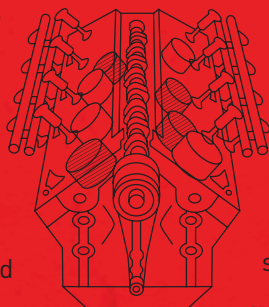


THE ENGINE SWITCHES FROM EIGHT TO FOUR CYLINDERS SO SEAMLESSLY, YOU'LL ONLY NOTICE IT AT THE GAS PUMP.

To create a totally new truck, our engineers didn't just push the envelope. They pulled it, stretched it, tore it apart, started over, and then pushed that new envelope even harder. They didn't stop until they created the all-new Dodge Ram Crew 1500. A revolutionary truck that's right for the job. And right for the times.

A NEW SMARTER HEMI® ENGINE.

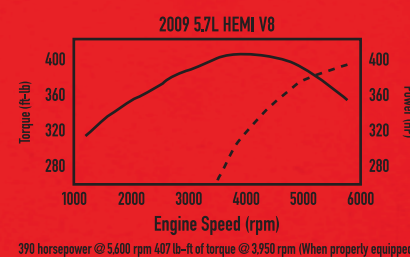
File this under the category of "Isn't technology wonderful?" The 2009 Ram's new 5.7L HEMI V8 utilizes our MDS fuel-saving⁽¹⁾ technology. This system determines when all eight cylinders aren't needed to power the truck, and then seamlessly and imperceptibly



shuts off four of them to save gas.⁽¹⁾ Of course, when you do need that legendary HEMI V8 power, it instantly shifts back to eight cylinders to deliver more horsepower and more torque than ever before.

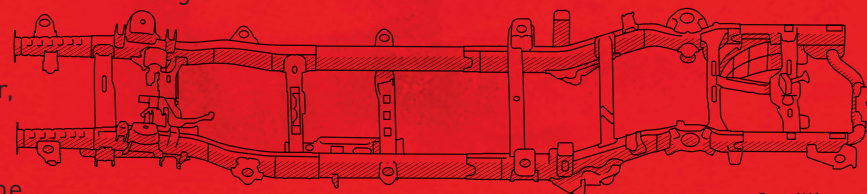
AN ENGINE THAT OVERACHIEVES.

Other new engine advancements



include Variable Valve Timing – a technology utilized on Formula One race cars for increased power and efficiency.⁽¹⁾ The benefits of all these technologies are tangible: 390 horsepower, 407 lb ft of torque, and the

best combination of horsepower and fuel economy in its class.⁽¹⁾⁽²⁾ And if you're the type that likes competitive claims, the all-new Ram also has faster 0-60 mph acceleration than a Ford or Chevy truck⁽³⁾ — and that's true whether the trucks are loaded, unloaded, or pulling trailers.⁽³⁾ Better still, the 2009 Ram also beats those trucks when it comes to highway fuel economy while towing.⁽³⁾



THE NEW STRENGTH IN FRAMES.

A frame is a truck's backbone.

That's why we developed an all-new fully boxed frame made of Advanced High-Strength Steel. It's rated at an astounding 85,000 psi tensile strength. And it helps achieve Ram's maximum GCWR of an ultra-capable 14,000 lb.⁽⁴⁾

TESTED FOR THE LONG HAUL.

All of the advancements in the world wouldn't mean anything if the all-new 2009 Dodge Ram

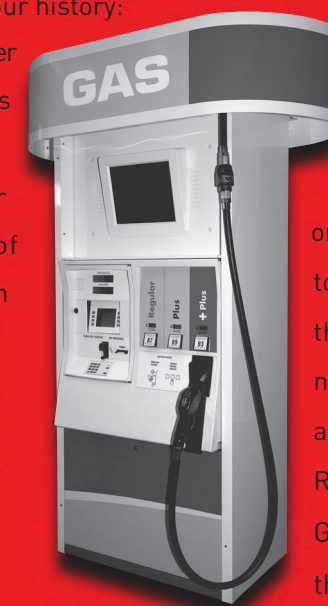
1500 wasn't tough enough to stand the test of time. Which is why we subjected it to the most extensive and abusive testing in our history:

9 million customer equivalent miles of durability testing and over 40,000 hours of vehicle system testing. Then, to prove our confidence in the toughness of this truck, we backed it

with the industry's only Lifetime Powertrain Limited Warranty.⁽⁵⁾

NOW GO TO RAMCHALLENGE.COM

But enough talk already. It's time to see the all-new Ram in action. Just log on to RamChallenge.com and watch it tackle a series of extreme challenges on the world's most brutally tough obstacle course. We think you'll find that you've never seen a truck like the all-new 2009 Ram. Dodge. Grab life by the horns.



THE ALL-NEW DODGE RAM. NEVER BACK DOWN FROM A CHALLENGE.

⁽¹⁾ Based on manufacturer's preliminary fuel economy estimates of 14 city to 20 highway mpg using EPA methodology. Results depend on driving habits and 5.7L vs. comparably equipped 2008 Ford and Chevy trucks; acceleration with 1,120 lb payload or while towing 7,150 lb trailer; fuel economy while towing 5,000 lb; available on SRT,* diesel vehicles, Sprinter, Ram Chassis Cab, and certain fleet vehicles.

conditions ⁽²⁾Comparison based on 2008 model year full-size pickup competitive data versus the 2009 MY Ram 1500. ⁽³⁾AMCI-Certified 2009 Dodge Ram 1500 4x4 details at dodge.com. ⁽⁴⁾When properly equipped. ⁽⁵⁾No deductible. See dealer for a copy of Lifetime Powertrain Limited Warranty details. Non-Transferable. Not