1995 RAM PICKUP

MAGNUM POWER
LINK-COIL SUSPENSION
OFFICE-ON-WHEELS
MODULAR STORAGE
FOUR-WHEEL ABS
V10
BOX-FRAME
4.10 AXLE
5TH WHEEL
19,000 LBS MAXIMUM G.C.W.R.
CLUB CAB
AIR BAG
"...a new standard by which full-size pickups will be judged." Motor Trend. When it comes to pickups, the rules have changed.

Take it from Motor Trend, which called the Dodge RAM "a landmark vehicle." Or Popular Science, which said Dodge RAM is "an outstanding combination of engineering, style, and substance." Or 4Wheel & Off-Road, which referred to the RAM as "a new benchmark in the evolution of 4WD trucks." Or countless other industry publications and observers, who were lavish in their praise.

To create the new RAM, Dodge brought together specialists from every discipline, using our successful platform team approach to create a breakthrough truck.

During nationwide research, truck owners are told us you wanted a truck with no trade-offs: practical features and performance suitable for work or recreation; a balanced truck combining job-rated durability and reliability with interior comfort, convenience and safety; a standard for pickups that would change all the rules. And Dodge designers learned a great deal by simply looking at how pickup trucks are used in business today.

A team of Dodge Truck engineers studied a wide variety of competitive trucks and cars to identify the best-in-class benchmark for every truck component and to create a master list of product objectives the RAM would have to meet or exceed.

The very latest automotive design and engineering technology, like the highly advanced CATIA computer-aided design system, enabled developers to conduct load and stress tests, crash tests, parts fit and finish analyses, and many other studies as computer simulations months and even years before prototypes were built.

The billion-dollar Chrysler Technology Center's 150,000-square-foot pilot manufacturing operation allowed Dodge Truck engineers to perfect vehicle assembly and parts fit on prototypes before full-scale production began. The prototypes were pushed to maximum capacity and beyond, withstanding more than four million miles of laboratory, test track and real-world punishment over three years.

The result is a Dodge RAM Pickup that handles heavy loads, tows large trailers and handles the rugged off-road with unsurpassed ride, handling, safety and cab comfort. On the following pages you'll see the results of the painstakingly detailed and disciplined process which was used to create the Dodge RAM Pickup.
The RAM's instrument panel features big, easy-to-read analog gauges and handy-to-reach controls: complete instrumentation including a 120-mph speedometer and engine temperature, oil pressure, voltmeter, trip odometer and fuel gauges. A tachometer is standard on Laramie SLT and all trucks equipped with the Cummins Intercooled Turbo Diesel engine.

Rotary controls operate the heating/air conditioning/ventilation system, which features side window defrosters and four air outlets. The high-performance air conditioner uses a non-CFC refrigerant.

An open storage bin above the glove box and a tray on top of the panel make handy catchalls for small items. In addition to the usual cigar lighter/power outlet, a second, available 12-volt outlet provides power for your cellular phone or other automotive appliance.
Your Safety Should Be Top Priority. One point is very clear: truck drivers want the same level of safety and comfort as that offered by today's passenger cars.

That's why the RAM has a driver-side airbag standard on every model. The RAM Pickup first helps you avoid danger with engineering features such as standard quick-ratio, variable-assist power steering for fast-response handling. Optional four-wheel antilock brakes give directional stability and control during hard braking. Rear-wheel ABS is standard.

There's also a collapsible steering column, side-guard door beams, a double-walled, high-strength steel roof, a rigid, patented, boxed front frame, and a center high-mounted stoplight above the back window. Serious pickup truck safety has been designed into every Dodge RAM. No other pickup offers more safety features.

A chair-high, command-of-the-road seat position and large glass areas provide a full range of vision as well as long-distance comfort for enhanced driver alertness.

The cab is isolation mounted to the frame for reduced vibration, while soundproofing is further enhanced by carpeting or a vinyl floor covering backed with a thick layer of insulation. The firewall was designed to minimize engine noise inside the cab. Extra door and window sealing keeps out dust, water and road noise. The result is that the RAM is America's quietest pickup at idle and at 55 mph.

*Always wear your seat belt for a fully effective airbag.

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RAM Pickup Interior Dimensions

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The Dodge RAM ST and Magnum VRT regular cab models have an exclusive roomy rear seat with ample legroom and headroom. The center console has a large storage area with a cup holder and a small compartment for personal items. The 60/40 split rear seat allows passengers to fold the seatback for additional cargo space. The front seats are made of durable vinyl and are height adjustable for added comfort.

