



2017 RAM HEAVY DUTY

RAM IS THE FASTEST-GROWING TRUCK BRAND IN CANADA¹



MOST CAPABLE HEAVY-DUTY PICKUPS²

- Ram Heavy Duty pickups are the most capable pickups in their class², with best-in-class³:
 - 1-ton towing – up to 14,157 kg (31,210 lb)
 - Payload – up to 3,352 kg (7,390 lb) on Ram 3500
 - 3/4-ton gas engine towing – up to 7,403 kg (16,320 lb)
 - Gross Combined Weight Rating (GCWR) – up to 17,736 kg (39,100 lb) on Ram 3500

LEGENDARY POWERTRAINS



- Powerful 6.4L HEMI VVT V8
 - Best-in-class gas horsepower and torque⁴ – 410 hp and 429 lb-ft
 - The largest displacement gasoline V8 in its class³
- Legendary 6.7L Cummins® I-6 Turbo Diesel
 - Best-in-class torque³ – up to 900 lb-ft
 - Class-exclusive manual transmission³ – Available
 - Class-exclusive 'Smart' Diesel Exhaust Brake³
 - Class-exclusive Ram Active Air™ Technology³



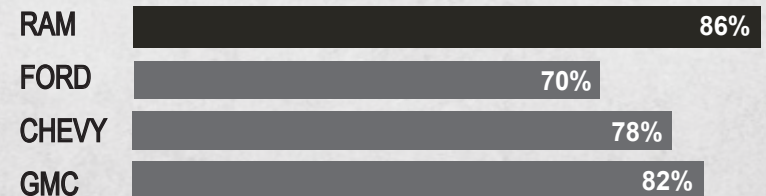
CLASS-EXCLUSIVE FEATURES TO TAKE ON THE TOUGHEST ASSIGNMENTS

- Ram Heavy Duty has a long list of class-exclusive features including³:
 - Auto-Level Rear Air Suspension – Available
 - Multilink Coil Spring Rear Suspension – Standard on 2500
 - Rambox® Cargo Management System – Available



RAM OFFERS CANADA'S MOST DURABLE HEAVY-DUTY DIESEL PICKUP*

Percentage, by brand, of total diesel pickups sold over the past 22 years that are still on the road today.



*Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1994. Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2015, for model years 1994-2015 for all large pickups sold and available in Canada over the last 22 years.

2017 RAM HEAVY DUTY

ST (REGULAR CAB / CREW CAB)

AVAILABLE POWERTRAINS*

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with 6-speed automatic
- 6.4L HEMI VVT V8 with MDS and 6-speed automatic
- 6.7L Cummins® I-6 Turbo Diesel with 6-speed AISIN® automatic
- 6.7L Cummins I-6 Turbo Diesel with 6-speed automatic
- 6.7L Cummins I-6 Turbo Diesel with 6-speed manual

SELECT STANDARD EQUIPMENT:

INTERIOR AMENITIES

- 3.5-inch Electronic Vehicle Information Centre (EVIC)
- 12-volt auxiliary power outlet
- Air conditioning and cruise control
- Heavy-duty vinyl 40/20/40 front bench seat
- Media hub with USB port and auxiliary input jack
- Radio 3.0 multimedia centre with 6 speakers
- Power locks and front windows 1-touch up-and-down (Crew Cab)
- Front armrest with storage and cup holders (with automatic)
- Rear in-floor storage bins (Crew Cab)
- Rear underseat storage compartment (Crew Cab)

EXTERIOR FEATURES

- Automatic quad-halogen headlamps
- Black, 6 x 9-inch mirrors, manual folding (2500 Regular Cab)
- Black, 7 x 11-inch trailer tow mirrors, manual folding with supplemental turn signals and courtesy lamps (3500 Regular Cab)
- Black door handles, front/rear bumpers and grille
- Black, power, heated, 6 x 9-inch mirrors, manual folding (2500 Crew Cab)
- Black, power, heated, 7 x 11-inch trailer tow mirrors, manual folding with supplemental turn signals and courtesy lamps (3500 Crew Cab)
- 17-inch styled steel wheels (2500)
- 18-inch styled steel wheels (3500 SRW)
- LT245/70R17E BSW all-season tires (2500)
- LT275/70R18E BSW all-season tires (3500 SRW)

