

WHAT MAKES THE  
ALL-NEW  
RAM HEAVY DUTY  
MOTOR TREND'S 2010  
TRUCK OF THE YEAR?



**RAM**



**EVERYTHING.**



LEADER



BRAINS



STRENGTH



MIGHT



CONTROL



DURABILITY



BRAWN



COMFORT



RELIABILITY



QUICKNESS



EXTRA ROOM



MUSCLE



SMOOTHNESS



SMARTS



GOOD LOOKS

RAMTRUCKS.COM

THE RICHARDS GROUP  
AD CODE: DOUBLE TRUCK

CLIENT: RAM  
PRODUCT: 3500  
TITLE: TOTY EVERYTHING  
SPECS: Snap 240 UCR

LIVE:  
TRIM: 2275 x 21  
BLEED: N/A  
PUB: USA TODAY NEWSPAPER

AD: xx  
AB: xx  
AC: xx  
PP: PAM ZMUD

PROOFREADING SIGNOFF  
INITIALS: \_\_\_\_\_ DATE: \_\_\_\_\_  
CHANGES:

BROPHY  
JOB #: 13465145  
GK: mc

