



# RAM



# 2012 RAM 2500/3500

## REASONS TO BUY

- Best-In-class capability with Cummins durability
- #1 selling diesel pickup in Canada (2010 CY & 2011 CYTD May)
- Best-In-class towing<sup>(1)</sup> 10,319 kg. (22,750 lb)
- Unsurpassed Torque (800 lb-ft)
- Unsurpassed Gross Combined Weight Rating<sup>(1)</sup> (30,000 lb)
- Unsurpassed 5-year/160,000 km Diesel Warranty
- Only HD diesel truck to not require the cost and inconvenience of Diesel Exhaust Fluid (DEF)
- 5.7L 383 hp HEMI® V8 with new 6-spd auto. (standard)
- High-mileage 6.7L High-Output Cummins Turbo Diesel (available)
- Class-Exclusive diesel with a manual transmission
- Powerful and proven standard diesel exhaust brake
- Industry-Exclusive RamBox® (now available on HD)
- Most Spacious HD Truck (Ram Mega Cab)



## WHAT'S NEW FOR 2012

- Exclusive RamBox® now available with 6'4" Beds (SRW)
- Special Value Pricing on RamBox®
- Electronic Stability Control (ESC) – standard on all SRW Models
- 6-speed auto. replaces 5-speed auto. w/5.7L HEMI®
- Enhanced capability – up to 20,000 lb GCWR & 14,400 lb towing with 5.7L & 4.10 (+2,000 lb)
- New Ram brand steering wheel with front mounted cruise control
- New monotone paint option for Ram Outdoorsman & Longhorn
- Standard side-seat air bags (late availability)
- New Power Folding Trailer Tow Mirrors (late availability)
- Black grille replaces bright grille on ST (late availability) (Note: SXT remains bright grille/bumpers)
- Rear Backup Camera now standard on Laramie

## FEATURES

- Uconnect Media Centre Radios with available Voice Command, Navigation, Ipod Control, SIRIUS Satellite and Hard Drive storage
- Premium seating, soft-touch materials, easy-to-use controls, floor console with shifter, and numerous storage options
- Benchmark, bold, "get out of the way", big-rig Ram styling
- Choice of Regular, Crew and Mega models, 4X2/4X4, Short/Long Bed
- Max Tow Package providing best-in-class tow capability
- Integrated trailer brake control, Class-IV receiver hitch (available)



## SLT – MSRP \$36,795<sup>†</sup>

### Selected Standard Equipment:

- 5.7L HEMI V8 engine (2500 models) (383 hp / 400 lb.ft)
- 6.7L Cummins High-Output diesel (3500 models)
- Air conditioning
- Cloth 40/20/40 bench seat (rear folding seat on Crew)
- Exclusive 2nd-row in-floor storage bins (Crew / Mega Cab)
- Instrument cluster with display screen
- Power locks/front windows (Crew cab)
- Power mirrors (heated on 2500 Models)
- Overhead console and premium door trim with map pocket
- Media Centre 130 CD/MP3 radio and six speakers
- 3.73 rear axle ratio (3.42 Ratio on 3500 Models)
- Cruise control (included with diesel)
- Class IV receiver hitch and seven/four-pin trailer wiring harness
- Rear power sliding window (Crew / Mega cab)
- Antispin differential rear axle (3500 Models Only)
- Heavy-duty engine cooling
- Vehicle information centre and temperature/ compass gauge
- Front/rear heavy-duty shock absorbers
- Bright grille, bright front/rear bumpers
- SIRIUS<sup>®</sup> satellite radio with one-year subscription
- Advanced front air bags<sup>(3)</sup>
- Front-seat side air bags (late availability)
- Electronic Stability Control (SRW Models)<sup>(4)</sup>
- Four-wheel disc antilock brakes
- Diesel exhaust brake (with diesel engine)

## OUTDOORSMAN – MSRP \$43,740

### Differences/upgrades vs. SLT:

- Lower two-tone paint in Mineral Grey metallic
- Front and rear rubber floor mats
- Antispin differential rear axle
- Fog lamps and quad headlamps
- Body-colour grille and painted front/rear bumpers
- Accent colour fender flares
- Extra heavy-duty front and rear shock absorbers
- LT265/70R17E OWL on-/off-road tires
- Tow hooks (not Included on 2500 Laramie models)

## POWER WAGON – MSRP \$51,740<sup>†</sup>

### Differences/upgrades vs. SLT:

- Shift-on-the-fly manual transfer case
- 4.56 rear axle ratio
- Tru-Lok front and rear axles
- Front disconnecting stabilizer bar
- Front electric winch 5443 kg (12,000 lb capacity)
- Bright grille and front/rear bumpers
- Lower two-tone paint in black and black wheel flares
- Front/rear heavy-duty shock absorbers
- LT285/70R17D BSW all-terrain tires
- Fuel tank and transfer case skid plate shield

