

# 2016 RAM 1500



## CANADA'S MOST FUEL EFFICIENT PICKUP EVER<sup>1</sup>

SEGMENT-EXCLUSIVE<sup>2</sup>  
**3.0L ECODIESEL V6**

BEST-IN-CLASS LOW END TORQUE<sup>2</sup>  
**420 LB-FT @ 2,000 RPM**

SEGMENT-EXCLUSIVE<sup>2</sup>  
**ACTIVE-LEVEL™ FOUR-CORNER AIR  
SUSPENSION**

SEGMENT-EXCLUSIVE<sup>2</sup>  
**MULTILINK COIL SPRING  
REAR SUSPENSION**

## CANADA'S LONGEST-LASTING PICKUP\*

Percentage, by brand, of total pickups  
sold in the past 27 years that are still on the road today.

RAM	80%
FORD	67%
CHEVY	70%
GMC	71%

\* Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2014, for model years 1988-2014 for all large pickups sold and available in Canada over the last 27 years.





2016 RAM 1500

ST (REGULAR CAB / QUAD® CAB / CREW CAB)

Select standard equipment:

- INTERIOR AMENITIES**
- Heavy-duty vinyl 40/20/40 split bench seat
  - Vinyl floor covering
  - Air conditioning
  - Front-seat centre armrest with three cup holders
  - Cruise control and tilt steering column
  - Radio 3.0 multimedia centre with 1.5-amp USB port
  - 3.5-inch Electronic Vehicle Information Centre
  - 12-volt auxiliary power outlets
  - Power door locks and front windows (Quad/Crew Cab)
  - Rear in-floor storage (Crew Cab)
  - Rear under-seat storage bins (Quad Cab/Crew Cab)

- EXTERIOR FEATURES**
- 17-inch lightweight steel wheels
  - Power, heated 6- x 9-inch Black mirrors, manual-folding (Quad Cab/Crew Cab)
  - Quad lens halogen headlamps
  - Black grille, door handles, and front/rear bumpers with Grey upper fascia

- SAFETY & SECURITY**
- Advanced multistage driver and front-passenger, supplemental front/rear side-curtain and front-seat-mounted side air bags<sup>(3)</sup>
  - Four-wheel disc antilock brakes with Brake Assist
  - Automatic headlamps
  - Tire pressure monitoring system with display screen
  - Electronic Stability Control<sup>(4)</sup> with Trailer, Sway Control

- CAPABILITY & FUNCTIONALITY**
- Rear suspension with multilink coil spring and heavy-duty shock absorbers
  - 4- and 7-pin trailer wiring harness
  - Electronic shift-on-the-fly part-time transfer case (4x4 only)

SXT (REGULAR CAB / QUAD CAB / CREW CAB)

- Enhancements vs. ST**
- 17-inch aluminum wheels
  - Cloth 40/20/40 bench seat
  - SiriusXM Satellite Radio (including one-year subscription)<sup>(5)</sup>
  - Carpet floor covering and floor mats
  - Chrome grille with Black hex-link insert
  - Chrome front and rear bumpers
  - Remote keyless entry (Quad/Crew)

SLT (REGULAR CAB / QUAD CAB / CREW CAB)

- Enhancements vs. SXT:**
- Hands-free communication\* with Bluetooth® streaming audio
  - Instrument panel colour-keyed accents
  - Overhead console
  - Rear power sliding window (Quad Cab/Crew Cab)
  - Temperature and compass displays
  - Traveller and mini trip computer
  - Uconnect® 5.0 multimedia centre with 5-inch touchscreen
  - Body-colour upper fascia
  - Chrome door handles

OUTDOORSMAN (QUAD CAB / CREW CAB)

- Enhancements vs. SLT**
- Front and rear rubber floor mats
  - Body-colour grille with black hex-link insert
  - Black painted front/rear bumper and door handles
  - Black painted fender flares lower Black two-tone paint
  - Tow hooks and fog lamps
  - Transfer case skid plate shield (4x4 models)
  - Front suspension skid plate (4x4 models)
  - Class IV hitch receiver (4x4 models)
  - Rear extra-heavy-duty shock absorbers (4x4 models)
  - Antispin differential rear axle (4x4 models)

BIG HORN (QUAD CAB / CREW CAB)

- Enhancements vs. SLT**
- 20-inch Chrome-clad aluminum wheels
  - Premium 7-inch full-colour customizable in-cluster display centre
  - Overhead console with universal garage door opener<sup>(7)</sup>
  - Leather-wrapped steering wheel with audio controls
  - Chrome power folding, heated 6- x 9-inch mirrors with supplemental turn signals and courtesy lamps
  - Chrome door handles and grille with chrome billets
  - Chrome tubular side steps
  - Fog lamps, tow hooks and dual rear exhaust with bright tips
  - Electronic shift-on-demand transfer case (4x4 models)

SPORT (QUAD CAB / CREW CAB)