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The RAM ST regular cab standard interior, shown in Crimson Red cloth, features the 40/20/40 split seat with center armrest/center console. (A similar interior is available in black cloth.)

The RAM Regular cab option includes a leather-trimmed steering wheel and a leather-wrapped shift knob. The front seats are made of premium leather and feature memory for three positions.

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- The RAM ST and Magnum VRT regular cab interior, shown in Slate Blue, includes a full-color touch screen system with navigation, Bluetooth, and a 7-inch color display.
- High-strength steel side-guard door beams help protect you during side-impact collisions.
- Interior protection also includes a collapsible steering column that helps absorb collision impact.
- An available solar glass sliding rear window reduces interior heat buildup, and provides a clear view of the road behind you. The window is made of special glass that blocks out harmful ultraviolet light. Rear quarter windows are made of tinted glass to help reduce glare. Rear seat quarter windows are made of tinted glass for added privacy.

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The RAM ST regular cab has a maximum towing capacity of 7,250 pounds. The engine is a 5.7-liter HEMI V8 with 395 horsepower and 407 lb-ft of torque. The transmission is a five-speed automatic with electronic shift-on-the-fly for off-road performance. The truck is available in 4x2 or 4x4 configurations.

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"Dodge's 5.9-liter Magnum V8...delivers more than enough oomph from idle to redline, and it offers brisk response under every condition."  *AutoWeek*  The Dodge RAM Pickup has a full selection of five powerful, reliable engines, developed for maximum horsepower, torque, and overall performance. There's a Magnum just right for your truck's power requirements, from 239-cubic-inch V6 up to the massive 488-cubic-inch V10. You won't find any dead spots on the power curve and there's plenty of low-end torque to launch off the line and maintain speed under heavy loads.

Every Dodge Magnum gas engine features: a "returnless" fuel system • Sequential multipoint fuel injection for precise fuel delivery • Patented progressive-bore throttle body increases bore with rpm • Tuned cast aluminum intake manifold for maximum airflow • High-flow exhaust manifolds to minimize back pressure • Cylinder head designed to optimize airflow and fuel mixture • Short-stem intake and exhaust valves for quick flow • Rocker arms with powdered metal felts for durability • Rocker arm covers are reinforced and held in place with 10 bolts • Single-piece aluminum timing chain cover • Silicone gaskets to provide long-term sealing.

**Magnum 8.0L V10**
- 488-cubic-inch
- 300hp at 4,000 rpm
- 450 lb-ft of torque at 2,400 rpm
- 7,000 rpm

**5.9L Cummins Intercooled Turbo Diesel**
**Automatic Transmission**
- 350hp at 2,500 rpm
- 440 lb-ft of torque at 1,500 rpm
- 5,900 rpm

**Manual Transmission**
- 350hp at 2,500 rpm
- 375lb-ft of torque at 1,800 rpm

**Magnum 5.7L V8**
- 345-cubic-inch
- 320hp at 6,000 rpm
- 330 lb-ft of torque at 3,200 rpm (LJ)
- 5,200 lb-ft of torque at 2,200 rpm

**Magnum 8.0L V10**
- 488-cubic-inch
- 300hp at 4,000 rpm
- 450 lb-ft of torque at 2,400 rpm
- 7,000 rpm

**Magnum 5.9L V8**
- 345-cubic-inch
- 320hp at 6,000 rpm
- 330 lb-ft of torque at 3,200 rpm (LJ)
- 5,200 lb-ft of torque at 2,200 rpm

**Magnum 6.7L V8**
- 518-cubic-inch
- 320hp at 6,000 rpm
- 330 lb-ft of torque at 3,200 rpm

**Magnum 4.7L V8**
- 272-cubic-inch
- 275hp at 4,000 rpm
- 330 lb-ft of torque at 3,000 rpm

"The V10 will outrun any other pickup on the road."  *AutoWeek*  The optional 488-cubic-inch (8.0-liter) Magnum V10 is simply the most powerful gasoline engine in any American pickup truck, producing 300 horsepower at 4,000 rpm running unleaded regular gas, with 450 lb-ft of torque at a low 2,400 rpm. And this multipoint fuel-injected V10 is more fuel efficient than the Ford 460 or Chevy 454 V8s.

Specially engineered for power, endurance and reliability, the V10 has an extra-strength cast iron, deep "Y" block; smooth-running six-main-bearing crankshaft; and moly-coated pistons for low wear during break-in.

The ignition system is distributorless and computer-controlled for precise engine timing. Response is instantaneous from its multipoint fuel injection.

