note: For SLT Plus, leather-trimmed seat with Preferred Suede and embossed Ram logo, see page 12
Flame Red

Dark Garnet Red Pearl Coat

Atlantic Blue Pearl Coat

Patriot Blue

Forest Green Pearl Coat

Flame Red/Bright Silver Metallic — one of nine different two-tone combinations now available for the 2002 Ram.

Black

Graphite Metallic

Bright Silver Metallic

Bright White

Light Almond Pearl Metallic

Model Lineup — Regular Cab, Quad Cab® Pickups

<table>
<thead>
<tr>
<th>Model</th>
<th>1500</th>
<th>1500</th>
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<tbody>
<tr>
<td>Cab</td>
<td>4x2</td>
<td>4x4</td>
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<tr>
<td>Driver</td>
<td>128.5</td>
<td>119.5</td>
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<tr>
<td>Payload</td>
<td>2,995</td>
<td>2,995</td>
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<tr>
<td>Standard Front and Rear</td>
<td>177</td>
<td>173</td>
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<tr>
<td>Next Generation 5.7L Magnum V8</td>
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<td>0</td>
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<tr>
<td>5.9L Magnum V8</td>
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</table>

* Standard • Optional

Quad Cab is the full-bench seat, available 60/40 split bench seat. All seat fabric and surface choices can be applied to Quad Cab rear seat.
Every Dodge car, truck, van, and sport utility we build is designed to be a working partner for everything you do. That's why we have dedicated teams that carry each new model from conception to completion. And why the design and engineering decisions they make are guided by your right to maximum enjoyment.

Information the way you want it.

Dodge posts the very latest information on products and special offers at www.4adodge.com, and we send it to you in the mail. You can also call us at 1-800-4-A-DODGE. When you visit your Dodge dealer, be sure to ask about any additional money-saving offers or special financing that may be available on certain models for eligible customers.

Gold Key Advantage™ products have the flexibility to meet your needs and lifestyle. Gold Key Lease™ payments are typically lower over the shorter term than conventional financing, with lease-end options depending on whether you keep your vehicle or turn it in and lease a new one. Gold Key Plus™ is an alternative to leasing for customers seeking low payments and pride of ownership. Gold Key Conventional Financing offers competitive financing rates and unlimited mileage, as well as vehicle ownership upon payment completion.

The College Graduate Program offers special incentives to qualified college graduates. Ask your Dodge dealer for full program details.

Dodge recognizes the unique needs of small businesses. BusinessLink™ is a full-service program offering special priority service to commercial customers. BusinessLink™ dealers are committed to selling and servicing your business-related vehicles.

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

ON THE JOB is a special incentive program for qualified commercial buyers. Small businesses are eligible for cash discounts or allowances on upfit equipment for trucks and vans. To learn more, call 1-877-ON-THE-JOB.

Commercial Finance Options (CFO). Chrysler Financial can provide special financing terms including TRAC leases, seasonal payment plans, and preferred rates to eligible businesses. Call 1-888-9-CFO-Now for more information.

The Automobility program provides cash reimbursement to qualified retail buyers for adaptive equipment on new Dodge vehicles. For more information, call Automobility Headquarters at 1-800-255-9877.

Warranty and service you can trust.

Every new Dodge vehicle is covered by a 3-year/36,000-mile Bumper-To-Bumper Limited Warranty that includes around-the-
This is your line.

For the Next Generation Ram to keep that lead.

Two clock Roadside Assistance. Contact your Dodge dealer about the service contracts, and the customer call center, you can get practical advice 24/7.

Many Dodge owners like to personalize their vehicles. Eventually, most vehicles do. At Dodge, Mopar is your source for parts and accessories specifically to deliver perfect performance for your Dodge vehicle.

Accomplishments you can share.

As a Dodge owner, you can take pride in Dodge's return to prominence with the entry into the NASCAR Cup Series. The Dodge Intrepid R/T is now a force to be reckoned with in the nation's most popular sport. In the Craftsman Truck Series, Dodge tied the record for the most factory racing wins by taking the first eight races. And for the record, look for more news to come on the Dodge Rewards Card!

With all these ways to help empower you to follow your dreams, you'll see that there's a bolder future with Dodge. Come join us.

* Chrysler Financial programs available through Dodge, are offered subject to availability and state and local laws. Gold Key Advantage, Gold Key Lease, Gold Key Plus, and AUTO-PAY are trademarks of DaimlerChrysler.

† See your dealer for additional details and a copy of this limited warranty. Covers the complete vehicle against defects in material and workmanship. Excludes wiper blades, clutch disc, brake pads, linings, rotors and drums, normal maintenance items (these items are covered against defects for 12 months or 12,000 miles, whichever comes first) and tires (covered by their own manufacturer's warranty). Some truck power trains are warranted by their supplier to DaimlerChrysler Corporation.

†† Road service provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)
The race to keep up with what you do runs at top speed and with no end in sight. How do we do it? With bold vision. A nonstop passion for making things new. Curiosity that asks you what you’re thinking one day. And how you might be made to feel better the next. The result of all this? Pickups that are the most emulated, most talked-about in the truck world. Minivans so ingenious they both define and defy the category — a category Dodge created nearly 20 years ago. SUVs that can cover the distance, carry the crew, and still fit conveniently into your life. And cars designed with the power to turn heads and corners simultaneously. So grab hold, we’re running with you wherever you want to go. 

You can reach us at 1-800-4-A-DODGE, or on our Web site, www.4adodge.com.