

2013 RAM 2500/3500 HEAVY DUTY



Canada's Longest-lasting Line of Pickups rises above and delivers Best-in-Class Towing, Torque and GCWR

REASONS TO BUY

- Canada's longest lasting pickup⁽¹⁾
- Canada's most durable and best-selling diesel pickup⁽²⁾
- Best-in-Class Towing of 13,608 kg (30,000 lb)⁽³⁾
- Best-in-Class Gross Combined Weight Rating of 17,055 kg (37,600 lb)⁽³⁾
- Best-in-Class Torque of 850 lb-ft (with AISIN transmission)⁽³⁾
- Best-in-Class diesel engine oil change intervals of up to 24,000 kilometres⁽⁴⁾
- Class-Exclusive manual transmission with 660 lb-ft of torque⁽³⁾
- Most Spacious Heavy Duty truck (Ram Mega Cab)⁽³⁾
- Class-Exclusive RamBox[®] cargo management system (available)⁽³⁾
- Unsurpassed 5-year/160,000 km diesel powertrain limited warranty⁽⁵⁾

WHAT'S NEW FOR 2013

- Legendary 5.7L Hemi V8 engine with 383 hp available on 3500 ST SRW
- Expanded transmission lineup for the 6.7L Cummins[®] Turbo Diesel engine:
 - 385 hp High-Output Diesel with 850 lb-ft of torque (with AISIN automatic)
 - 370 hp Diesel with 800 lb-ft of torque (with 6-speed automatic)
 - 350 hp Diesel with 660 lb-ft of torque (with 6-speed manual)
- Clean-diesel technology with Selective Catalytic Reduction system (all diesels)
- Segment-exclusive Ram Active Air intake system (all diesels)⁽³⁾
- 50,000 psi high-strength steel frame (Ram 3500)
- Front/rear suspension (Ram 3500)
- Front-axle disconnect system (Ram 3500 4x4)
- Standard Class V hitch receiver with 7711 kg (17,000 lb) capacity
- Factory-installed fifth wheel/gooseneck hitch provisions (Ram 3500)
- All-new interior with premium materials at every price point
- Uconnect[™] multimedia systems with 8.4-inch touch-screen
- Segment-exclusive in-cluster 7-inch multiview vehicle information display⁽³⁾
- PowerNet electrical architecture for enhanced connectivity and technologies
- Centre High Mounted Stop Lamp (CHMSL) positioned rear view camera

ALL-NEW AISIN 6-SPEED AUTOMATIC BEST-IN-CLASS TORQUE — 850 LB-FT

Mated with the new High-Output 385-hp 6.7-litre Cummins diesel (Ram 3500), it is specially designed for the engine's higher output ratings, higher vehicle weight ratings and axle ratios. Features a 3-year / 290,000 km Transmission Limited Warranty.

GUTS-GLORY



RAM



ST — \$39,495[†]

Select standard equipment:

- Heavy duty vinyl 40/20/40 bench seat
- Black grille with Black hex-link insert
- Black front and rear bumpers
- Manual shift-on-the-fly transfer case (4x4)
- Air conditioning
- Electronic stability control
- Electronic vehicle information centre
- Steering wheel mounted cruise control
- Power locks and front windows (Crew cab)
- Auxiliary Input Jack for mobile devices
- Class V receiver hitch
- 7- and 4-pin trailer wiring harness
- Diesel exhaust brake (with diesel engine)
- Power heated manual folding mirrors (Crew)
- Uconnect™ 3.0 multimedia centre
- Automatic halogen quad headlamps
- Antispin differential rear axle (3500)
- Front and rear heavy duty shock absorbers

SXT — \$40,495[†]

Differences/upgrades over ST:

- Cloth 40/20/40 bench seat
- Chrome grille with Black hex-link insert
- Chrome front and rear bumpers
- Remote keyless entry (Crew)
- SiriusXM Satellite radio with 12 month subscription^[6]

SLT — \$41,495[†]

Differences/upgrades over SXT:

- Premium door trim with map pocket
- Rear power sliding window (Crew/Mega)
- Instrument panel colour keyed bezel
- Temperature and compass gauges
- Traveller and mini trip computer

OUTDOORSMAN — \$50,190[†]

(Ram 2500 Crew Cab 4x4 only)

Differences/upgrades over SLT:

- Body-colour grille
- Mineral Grey Metallic lower two-tone paint
- Painted bumper and fender flares
- Fog lamps and Tow hooks
- Transfer case skid plate
- Anti-spin differential rear axle
- LT265/70R17E OWL On/Off road tires
- 4.10 rear axle ratio (with gas engine)
- 3.42 rear axle ratio (with diesel engine)

POWER WAGON — \$54,195[†]

(Ram 2500 Crew Cab 4x4 only)

Differences/upgrades over SLT:

- Shift-on-the-fly manual transfer case
- 4.56 rear axle ratio
- Tru-Lok front and rear differential
- Front disconnecting stabilizer bar
- Trailer Brake Controller
- Mini floor console
- Dual Projector LED Headlamps
- Premium LED taillamps
- Uconnect 5.0 multimedia centre
- Voice Command with Bluetooth audio
- Front electric Warn® winch 5443 kg (12,000 lb) capacity
- Black lower two-tone paint and fender flares
- LT285/70R17D BSW all-terrain tires
- Fuel tank and transfer case skid plate shield

LARAMIE — \$54,495[†]

Differences/upgrades over SLT:

- Chrome bumpers, mirrors and grille with hex-perforated insert
- Body-colour/chrome door handles
- Bright Silver Metallic lower two-tone paint and fender flares
- Leather-faced heated and ventilated 40/20/40 bench seat
- Power 10-way driver's and power 6-way front-passenger seat
- Dual-zone air conditioning with automatic temp control
- LED interior lighting (overhead, front/rear footwells)
- Heated leather-wrapped steering wheel with audio controls
- Uconnect 8.4A multimedia centre with dealer activated navigation
- Nine amplified speaker system with subwoofer
- In-cluster 7-inch multiview TFT vehicle information display
- Memory for radio/driver's seat/mirrors
- ParkView® Rear Back-Up Camera^[7]
- Instrument panel woodgrain bezel
- Security alarm

LARAMIE LONGHORN — \$59,495[†]

Differences/upgrades over Laramie:

- Premium leather bucket seats with laser etching
- White Gold Metallic lower two-tone fascias and fender flares
- Chrome grille with chrome wave-mesh insert
- Premium door trim panel an full length premium floor console
- Premium instrument cluster and interior accents
- Heated 2nd-row seats
- Uconnect™ 8.4AN multimedia centre with premium navigation
- Premium leather wrapped steering wheel with audio controls
- Park-Sense® Rear Park Assist system^[7]
- Remote start system and Spray-in bedliner

[1]Based on longevity of entire Ram Large Pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on R.L. Polk Canada, Inc. Canadian Vehicles in Operation data as of July 1, 2012, for model years 1988–2012 for all large pickups sold and available in Canada over the last 25 years. [2]Best-Selling based on R.L. Polk Canada, Inc. 2012 CY new vehicle registrations for large diesel pickups under 14,000 lbs GVW. Durability based on longevity. Based on R. L. Polk Canada, Inc. Canadian Vehicles in Operation data as of July 1, 2012, for model years 1994–2012. [3] Based on Automotive News Full-Size Pickup segmentation. [4]Based on Automotive News Full-Size Pickup segmentation. Oil change intervals will vary based on excessive engine run times, operating conditions, maintenance schedules, and driving habits. Excluding diesel engines with B20 fuel. [5]See your retailer for complete details and a copy of the 5-Year/160,000-Kilometre Diesel Powertrain and 3 year /290,000 AISIN Transmission Limited Warranty. [6] Requires subscription, see terms and conditions at siriusxm.ca.[7] Always check surroundings before backing up. [†]Prices as shown reflect starting at MSRP for standard box and cab configuration unless otherwise noted. Excludes freight (\$1,695), 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 ramtruck.ca for complete details. Printed May 2013