## LARAMIE – MSRP \$50,390<sup>†</sup>

### Differences/upgrades vs. SLT:

- Lower two-tone paint in Bright Silver Metallic
- Air conditioning ATC with dual-zone control
- Leather-faced 40/20/40 bench seat (heated front seats)
- Power lumbar adjust
- Rear 60/40 split-folding seat
- Deluxe door trim panel
- Overhead console with universal garage door opener
- 3.73 rear axle ratio (3.42 ratio on 3500 Models)
- Power foldaway chrome mirrors with memory, courtesy lamps / turn signal
- Instrument panel woodgrain bezel
- Power 10-way driver and 6-way passenger seat
- Memory for radio/driver's seat/mirror
- Security alarm
- Bright grille with bright inserts
- Body-colour/chrome door handles
- Accent colour fender flares
- Leather-wrapped heated steering wheel with audio controls
- Media Centre 730N CD/DVD/MP3/ hard drive/navigation
- Nine amplified speakers with subwoofer
- ParkView Rear Backup Camera

## LARAMIE LONGHORN – MSRP \$55,095<sup>†</sup>

### Differences/upgrades vs. Laramie:

- Premium leather low-back bucket seats
- Heated /ventilated front seats & heated 2nd-row seats
- Premium door trim panel
- Premium full-length floor console
- Premium instrument cluster and interior accents
- Memory for radio/driver seat/mirrors/pedals
- Painted front/rear bumpers
- Lower two-tone paint in White Gold metallic
- Mopar door sill guards
- Accent-colour running boards
- Premium leather-wrapped steering wheel
- Power adjustable pedals with memory
- Remote start system
- Spray-in bedliner
- 3.73 rear axle ratio
- Luxury front and rear floor mats
- Leather-wrapped shift knob

## KEY AVAILABLE OPTIONS

- Max tow package (4.10 ratio / extra oil cooling)
- HD Snowplow prep package (skid plate and 180 amp alternator)
- Integrated trailer brake control
- Single rear wheel group (3500 models)
- Uconnect voice command with Bluetooth
- Industry-Exclusive RamBox<sup>®</sup> cargo management system
- Power sunroof
- Antispin differential rear axle (2500 models)
- Factory spray-in bedliner
- Rear seat video system
- Remote start system
- Parkview rear back-up camera
- Monotone paint on Longhorn, Outdoorsman and Laramie

## HEAVY DUTY TRUCK MAXIMUM CAPABILITY COMPARISON

### 2500 SERIES

Ram Heavy Duty Truck Comparison	2012 Ram HD		2011 Silverado HD		2011 Ford F-250	
	GAS	DIESEL	GAS	DIESEL	GAS	DIESEL
Max. Horsepower (hp)	383	350	322	397	385	400
Max. Torque (lb.ft.)	400	800 ★	380	765	405	800
Max. GVWR (lb)	8,800	9,600	10,000	10,000	10,000	10,000
Max GCWR (lb)	20,000	22,000	20,500	24,500	22,000	22,000
Max. Payload (lb)	3,190	2,650	4,192	3,425	4,050	4,050
Max. Towing (lb)	14,400	15,450	14,700	17,800	15,700	16,500

### 3500 SERIES

Ram Heavy Duty Truck Comparison	2012 Ram HD		2011 Silverado HD		2011 Ford F-350	
	GAS	DIESEL	GAS	DIESEL	GAS	DIESEL
Max. Horsepower (hp)	-	350	322	397	385	400
Max. Torque (lb.ft.)	-	800 ★	380	765	405	800
Max. GVWR (lb)	-	12,300 ★	13,000	13,000	13,300	13,300
Max GCWR (lb)	-	30,000 <sup>(1)</sup> ★	20,500	29,200	22,500	30,000
Max. Payload (lb)	-	5,280	6,635	5,724	6,520	7,070
Max. Towing (lb)	-	22,750 <sup>(1)</sup> ★	14,500	21,700	15,700	22,600

RAM 2500 CLAIMS ★  
Torque - Unsurpassed (800)

RAM 3500 CLAIMS ★  
Towing - Best-in-Class (22,750)  
GCWR - Unsurpassed (30,000)  
Torque - Unsurpassed (800)

(1) Requires max tow package.

## LEGENDARY RELIABILITY. PROVEN POWER



1) Based 350/3500 pickups when properly equipped. Conditions apply, see your retailer for details. (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) Always drive carefully, consistent with conditions. † Prices as shown are MSRP for 2500 series. 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.