SAFETY & SECURITY

- Air bags⁵: Advanced multistage driver and front-passenger, supplemental front-seat-mounted side and supplemental side-curtain
- Electronic Stability Control⁶ with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, Ready-Alert Braking and Traction Control
- Four-wheel antilock disc brakes with Brake Assist
- “Smart” Diesel Exhaust Brake (6.7L Cummins)
- Tire pressure monitoring display

CAPABILITY & FUNCTIONALITY

- Antispin differential rear axle (3500)
- Class V hitch receiver with 4- and 7-pin wiring harness
- Manual shift-on-the-fly transfer case (4x4)
- Ram Active Air™ intake (diesel)
- Front/rear heavy-duty shock absorbers
- Multi-link coil spring rear suspension (2500)
- Heavy-duty Hotchkiss rear suspension (3500)

SLT (REGULAR CAB / CREW CAB / MEGA® CAB)

ENHANCEMENTS VS. ST

- Carpet floor covering and overhead console
- Cloth 40/20/40 front bench seat
- Floor mats (rear on Crew Cab only)
- Premium vinyl door trim with map pocket
- SiriusXM satellite radio with 1-year subscription⁸
- Bright front/rear bumpers and bright grille with Black insert

SLT (REGULAR CAB / CREW CAB / MEGA® CAB)

ENHANCEMENTS VS. ST CONTINUED

- Rear manual sliding window (Regular Cab)
- Rear power sliding window (Crew Cab and Mega Cab)
- Temperature/compass display and traveller/mini trip computer
- 18-inch chrome-clad steel wheels (2500 and 3500 SRW)
- LT275/70R18E BSW all-season tires
- Remote keyless entry
- Electronic shift-on-the-fly transfer case (4x4)

OUTDOORSMAN® (CREW CAB - 2500 4X4 ONLY)

ENHANCEMENTS VS. SLT

- Front and rear rubber floor mats
- Black lower two-tone paint, fender flares and front/rear bumpers
- Body-colour grille with Black insert
- Fog lamps
- 18-inch polished forged aluminum wheels
- LT275/70R18E OWL on/off-road tires
- 4.10 rear axle ratio and tow hooks
- Antispin differential rear axle and transfer case skid plate

POWER WAGON® (CREW CAB - 2500 4X4 ONLY)[§]

ENHANCEMENTS VS. SLT

- 7-inch full-colour customizable Power Wagon in-cluster display centre
- Hands-free communication with Bluetooth® streaming audio⁸
- Perforated steering wheel with Light Slate Grey stitching and mounted audio and cruise controls
- Uconnect® 5.0 multimedia centre with 5-inch touchscreen
- Bifunctional halogen projector headlamps with Black surround
- Black fender flares, front/rear bumpers and lower two-tone paint
- Black grille with Billet Silver “Ram” badge
- Black “RAM Power Wagon” tailgate badge
- Clearance lamps and fog lamps
- “Power Wagon” decal
- Premium taillamps with Black surround
- 17-inch aluminum wheels with Matte Black painted pockets and Black centre cap
- LT285/70R17D OWL all-terrain tires
- 4.10 rear axle and 180-amp alternator
- Front tow hooks and front WARN® electric winch
- Fuel tank and transfer case skid plate shields
- Manual shift-on-the-fly transfer case
- Front disconnecting stabilizer bar
- Ram Articulate™ suspension
- Tru-Lok® front and rear differentials
- Electronic trailer brake controller and Hill Descent Control

LARAMIE (CREW CAB / MEGA® CAB)

ENHANCEMENTS VS. SLT

- 115-volt auxiliary power outlet
- Air conditioning with dual-zone automatic temperature control
- Front centre-seat cushion with storage
- Heated leather-wrapped steering wheel with audio and cruise controls
- LED interior lighting
- 10 Amplified Speakers including Subwoofer
- Hands-free communication with Bluetooth streaming audio⁸
- Remote USB port (charging only)
- Uconnect 8.4 multimedia centre with 8.4-inch touchscreen (NAV-ready)⁹
- Leather-faced heated and ventilated 40/20/40 front bench seat

LARAMIE (CREW CAB / MEGA® CAB)

