



# RAM



## HEMI



# 2012 RAM 1500

## REASONS TO BUY

- More pickup owners are switching to Ram 1500 than to any other pickup <sup>(1)</sup>
- Canada's fastest-growing choice of light-duty pickup <sup>(2)</sup>
- HEMI V8 horsepower with V6 fuel economy (390 hp / 28 hwy mpg)
- The most awarded Ram truck ever
- Rated "Best Buy" from *Consumers Digest* for 2011
- Best-in-class cargo versatility
- Class-exclusive link/coil rear suspension for smooth ride & handling
- Class-exclusive RamBox<sup>®</sup> cargo management system
- Class-exclusive in-floor storage (Crew Cab models)
- Only extended cab with four full-size doors
- 4740 kg (10,450 lb) of maximum towing capability
- 844 kg (1,860 lb) of maximum payload capability



## WHAT'S NEW FOR 2012

- 6-speed auto replaces 5-speed auto with 4.7L & 5.7L HEMI<sup>®</sup> V8
- Exclusive RamBox<sup>®</sup> now available on 6'4" beds (Reg / Quad Cab)
- Special Value Pricing on RamBox<sup>®</sup>
- New Ram brand steering-wheel with front mounted cruise control
- New power folding trailer tow mirrors (late availability)
- New chrome bodyside moulding (late availability)
- Black grille replaces bright grille on ST (late availability) (Note: SXT remains bright grille/bumpers)
- Rear Backup Camera is now standard on Laramie
- New monotone paint option: Outdoorsman & Laramie Longhorn

## FEATURES

- Uconnect Media Centre radios with available voice command, navigation, iPod control, SIRIUS<sup>®</sup> satellite and HDD
- Premium seating, soft-touch materials, easy-to-use controls, floor console with shifter, and numerous storage options
- Bold, "get out of the way", big-rig Ram design
- Choice of Regular, Quad, Crew Cab models, 4X2/4X4, Short/Long Box
- Two V8 engines -- 4.7L V8 and 5.7L HEMI V8 with FuelSaver MDS
- On-Demand 4X4 -- set-it and forget-it! (available)
- Trailer brake control and class-IV receiver hitch (available)
- 5 year / 100,000 kilometre powertrain warranty

## SLT – MSRP \$29,695 †

### **Selected Standard Equipment:**

- 4.7L V8 engine with 6-speed auto (310 hp / 330 lb.ft)
- Air Conditioning
- 17-inch aluminum wheels
- Cloth 40/20/40 front bench seat
- Power locks and front windows
- Overhead console and premium door trim with map pocket
- Bright grille, front and rear bumpers
- SIRIUS satellite radio with one-year subscription
- Power sliding rear window (Quad/Crew)
- Power heated foldaway mirrors, black
- Exclusive rear in-floor storage bins (Crew Cab)
- Cruise control and remote keyless entry
- Instrument cluster with display screen
- Temperature and compass gauge
- Vehicle information centre and mini trip computer
- Body-colour/chrome door handles
- Tire pressure monitoring warning lamp
- Media Centre 130 CD/MP3 radio with six speakers
- Front/rear stabilizer bar and HD shock absorbers
- Seven and four pin trailer tow wiring harness
- Front-seat side air bags (late availability)
- Advanced front air bags<sup>(3)</sup>
- Supplemental side-curtain air bags<sup>(3)</sup> (Quad/Crew)
- Electronic stability control (ESC)<sup>(4)</sup>
- Four-wheel disc antilock brakes

## OUTDOORSMAN – MSRP \$30,490 †

### **Differences/upgrades vs. SLT:**

- Body-colour grille and painted front/rear bumpers
- Accent colour fender flares
- Fog lamps and quad headlamps
- Rear extra-heavy-duty shock absorbers
- Lower two-tone paint in Mineral Grey
- 3.92 rear axle ratio (4X4 models)
- LT 265/70R17E OWL on-/off-road tires
- Underbody skid plates (4X4 models)
- Class IV receiver hitch (4X4 models)
- Tow hooks
- Rubber front and rear floor mats