The Magnum V10 has been mated to the most oversized, heavy-duty running gear that fit in a pickup truck, including a massive 700-square-inch front area radiator, auxiliary oil pump, and severe-duty transmissions, transfer cases and running gear designed for years of hard use.

The Magnum V10's performance, durability and reliability have been verified over and over during endurance testing in the dynamometer lab, on the test track and in preproduction trials with some of the nation's biggest truck fleets.

"...the mother of torque monsters."  *AutoWeek*  "Big rig" truckers know Cummins means dependability, power, fuel economy and, above all, long-term durability.

With a maximum 430 lb-ft of torque at just 1,600 rpm, the 5.9L Cummins Intercooled Turbo Diesel-powered RAM Pickup handily performs most heavy hauling. But the real secret behind its unbeatable performance is that it is designed for GVW applications in the 35,000 to 65,000-pound range. That level of overdesign makes the RAM Cummins the hardest-working pickup in America. And many Cummins engines go more 300,000 miles without an overhaul, due, in part, to these "big rig" features:

- Heavy-duty, high-mileage-rated turbocharger with oil-lubricated shaft bearing is manufactured by Holset, a Cummins subsidiary. A turbo wastegate allows maximum turbo boost when required while preventing overboost for durability.
- Cast iron deep-skirt block extends below the crankshaft for extra rigidity.
- Direct injection uses 100 percent of fuel energy to provide power, eliminating prechamber ignition used in indirect injection systems.
- Design simplicity of the in-line six-cylinder eliminates special maintenance tools, while total parts are reduced by 40 percent versus V8 diesels.
- Forged I-beam connecting rods are oversized to handle strong low-rpm torque.
- Pressure point oil feed lubrication system assures continuous flow to all wear surfaces.
- Intercooler improves combustion efficiency by providing colder air to the turbo.
- Electric manifold heater grid warms intake air for quick starts in cold weather.
- In-line fuel pump provides positive computer-controlled fuel injection.

The Cummins direct-chamber fuel injection design provides more efficient combustion than indirect injection already by eliminating glow plugs and intake prechambers.
"Towing...with the Ram 3500 was, in a nutshell, a dream. 4Wheel & Off Road The Dodge Ram provides refined levels of comfort, ride and handling never before brought together in one truck. Each Ram model features a suspension that is individually tuned to match the performance requirements of 1/2-, 3/4-, and one-ton pickups, either two- or four-wheel drive.

The 4x2 and 4x4 suspension packages offer smooth, firm, predictable ride and handling, loaded or unloaded. That means minimal body roll during cornering, a smaller turning radius for tight maneuvering, and maximum wheel travel to optimize the suspension’s ability to react to the road. The foundation of this superior ride and handling is an extra-stiff boxed front frame and the widest track of any full-size pickup, along with the firm stance of 16-inch wheels.

The Ram’s front suspension features gas-charged, large-reservoir shock absorbers and a link-type stabilizer bar, for consistent ride control on rough surfaces and long wear life. Turning diameter is excellent, too—just 40.6 feet on the Ram 1500 short bed (full 360 degrees).

With its long, eight-inch front and 11-inch rear suspension travel, the Ram Pickup can absorb bumpy surfaces while maintaining a smooth ride, even under full load.

The rear suspension features extra-long 60-inch leaf springs to reduce spring stress, allowing a lower spring rate. The progressive springs, and standard auxiliary springs on 5500 models, provide a smooth ride, less shake when unloaded, and strong load support capability.

RM-5500 Laramie SLT Double Cab, shown in Black. The massive power of the Magnum V-10 powered Ram Crew cab is demonstrated pulling a 12,500 pound trailer.

The RAM’s suspension geometry and weight distribution include a low roll center to reduce side-to-side body roll during hard cornering.

- The RAM Sport Package makes the RAM crew cab feature a mosaicsheet spring joint treatment on either Flamed Red or Black. The sport is available on regular and Club cab short bed models.

"...what a fullsize pickup—a work truck—ought to be: functional on the job and comfortable for getting there and back." 4-Wheel & Off-Road. When it comes to sheer work power, performance and versatility, the Dodge RAM is job-rated from the bottom up, offering the most available payload of any 4x2 or 4x4 pickup. Every component is overengineered to exceed the requirements of the job, because we know you may occasionally surpass the rated payload or tow ratings.

That's how Dodge defines job-rating. Clearly, a 4x4 one-ton will face more rigorous use than a half-ton 4x2. So each model step-up (such as a 2500 over a 1500) is equipped with more than just a heavier suspension to carry more load. The frame, brakes, axles, prop shaft, transmission and radiator are all upsized to meet your heavy-duty demands.