ENHANCEMENTS VS. SLT CONTINUED

- Overhead console with universal garage door opener¹⁰
- Premium 7-inch customizable in-cluster display centre
- Memory feature for radio and driver's seat
- Power 10-way driver and 6-way front-passenger seats including 2-way lumbar adjust
- Woodgrain instrument panel accent
- 18-inch polished aluminum wheels
- Body-colour fender flares
- Bright front/rear bumpers, door handles and grille with bright insert
- Chrome, power folding, heated, auto-dimming 6 x 9-inch mirrors with memory, supplemental turn signals and courtesy lamps (2500)
- Chrome, power folding, heated, auto-dimming 7 x 11-inch mirrors with memory, supplemental turn signals and courtesy lamps (3500)
- Fog lamps and security alarm
- Premium bifunctional halogen projector headlamps with chrome surround
- Premium LED taillamps (turn/stop/tail/running lights) with chrome surround
- Electronic trailer brake controller
- Park-Sense® Front and Rear Park Assist¹¹
- ParkView® Rear Back-Up Camera¹¹

LARAMIE LONGHORN (CREW CAB / MEGA®)

ENHANCEMENTS VS. LARAMIE

- Door sill guards
- Double-stacked centre console with full-leather lid and wood tambour door
- Premium door-trim panel and front/rear floor mats
- Premium Laramie Longhorn instrument cluster and interior accents
- Premium leather-wrapped shift knob and steering wheel with audio and cruise controls
- Radio and driver's seat memory feature
- Premium leather front bucket seats & heated 60/40 split-folding rear seats
- Uconnect 8.4 NAV multimedia centre with 8.4-inch touchscreen & navigation¹²
- 18-inch polished aluminum wheels with White Gold painted pockets
- Lower two-tone paint, fender flares, front/rear bumpers and running boards in White Gold Metallic
- Pickup box lighting, spray-in bedliner and tow hooks
- Power adjustable pedals with memory and remote start system

LARAMIE LIMITED (CREW CAB / MEGA®)

ENHANCEMENTS VS. LARAMIE LONGHORN

- All-black interior
- Luxury Berber front/rear floor mats
- Luxury door-trim panel with Argento Wood accents
- Premium Black leather front bucket seats
- Premium leather-wrapped steering wheel with real wood accents and audio/cruise controls
- 20-inch bright chrome “RAM” badge on tailgate
- 20-inch polished forged aluminum wheels
- Body-colour fender flares and front/rear bumpers
- Chrome billet port grille with “RAM” badge
- Chrome belt moulding and tailgate accent
- Chrome wheel-to-wheel side steps
- RamBox Cargo Management System (6'4" box, SRW)
- Auto high-beam headlamp control
- Rain-sensing windshield wipers
- Remote Keyless Enter™ n Go with proximity entry and push-button start

DISCLAIMERS: Specifications, pricing, descriptions, illustrative materials and all competitive comparisons/claims contained in this document are as accurate as known at the time of production approval (June 2016). Some of the equipment shown or described throughout this document is available at extra cost. † Not all powertrains available on all models. Please see your retailer for complete details. § Late availability. 1. Based on IHS Automotive: Canadian Total New Vehicle Registration data comparing calendar year and market share and volume gains for 2010 versus 2015 for the mid-size and large pickup segments as defined by FCA Canada Inc. 2. Based on 2500/250 and 3500/350 full-size pickups. Ram Heavy Duty is class-leading in towing with up to 31,210 lb of towing capacity, payload with up to 7,300 lb of payload capacity, diesel torque with up to 900 lb-ft with the 6.7L HEMI V8, gas engine horsepower up to 410 hp and 429 lb-ft of torque with the 6.4L HEMI V8, Gross Combined Weight Rating with up to 39,100 lb GCWR and 4x4 off-road capability with the Ram Power Wagon. 3. Ram 2500 claims based on 2500/250 class pickups. Ram 3500 claims based on 3500/350 class pickups. 370 horsepower on 3500 Mega Cab models. 5. The advanced front air bags in this vehicle are certified to the federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraint seats should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. 6. No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. 7. Requires SiriusXM radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. 8. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Voice commands or phone require a Bluetooth compatible phone. 9. Additional fees will apply for Dealer Activated Navigation. 10. Not compatible with all garage door openers. 11. This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of their surroundings and be prepared to take corrective action to avoid collisions. 12. Never program while driving. GPS mapping and available 3D navigation are not detailed or available in all areas or reflect current road regulations.