



2014 RAM 1500

NEW SEGMENT-EXCLUSIVE⁽¹⁾
3.0-Litre EcoDiesel V6

BEST-IN-CLASS 4x2 AND 4x4 FUEL ECONOMY⁽²⁾
Up to 7.8 L/100 (36 mpg) highway

SEGMENT-EXCLUSIVE⁽¹⁾
8-Speed Automatic

SEGMENT-EXCLUSIVE⁽¹⁾
Active-Level™ Four Corner Air Suspension

SEGMENT-EXCLUSIVE⁽¹⁾
Active Grille Shutters

CLASS-EXCLUSIVE⁽¹⁾
Wheel-to-Wheel Side Steps

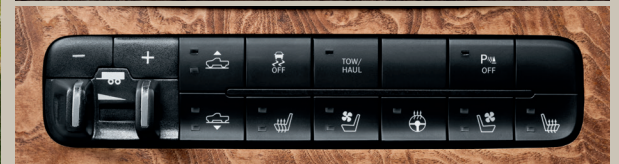
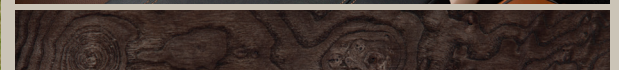
CLASS-EXCLUSIVE⁽¹⁾
Multilink Coil Spring Rear Suspension

SEGMENT-EXCLUSIVE⁽¹⁾
Full-Colour 7-inch Reconfigurable In-cluster
Display Centre

CLASS-EXCLUSIVE⁽¹⁾
RamBox® Cargo Management System



CANADA'S **LONGEST-LASTING** AND **MOST FUEL-EFFICIENT** FULL-SIZE PICKUP⁽³⁾



2014 RAM 1500

ST (REGULAR CAB / QUAD CAB / CREW CAB)

Starting from \$26,995 MSRP†

Select standard equipment:

INTERIOR AMENITIES

- Heavy-duty vinyl 40/20/40 split bench seat
- Air conditioning
- Front-seat centre armrest with three cup holders
- Cruise control and tilt steering column
- Uconnect™ 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⁽⁴⁾
- Four-wheel disc antilock brakes with Brake Assist
- Automatic headlamps
- Tire pressure monitoring system with display screen
- Electronic Stability Control⁽⁹⁾ 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 Tech Silver aluminum wheels
- Cloth 40/20/40 bench seat
- SiriusXM Satellite Radio including one-year subscription⁽⁶⁾
- Carpet floor covering and floor mats
- Remote USB port (for charging only)
- Chrome grille with Black hex-link insert and chrome front and rear bumpers
- Remote keyless entry (Quad/Crew)

SLT

Differences/upgrades over SXT:

- Overhead console
- Uconnect 5.0 multimedia centre with hands-free communication⁽⁷⁾
- Premium door trim with map pocket
- Rear power sliding window (Quad Cab⁽⁸⁾/Crew Cab)
- Instrument panel colour-keyed accents
- Temperature and compass gauges
- Traveller and mini trip computer
- Body-colour upper fascia and chrome door handles

OUTDOORSMAN (QUAD CAB / CREW CAB)

Enhancements vs. SLT

- Front and rear rubber floor mats
- Black painted front/rear bumper (Crew Cab 6'4" box only)
- Black painted fender flares
- Tow hooks and fog lamps
- Transfer case skid plate shield (4x4 models)
- Front suspension and steering gear plate (4x4 models)
- Class IV hitch receiver (4x4 models)
- Rear extra-heavy-duty shock absorbers (4x4 models)
- Antispin differential rear axle (4x4 models)
- Body-colour grille and lower Black two-tone paint

BIG HORN (QUAD CAB / CREW CAB)

Enhancements vs. SLT

- 20-inch aluminum wheels
- Premium 7-inch reconfigurable in-cluster display centre
- Overhead console with universal garage door opener⁽⁹⁾
- Leather-wrapped steering wheel with audio controls
- Power-folding, 6- x 9-inch chrome heated mirrors
- Chrome grille with chrome billets
- Chrome Tubular Side Steps
- Fog lamps and dual rear exhaust
- Electronic shift-on-demand transfer case (4x4 models)