The RAM's high-strength 36,000 psi steel frame has been engineered to withstand extreme punishment, with the extra stiffness of boxed front crossmembers that not only provide strength, but also help protect occupants during front-end collisions. With a 7.0-inch center section on 1500/2500 models, and a 9.5-inch center section on 2500 HD/3500 models, plus the unique "H"-shaped rear crossmember, this frame was designed to perform with the optimum combination of stiffness and flexibility.

The RAM's cargo floor offers a wide distance between wheel wells. It's stamped from a single sheet of thick, dent-resistant, high-strength steel for durability and excellent corrosion resistance. Features like two-tier loading, bulkhead dividers and cargo tie-downs add to the RAM's optimum level of workability.

Dodge RAM 2500 HD 4x4 with Cummins Intercooled Turbo Diesel engine shown in Emerald Green and Diffused Ice White carrying a load of rocks weighing 23,900 pounds. 6

Some Ram Prep Groups Equipped RAM 4x4 models with all the heavy-duty components to meet demanding planting conditions.

Dodge RAM Pickup Dimensions

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Dodge exclusive cab dividers are widely spaced and anchored to the structural front box support rail for extra strength. Front cab dividers are molded into the front floor and are designed to hold the entire topside of the cab. The cab divider feature for dual cab one-ton models is integrated into the backbone of the cab.
RAM Pickup Standard Features and Options.

**Standard Features—All Models**
- AirBag—Grillside
- Air Conditioning—Blower, automatic
- Aluminum Wheel—Hubcap, 15" diam (standard)
- Alloy Wheel—Hubcap, 15" diam (standard)
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Service/Ownehip Experience

The Dodge RAM is covered by the 3/36 Customer One Care Plan, which includes:

- A 3-year or 36,000-mile (which ever comes first) Bumper-To-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.) Restrictions apply.
- Roadside Assistance for 3 years or 36,000 miles providing 24-hour, 7 day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. The Roadside Assistance covers many items not included in the 3/36 warranty, such as lock-out, jump start, out-of-gas, flat tire repair and towing.
- A 7-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty which covers the cost of all parts and labor needed to repair exterior sheet metal panels perforated by corrosion.
- Trucks equipped with Cummins Intercooled Turbo Diesel Engines have an additional 5-year or 100,000 mile Engine Limited Warranty.
- The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

Mopar Customer Care

There's only one sure way to keep your new Dodge RAM Pickup performing at its optimum. Just make sure it's serviced regularly at your nearby Dodge dealer. You'll find first-rate mechanics specially trained in the maintenance and repair of your new Dodge, and they have immediate access to a complete stock of genuine Chrysler Corporation-engineered Mopar replacement parts.

Finance And Lease Plans From Chrysler Credit

Chrysler Credit offers a broad range of traditional automotive financing programs and flexible terms for qualified RAM Pickup buyers.

And to make your new Dodge truck even more affordable, you may consider Gold Key short-term financing.

Gold Key Lease is an attractive alternative to traditional financing that's becoming increasingly popular... and this plan offers minimal upfront expense.

Gold Key Plus offers all the benefits of Gold Key Lease, like more affordable payments, plus ownership.

Ask your dealer for all the details on how Chrysler Credit financing can work for you.

Chrysler Service Contracts

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

Automobility Program

Cash reimbursements are available for qualified adaptive driving devices on 1995 Dodge RAM Pickups. Ask your dealer to provide you with more information or call the Automobility Headquarters at 1-800-255-9877.

The Customer One Experience

Futuristic Design. Innovative engineering. Quality production. All are embodied in Dodge RAM. But to you, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Product knowledge is essential, and it is imparted to dealership personnel through formal product training and service sessions. Service personnel are trained not just to provide the technical answer to a vehicle problem, but to respond personally to every owner.

That's the new Chrysler Culture: new ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.

For more information about the 1995 Dodge RAM, any other Dodge products, or the location of your nearest Dodge Truck dealer, call: 1-800-4-A-DODGE.

Specifications, descriptions and illustrative materials contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Corporation reserves the right to discontinue models at any time or change specifications without notice or without incurring obligation. All options are subject to combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained herein, see your Dodge Truck Dealer.

This catalog, since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog is available at extra cost.

For more information about the complete line of Dodge Trucks, ask for our other catalogs, as indicated below:

1995 Magnum/Towing Catalog
1995 Work Truck Catalog
1995 Dakota Catalog
1995 Recreational Van Catalog

AMERICA'S TRUCK STOP
THE NEW DODGE