



RAM



OUTDOORSMAN





THIS TRUCK IS GAME FOR EVERYTHING.

It's in your nature to get away from it all, and this truck brings it home. For this is the new 2011 Ram Outdoorsman — created from the ground up for people whose lifestyle is centered around camping, fishing, hunting, and exploring.

From the first glance, new Ram Outdoorsman instantly conveys the look and capability designed to match your passion for the outside. That rugged exterior styling with those Light Truck (LT) 17-inch All-Terrain tires just starts a long list of engineering features that let you master towing and hauling. In every way, Outdoorsman is the ideal truck for activities that take you far off the beaten path.

Pointedly, when it comes to towing, you've come to the right place — for our engineers know that your camper, trailer, boat or ATV is almost part of your family. The new Ram Outdoorsman comes to the fore with a raft of towing-friendly standard equipment. But this specialized Ram truck adds advantages like skid plates (std. on 1500; opt. on 2500 and 3500) and heavy-duty cooling systems for all engines and transmissions — ideal when you're towing on a grade.

Inside, it's just as good. This interior offers outstanding convenience and comfort, ensuring that the ride to and from your adventure destination is a relaxing retreat in itself.

You fish. You hunt. You camp. In short, you live life to its fullest. And the new Ram Outdoorsman is there for you — with choices that cover 1500, 2500, and 3500 Regular Cab, Quad Cab®, Crew Cab and Mega Cab® models, in short and long wheelbases, and in 4x4 and 4x2 drivetrains. In every way, this truck is on target. For more, turn the page — and then click on ramtrucks.com/outdoorsman



Ram 1500 Crew Cab Outdoorsman in two-tone Hunter Green Pearl and Mineral Gray Metallic, shown with available RamBox® Cargo Management System.



Look for the intelligent features that make life in the great outdoors just a little bit easier — and a lot more like home. You'll find them in the new Ram Outdoorsman. Like extra lighting for the ashtray, glove box, engine bay, rear cabin, and even on the sun visors — a thoughtful piece of engineering when you're addressing a speck of dirt in your eye. The leather-wrapped steering wheel includes audio controls for the standard SIRIUS® Satellite Radio,* letting you keep your attention on the road or trail while still bringing your favorite stations with you. Finally, you can program the universal garage door opener to three devices — like doors, private entrances, or electronic gates — so you can get in as easily as you can get out. Got electronic gear? Leave the DC charger home. Here, the dash-mounted 115-volt power outlet lets you charge batteries to power cell phones, fish finders, GPS units, flashlights, and more.

*Required SIRIUS Radio, Traffic, Travel Link, and Backseat TV subscriptions sold separately after trial period. Other fees and taxes will apply. SIRIUS Traffic and Travel Link available in select markets; Backseat TV subscription not available without SIRIUS Radio subscription; and SIRIUS data displays and individual product availability vary by hardware equipment. SIRIUS service available only to those at least 18 years of age in the 48 contiguous USA, DC, and Puerto Rico (with coverage limitations), while Internet Radio is also available in AK, HI, and PR. Fees and programming subject to change. Service automatically renews and you will be billed, at then-current rates, unless you call 1-888-539-7474 to cancel. Subscriptions governed by SIRIUS Terms and Conditions available at sirius.com. Service available in Canada; see www.siriuscanada.ca.

TOTALLY ON TRACK FOR CREATURE COMFORTS.

While that rugged exterior combines style with on- and off-road functionality, the interior of Ram Outdoorsman shows pure logic, with protective all-weather mud/slush mats in the front and rear, and premium easy-to-clean cloth seats that resist stains and odors, in your choice of bucket or 40/20/40 bench styles. Either choice provides you with a 10-way power driver's seat enhanced with lumbar support, with added storage in the center console or bench center-seat cushion. Rear seats in Outdoorsman are standard 60/40 split, providing you multiple configurations when you need to mix cargo, passengers, and equipment. Dashboard and instrumentation are ideal for the outdoorsman, and include rearview auto-dimming mirror and the Electronic Vehicle Information Center, providing you with real-time data about the engine, transmission, and tire pressure. Any way you cut it, it's all here.





**EVEN UNDER OPEN SKIES,
WE KEEP YOU COVERED.**

Remote Start^[1] and invaluable security: common sense in an uncommon vehicle. Installed at the factory, the Outdoorsman Remote Start lets you start the vehicle with preset temperature settings to let you move from duck blind or boat into a cab that can be air-conditioned or campfire warm. And while the standard security system could possibly lower your insurance rates, true value comes from the peace of mind of knowing there's a factory-installed system on your new truck while you explore the great outdoors beyond it.



