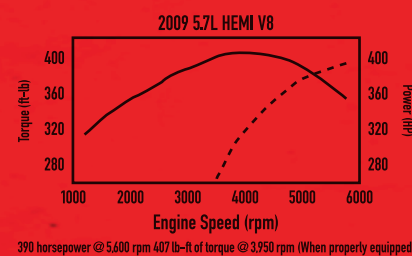


POWERFUL ENOUGH TO PULL THE ENTIRE TRUCK INDUSTRY IN A WHOLE NEW DIRECTION.



Despite all of its big talk, when it comes to pushing the boundaries of new technology, the truck world has been downright timid. But all of that just changed. Introducing the all-new Dodge Ram 1500. Now available in the roomier crew cab size. It's our boldest, most advanced truck ever.

A NEW SMARTER HEMI® ENGINE.

Borrowing from the world of Formula One racing, our HEMI V8

now has Variable Valve Timing (VVT) for better performance, improved efficiency,⁽¹⁾ and more torque, resulting in better freeway merging acceleration while towing than Ford or Chevy.⁽²⁾ Combined with other advancements, it helps our 5.7-liter HEMI V8 deliver the best combination of horsepower and fuel economy⁽¹⁾⁽³⁾ in its class.

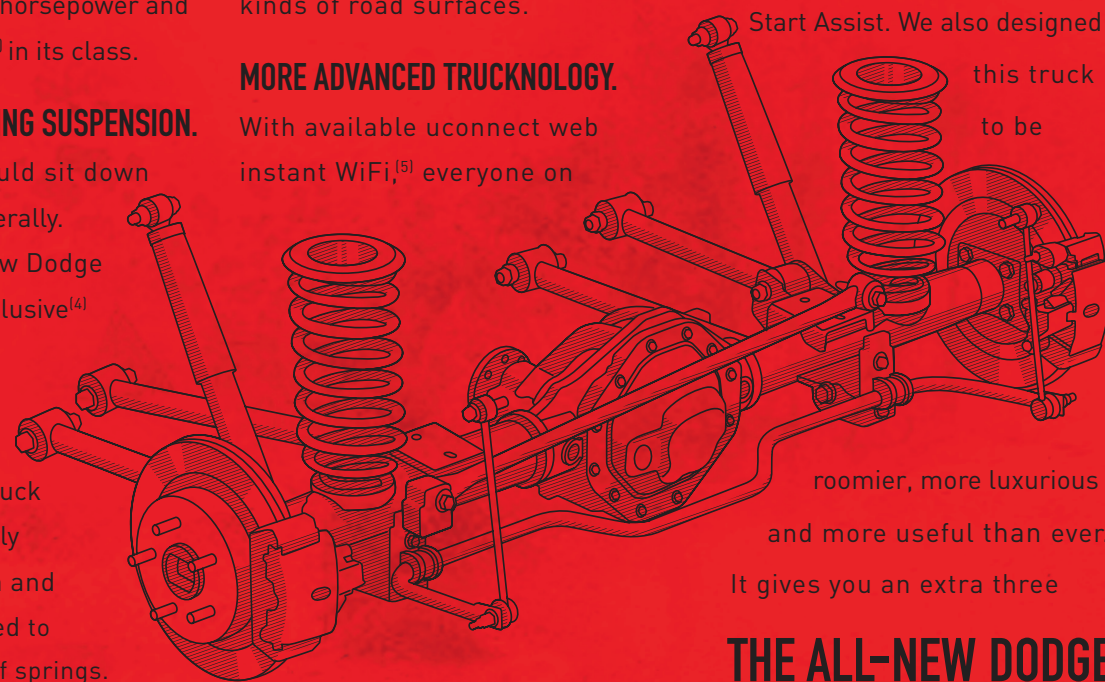
A GAME-CHANGING SUSPENSION.

Maybe you should sit down for this part. Literally. Because the new Dodge Ram's class-exclusive⁽⁴⁾ rear link-coil suspension system is truly a revolution in truck comfort. It greatly reduces friction and weight compared to conventional leaf springs.

The advantages of this new suspension include a smoother highway ride than you get in a Ford or GMC truck⁽²⁾ without compromising payload or towing capacity. You'll also experience improved control and more precise handling so you'll feel more confident driving on all kinds of road surfaces.

MORE ADVANCED TRUCKNOLOGY.

With available uconnect web instant WiFi,⁽⁵⁾ everyone on



board has Web access. For added safety and security, the standard Electronic Stability Program⁽⁶⁾ has Trailer Sway Control and class-exclusive⁽⁴⁾ Hill

Start Assist. We also designed

this truck to be

roomier, more luxurious and more useful than ever.

It gives you an extra three

inches of leg room and four more cubic feet of interior volume.

And no other truck out there has

Ram's innovative in-floor storage system.⁽⁴⁾ Plus you can get new available features like heated and ventilated front

seats, class-exclusive⁽⁴⁾ heated rear seats, and even a heated steering wheel. To top everything off, the all-new Ram is backed by the industry's only Lifetime Powertrain Limited Warranty.⁽⁷⁾

**CATCH ALL THE ACTION AT
RAMCHALLENGE.COM**

Log on and watch the all-new



Dodge Ram Crew 1500 take on all kinds of extreme challenges. And crush every preconceived notion you've ever had about trucks. 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 conditions, quality at 55 mph vs. comparably equipped 2008 Ford and GMC; details at dodge.com. ⁽²⁾Comparison based on 2008 model year full-size pickup competitive data consistent with conditions. Always wear your seat belt and obey traffic laws. ⁽³⁾No deductible. See dealer for a copy of Limited Warranty details. Non-Transferable.

⁽⁴⁾AMCI-Certified 2009 Dodge Ram Crew 1500 4x4 5.7L, 20-65 mph acceleration towing 7,150 lb vs. comparably equipped 2008 Ford and Chevy; smooth pavement ride versus the 2009 MY Ram 1500. ⁽⁵⁾Based on *Automotive News* full-size pickup segmentation. ⁽⁶⁾Subscription required, sold separately. ⁽⁷⁾Always drive carefully. Not available on SRT, diesel vehicles, Sprinter, Ram Chassis Cab, and certain fleet vehicles.