- Enhancements vs. SLT**
- Cloth high-back front bucket seats
  - 20-inch polished aluminum wheels with Silver painted pockets
  - Full-length floor console and LED interior lighting
  - Power 10-way driver's seat, including 2-way lumbar adjust
  - Fold-flat rear load floor storage
  - Uconnect 8.4 multimedia centre with 8.4-inch touchscreen (NAV-ready)<sup>(6)</sup>
  - 115-volt auxiliary power outlet
  - Monochromatic exterior and dual rear exhaust with bright tips
  - Premium halogen projector headlamps and LED taillamps with Black surround
  - Pickup box lighting

LARAMIE (QUAD CAB / CREW CAB)

- Enhancements vs. Sport:**
- Leather-faced 40/20/40 heated and ventilated front bench seat
  - 20-inch Chrome-clad aluminum wheels
  - Automatic dual-zone temperature control
  - Power 10-way driver's seat with memory and 6-way passenger seats including 2-way lumbar adjust
  - Front and rear-door accent lighting
  - Memory feature for radio, driver's seat, mirrors and pedals
  - Heated steering wheel
  - 10 amplified-speakers with subwoofer and 552-watt amplifier
  - Chrome grille, door handles and front and rear bumpers
  - Bright Silver Metallic lower two-tone paint and fender flares
  - Chrome power-folding 6- x 9-inch multifunction mirrors
  - Premium halogen projector headlamps and LED taillamps with chrome surround
  - Security alarm
  - ParkView® Rear Back-Up Camera with Park-Sense® Rear Park Assist System<sup>(9)</sup>

Starting at \$29,095 MSRP†

LARAMIE LONGHORN (CREW CAB)

- Enhancements vs. Laramie**
- Premium leather front bucket seats with laser etching
  - 20-inch multi-clad polished aluminum with Gold painted inserts
  - White Gold Metallic lower two-tone paint, fascias and fender flares
  - Chrome grille with chrome wave-mesh insert
  - Premium door trim panel and Double-stacked centre console with full leather lid and tambour door
  - Premium instrument cluster and interior accents
  - Heated second-row seats
  - Uconnect 8.4 NAV multimedia centre with 8.4-inch touchscreen and navigation<sup>(10)</sup>
  - Pickup Box Lighting and tow hooks
  - Remote start system and spray-in bedliner

LARAMIE LIMITED (CREW CAB)

- Enhancements vs. Laramie Longhorn**
- Premium black leather front bucket seats with premium all-black interior
  - Leather-wrapped steering wheel with real wood accents
  - Luxury Berber front and rear floor mats
  - Luxury door trim panel with Argento wood accent
  - 20-inch bright chrome "RAM" tailgate badge
  - 20-inch polished forged aluminum wheels
  - Body-colour front/rear bumpers
  - Chrome billet port grille, bodyside moulding and tailgate accent
  - Wheel-to-wheel side steps (5.7L) and locking lug nuts
  - Auto high-beam headlamp control
  - Keyless Enter 'n Go™ with proximity entry
  - Rain-sensing windshield wipers
  - Active-Level™ Four-corner Air Suspension

FUEL ECONOMY

Based on 2015 EnerGuide fuel consumption ratings for Ram 1500 4x2 models. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only.		CITY L/100 km (mpg)	HWY L/100 km (mpg)
3.0L EcoDiesel V6	8-speed automatic	11.3 (25)	8.0 (35)
3.6L Pentastar™ V6	8-speed automatic	12.9 (22)	9.3 (30)
5.7L HEMI® VVT V8	6-speed automatic	17.1 (17)	12.0 (24)
	8-speed automatic	15.8 (18)	10.9 (26)

(1) Based on Automotive News full-size pickup segmentation. 2015 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. 11.3 L/100 km (25 mpg) city and 8.0 L/100 km (35 mpg) highway on Ram 1500 Quad cab 4x2 HFE model with 3.0L EcoDiesel V6 and 8-speed automatic. 2) Based on Automotive News Full-Size Pickup segmentation and competitive information available at time of printing. (3) The front air bags 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 restraints should never ride in the front seat of a vehicle with a passenger front air bag. (4) No system, no matter how sophisticated, 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 ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (5) Requires SiriusXM Radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. (6) 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 of phone require a Bluetooth compatible phone. Phone must support Bluetooth Phone Book Access Profile (PBAP). (7) Not compatible with all garage door openers. (8) Subscription required at extra cost. See your dealer for details on applicable fees. (9) Always check entire surroundings before backing up. (10) Never program while driving. GPS mapping and 3D navigation may not be detailed in all areas or reflect current road regulations. For more information, please visit ramtruck.ca. †Prices as shown are MSRP. Excludes freight (\$1,745), air tax (\$100), insurance, registration, license, retailer administration fees, new tire. Duties in Quebec and dealer accessories are not included. Retailer may sell for less.