RamBox®: It shows the world that you've got game. Among the Ram Outdoorsman models, 1500 Crew Cab offers the available ultra-handly RamBox Cargo Management System. This class-exclusive^[2] option starts with two large, lit, lockable and drainable compartments, each capable of carrying generous amounts of equipment and/or supplies. The available RamBox Holster from Mopar can be custom-fitted to accommodate long guns, fishing rods and reels, or both. The intelligent system is completed by an ingenious cargo bed extender/divider and cargo rails with adjustable tie-down cleats.

^[1]Remote Start not available with manual transmission. ^[2]Based on *Automotive News* classification.



Ram 1500 Crew Cab Outdoorsman shown with available Vinyl Graphics in camo pattern, an Authentic Ram Accessory by Mopar (Late availability).



A BORN NATURAL FOR TOWING IT ALL.

In that available wide trailer-tow mirror you're looking at your camper, boat, ATV or trailer, and you're driving with a unique secure sense of confidence — because your new Ram Outdoorsman was designed from top to bottom to master your towing needs. Standard equipment starts with the convenient four- and seven-pin trailer harness plugs on all models, bumper-mounted for easy access, and near the license plate — an ideal location when lighting is limited. Also standard across Outdoorsman are the indispensable tow hooks, the Class IV hitch receiver, limited-slip differential (depending on model), and the heavy-duty cooling system that includes a heavy-duty transmission oil cooler. On 1500 models, count on standard Trailer Sway Control; 2500/3500 models supply a standard electronic trailer brake controller. The Outdoorsman trailer options are persuasive — like the available ParkView® Rear



Back-Up Camera:^[1] it makes trailer hookups completely manageable. Even the tires on Outdoorsman are for the great outdoors: large Light Truck (LT) 17-inch tires, rated for higher loads, with stronger sidewalls to resist punctures. With an on-/off-road tread pattern that ensures superb traction whether you're on the road, highway, or trail, they're backed with a standard full-size spare for security and functionality. The upshot is a truck untimidated when trailering in rugged terrain or under extreme heat — quite possibly the conditions of your next getaway.

^[1]Always check entire surroundings before backing up.

THE OUTDOORSMAN STARTS HERE.

Preparation is essential for any outdoor adventure, and ensuring that you bring the necessary supplies and equipment can make a difference in your overall enjoyment and experience. Checklists are a great tool to help with organizing your trip. Obviously, your own list will vary according to the type of camping and activities you're planning, the places you are going, the time of year, and the length of your trip. Add or remove items from this suggested list to suit your individual needs.

Shelter

- Tent
- Ground cloth/tarp
- Shade tarp/poles/rope/stakes
- Hatchet
- Camp chairs

Cooking

- Large water jug/water bucket
- Coolers/ice
- Mugs/glasses
- Stove with fuel/propane
- Weatherproof matches
- Firewood/buddy burner
- Fire starters/newspaper
- Heavy-duty aluminum foil
- Paper towels
- Trash bags
- Dish soap/brush/towels
- Cooking oil/spray
- Containers for food storage
- Potholders/oven mitts
- Cookware/cooking utensils
- Can opener/bottle opener
- Pie tins/filling/pie crusts
- Marshmallows, graham crackers, chocolate (s'mores)

Personal

- Shower shoes/flip-flops
- Towels/washcloth
- Soap in plastic case/shampoo
- Toothbrush/toothpaste
- Deodorant
- Comb/brush
- Toilet paper
- Shower bag or 5-gallon bucket
- Camping shower/shower pump
- Other personal items
- Personal medications (bring extra)

Clothes

- Shoes/boots
- Jeans/pants/belts/shorts
- T-shirts
- Socks/extra socks
- Hat
- Sweatshirt/jacket
- Rain gear/waders
- Swimsuit/towel