SPORT (QUAD CAB / CREW CAB)

Enhancements vs. SLT

- Cloth high-back front bucket seats with accent stitching
- 20-inch polished aluminum wheels with Tech Silver Painted Pockets
- Full-length floor console and LED interior lighting
- Power 10-way driver's seat, including lumbar adjust
- Fold-flat rear load floor storage
- Uconnect™ 8.4A multimedia centre with 8.4-inch touch screen
- 115-volt auxiliary power outlet
- Monochromatic exterior and dual rear exhaust with bright tips
- Premium halogen projector headlamps and LED taillamps with Black surround

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 six-way passenger seats
- Front and rear-door accent lighting
- Memory feature for radio, driver's seat, mirrors and pedals
- Heated steering wheel
- Ten amplified-speakers with subwoofer and 552-watt amplifier
- Chrome grille, front and rear bumpers
- Bright Silver Metallic lower two-tone paint and fender flares
- Body-colour/chrome door handles
- Power-folding 6- x 9-inch multifunction mirrors
- Premium halogen projector headlamps and LED taillamps with chrome surround
- Security alarm and ParkView⁽⁸⁾ Rear Back-Up Camera⁽⁹⁾

LARAMIE LONGHORN (CREW CAB)

Enhancements vs. Laramie

- Premium leather bucket seats with laser etching
- 20-inch chrome clad aluminum wheels
- White Gold Metallic lower two-tone paint, fascias and fender flares
- Chrome grille with chrome wave-mesh insert
- Premium door trim panel and full length floor console
- Premium instrument cluster and interior accents
- Heated second-row seats
- Uconnect 8.4AN multimedia centre with 8.4-inch screen and navigation⁽¹⁰⁾
- Premium leather-wrapped steering wheel with audio controls
- Park-Sense⁽⁸⁾ Rear Park Assist System⁽⁹⁾
- Remote start system and spray-in bedliner

LARAMIE LIMITED (CREW CAB)

Enhancements vs. Laramie Longhorn

- Premium Black leather front bucket seats
- 20-inch aluminum wheels with accent-painted chrome insert
- Active-Level™ Four-Corner Air Suspension
- Premium instrument cluster
- Luxury door trim panel and luxury front and rear floor mats
- Leather-wrapped steering wheel with real wood accents
- Leather-wrapped grab handle
- Monotone exterior paint and bright wheel-to-wheel side steps
- Body-colour front fascia and rear bumper
- Remote Keyless Enter 'n Go™
- Rain-sensing windshield wipers and auto high-beam headlamp control

FUEL ECONOMY (4x2 models)

Based on 2013 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Ask your retailer for EnerGuide information.		CITY L/100 km (mpg)	HWY L/100 km (mpg)
3.6L Pentastar VVT V6	8-speed automatic	11.4 (25)	7.8 (36)
3.0L EcoDiesel V6	8-speed automatic	TBD	TBD
5.7L Hemi VVT V8	6-speed automatic	15.4 (18)	10.2 (28)
	8-speed automatic	14.1 (20)	9.3 (30)

(1) Based on 2014 Automotive News Full-Size Pickup segmentation and competitive information available at time of printing. (2) Based on 2013 EnerGuide Fuel Consumption Rating. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits, powertrain and other factors. 11.4 L/100 km (25 mpg) city and 7.8 L/100 km (36 mpg) hwy on HFE model with 3.6L V6 and 8-speed automatic. (3) Longest-lasting based on longevity. Based on R. L. Polk Canada, Inc. Canadian Vehicles in Operation data as of July 1st, 2012, for model years 1988–2012. (4) 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. (5) 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. (6) Requires SiriusXM Radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. (7) MDriving 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). (8) Not compatible with all garage door openers. (9) Always check entire surroundings before backing up. (10) Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations. For more information, please visit ramtruck.ca. Information printed as of June 2013.