

THE RICHARDS GROUP	CLIENT: xx	LIVE:	AD: xx	PROOFREADING SIGNOFF	BROPHY
AD CODE: XX	PRODUCT: xx	TRIM: 37 in x 12in	AB: xx	INITIALS: _____	JOB #: 134470-2a
DATE: 12/5/09 5:30PM	TITLE: xx	BLEED: 37.25 in x 12.25 in	AC: xx	CHANGES: <input type="checkbox"/>	GA: Michelle
	SPECS: SWOP 280 UCR	PUB: ESPN Gatefold	PP: xx		

BIGGEST BRAKES IN ITS CLASS	MANUAL 6-SPEED TRANSMISSION	UPCONNECT WEB WiFi WiFi vehicle hotspot
MIGHT	CONTROL	FREEDOM
POWERTRAIN 5-YR/100,000-MI WARRANTY	5 & 6 SPEED AUTOMATICS	REAR STORAGE BINS
RELIABILITY	QUICKNESS	SPACE
STANDARD INTEGRATED TRAILER BRAKE CONTROLS	ALL-NEW INTERIOR REFINED	18,500 LB TOWING CAPABILITY
SMARTS	GOOD LOOKS	MUSCLE



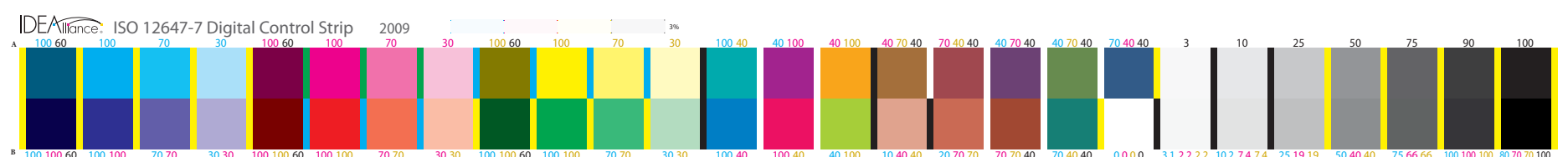
THIS IS HOW WE GIVE TOUGH A SMARTER NAME.

RECEIVING THE ULTIMATE STAMP OF APPROVAL IS AN HONOR THE ALL-NEW RAM HEAVY DUTY IS PROUD TO CARRY. HOWEVER, WE HUMBL Y SUGGEST IT DIDN'T COME AS A COMPLETE SURPRISE. AFTER ALL, LAST YEAR *MOTOR TREND* CALLED RAM 1500'S NEW INTERIOR A "STELLAR ADVANCEMENT" AND SAID FEATURES LIKE RAMBOX™ WOULD "FORCE THE COMPETITION TO STEP UP." AND WHILE THERE'S JUST AS MUCH TO BE SAID ABOUT THE ALL-NEW RAM HD, WE THINK BEING NAMED *MOTOR TREND*'S 2010 TRUCK OF THE YEAR SAYS, WELL, JUST ABOUT EVERYTHING. RAMTRUCKS.COM

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

EVERYTHING.

5.7L V8 HEMI 383 HP 400 FT-LB OF TORQUE	STANDARD FACTORY DIESEL EXHAUST BRAKE	5,130 LB PAYLOAD RATING
LEADER	BRAINS	STRENGTH
6.7L CUMMINS ISDE	BEST-IN-CLASS 650 FT-LB LOW-END TORQUE	35 GALLON FUEL TANK
DURABILITY	BRAWN	CAPACITY
ALL-NEW CREW CAB	D-PILLAR HYDRA MOUNTS FLUID-FILLED	ALL-NEW SUSPENSION TUNING
EXTRA ROOM	COMFORT	SMOOTHNESS



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