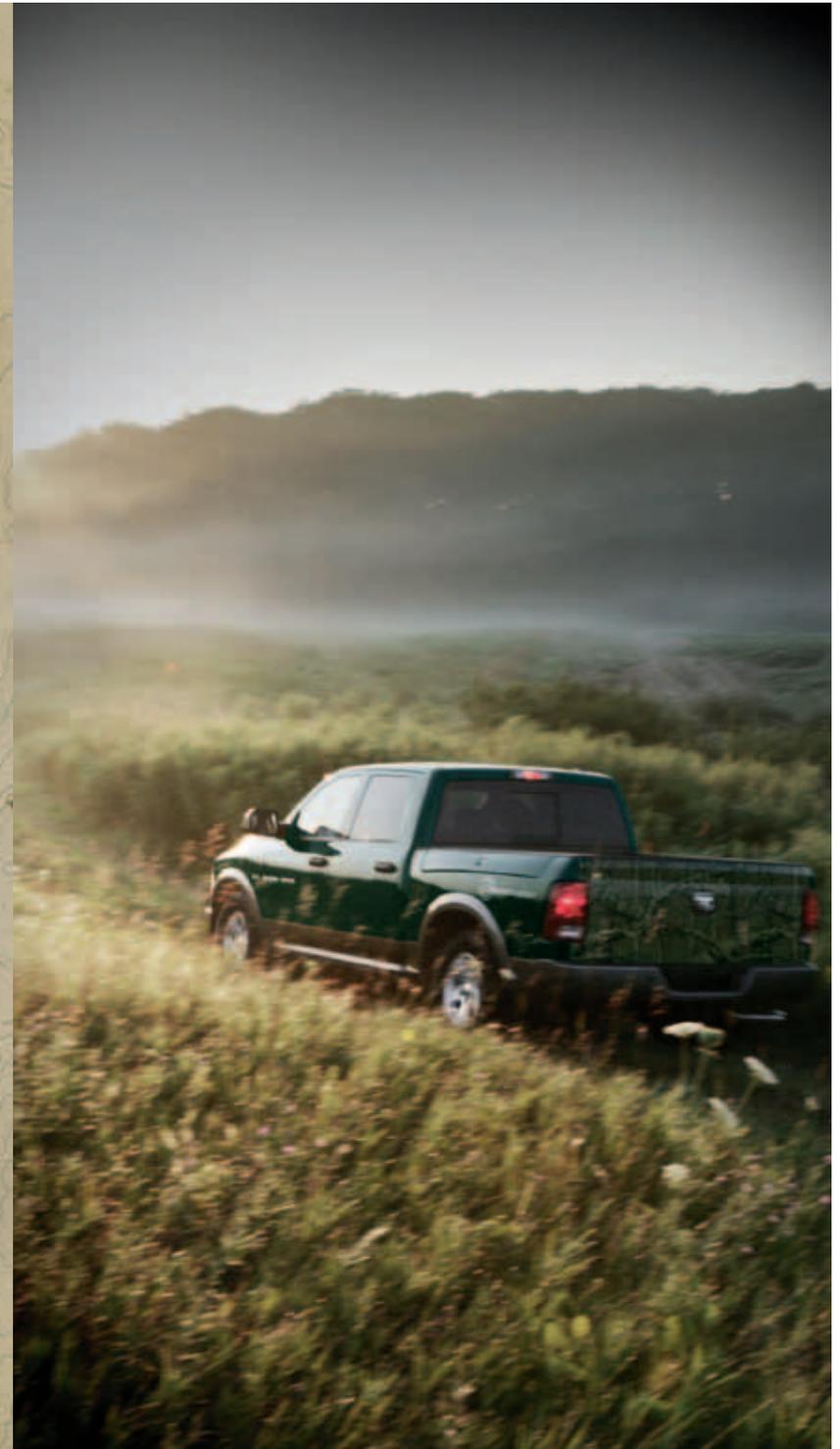
Bedding

- Sleeping bag/blankets/pillow
- Sheets/blankets/pillow
- Cot
- Air mattress/air pump

Safety and Comfort

- Sunscreen/lip balm
- Lantern with fuel/mantles
- Compass/GPS system/maps
- Radio/cell phone
- Bug repellent/candles
- Whistle
- Camera/battery/film/video
- Small shovel
- First aid kit
- Saw/axe
- Flashlight/batteries
- Pocket knife/multifunction knife
- Plastic grocery bags
- Binoculars
- Rope/clothesline
- Canteen/water bottle/ coffee pot
- Cards/games/toys/sports equipment
- Duct tape
- Notepad/pen
- 2-way radios/walkie-talkies
- Mosquito netting
- Bikes/helmets
- Travel alarm clock
- Bungee cords/tie-down straps

Plan ahead. Take a First Aid class and a CPR class – and keep current on this information. Store supplies in well-marked, durable, waterproof containers, with the contents organized and readily available at all times. Know how to use everything in your first aid kit. Inspect contents often, and resupply as needed.





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