## BIG HORN – MSRP \$35,795 †

### **Differences/upgrades vs. SLT:**

- 5.7L HEMI V8 engine (390 hp / 407 lb.ft)
- 20-inch chrome-clad wheels
- Chrome tubular side steps
- Bright grille, billets, front and rear bumpers
- Power heated chrome mirrors with supplemental turn signals and courtesy lamps
- Fog lamps
- Dual rear exhaust with bright tips
- Leather-wrapped steering wheel with audio controls
- Universal garage door opener
- P275/60R20 BSW all-season tires

## SPORT – MSRP \$35,265 †

### **Differences/upgrades vs. SLT:**

- Cloth low-back bucket seats
- Rear 60/40 split-folding rear seat (Quad/Crew)
- Power heated body-colour mirrors
- Instrument cluster with tachometer
- Power lumbar adjuster
- Power 10-way driver seat
- Monochromatic exterior
- Dual rear exhaust with bright tips
- Exhaust with aggressive rumble
- Maximum-duty engine cooling

## LARAMIE – MSRP \$42,465 †

### **Differences/upgrades vs. SPORT:**

- Lower two-tone paint in Bright Silver
- Leather-faced 40/20/40 bench seat
- Heated front seats and deluxe door trim panel
- Dual-zone automatic temperature control
- Instrument panel woodgrain bezel
- Power 10-way memory driver and six-way front-passenger seats
- Power, chrome exterior mirrors with memory
- Media Centre 730N CD/DVD/MP3/HDD/Navigation
- Memory feature for radio/driver's seat/mirrors/pedals
- Security alarm
- Bright front/rear bumpers, grille with bright billets
- Body-colour/chrome door handles
- Accent colour fender flares
- Heated steering wheel
- Nine amplified speakers with subwoofer
- ParkView® Rear Backup Camera

## LARAMIE LONGHORN – MSRP \$48,665 †

### **Differences/upgrades vs. Laramie:**

- Lower two-tone paint in White Gold
- Premium leather low-back front bucket seats
- Heated and ventilated front seats
- Heated leather-faced second-row seats
- Premium door trim panel
- Luxury front and rear floor mats
- Full-length premium floor console
- Leather-wrapped shift knob
- Premium instrument cluster and interior accents
- Power lumbar
- Painted front/rear bumper
- Accent-colour running boards
- Premium leather-wrapped steering wheel
- Remote start system
- Tow hooks
- Factory spray-in bedliner

## KEY AVAILABLE OPTIONS

- Integrated trailer brake control
- Uconnect hands-free communication with Bluetooth
- Class-exclusive RamBox® cargo management
- Power sunroof
- Antispin differential rear axle
- Class IV receiver hitch
- Factory spray-in bedliner
- Rear seat video system
- Remote start system
- ParkView Rear Backup Camera
- Monotone paint on Outdoorsman and Laramie and Laramie Longhorn

## RAM STRENGTH, UTILITY AND DRIVEABILITY



## 2011 FUEL ECONOMY \*

Fuel Economy – L/100 KM (MPG)	City	Highway
<b>Ram 1500 4X2</b>		
4.7L V8 with automatic	15.6 (18)	10.8 (26)
5.7L HEMI V8 with automatic	15.4 (18)	10.2 (28)
<b>Ram 1500 4X4</b>		
4.7L V8 with automatic	16.7 (17)	11.4 (25)
5.7L HEMI V8 with automatic	16.2 (17)	10.8 (26)

\*2012 ratings not available at time of printing.

1) Based on May 2010 – May 2011 Canadian industry survey of light-duty pickup truck owners trading in their vehicle for a new pickup truck. (2) Based on 2011 calendar-year-to date vehicle registrations (3) Always sit properly with the head restraint properly adjusted. Always use seat belts. Children 12 and under should always be in a back seat correctly using an infant / child restraint system, or the seat belt properly positioned, dependent on the child's age and weight. (4) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Always drive carefully, consistent with conditions. † Prices as shown are MSRP. Excludes freight (\$1,400), 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. Visit [www.ramtruck.ca](http://www.ramtruck.ca) for complete details. Printed as of June 2011.