



**2015 RAM 1500  
CANADA'S MOST  
FUEL EFFICIENT PICKUP<sup>1</sup>**

SEGMENT-EXCLUSIVE<sup>2</sup>

**3.0L ECODIESEL V6**

UNSURPASSED V6 TORQUE<sup>2</sup>

**420 LB-FT @ 2,000 RPM**

SEGMENT-EXCLUSIVE<sup>2</sup>

**8-SPEED AUTOMATIC**

SEGMENT-EXCLUSIVE<sup>2</sup>

**ACTIVE-LEVEL FOUR CORNER  
AIR SUSPENSION**

SEGMENT-EXCLUSIVE<sup>2</sup>

**LINK COIL SPRING  
REAR SUSPENSION**

RAM BRAND

**HIGHEST CUSTOMER LOYALTY  
OF ANY FULL-SIZE TRUCK<sup>3</sup>**



**FIRST EVER *BACK-TO-BACK*  
WINNER IN HISTORY**



**CANADA'S LONGEST-LASTING PICKUP\***

Percentage, by brand, of total pickups sold in the past 26 years that are still on the road today.



\* 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, 2013, for model years 1988-2013 for all large pickups sold and available in Canada over the last 26 years.

# 2015 RAM 1500

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

### 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<sup>(4)</sup>
- Four-wheel disc antilock brakes with Brake Assist
- Automatic headlamps
- Tire pressure monitoring system with display screen
- Electronic Stability Control<sup>(5)</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>(6)</sup>
- 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 (REGULAR CAB / QUAD CAB / CREW CAB)

### Enhancements vs. SXT:

- Overhead console
- Uconnect 5.0 multimedia centre 5-inch touch screen and hands-free communication<sup>(7)</sup>
- Premium door trim with map pocket
- Rear power sliding window (Quad Cab®/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
- 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 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)

## 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<sup>(8)</sup>
- Leather-wrapped steering wheel with audio controls
- Power-folding, 6- x 9-inch chrome heated mirrors
- Chrome grille with chrome billets
- Chrome door handles
- 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
- 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 2-way lumbar adjust
- Fold-flat rear load floor storage
- Uconnect 8.4A multimedia centre with 8.4-inch touch screen (NAV-ready)<sup>(9)</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

## 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
- Chrome door handles
- Chrome power-folding 6- x 9-inch multifunction mirrors
- Premium halogen projector headlamps and LED taillamps with chrome surround
- Security alarm and ParkView® Rear Back-Up Camera<sup>(10)</sup>

Starting at \$27,395 MSRP<sup>†</sup>

## LARAMIE LONGHORN (CREW CAB)

### Enhancements vs. Laramie

- Premium leather bucket seats with laser etching
- 20-inch chrome clad polished 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 touch screen and navigation<sup>(11)</sup>
- Premium leather-wrapped steering wheel with audio controls
- Park-Sense® Rear Park Assist System<sup>(10)</sup>
- 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™ with proximity entry
- Rain-sensing windshield wipers and auto high-beam headlamp control

## FUEL ECONOMY

		CITY		HWY	
		L/100 km (mpg)	L/100 km (mpg)	L/100 km (mpg)	L/100 km (mpg)
		5-cycle	2-cycle	5-cycle	2-cycle
3.0L EcoDiesel V6	8-speed automatic	11.6 (24)	10.2 (28)	8.4 (34)	7.1 (40)
3.6L Pentastar V6	8-speed automatic	12.9 (22)	11.4 (25)	9.3 (30)	7.8 (36)
5.7L Hemi VVT V8	6-speed automatic	17.1 (17)	15.4 (18)	12.0 (24)	10.2 (28)
	8-speed automatic	15.8 (18)	14.1 (20)	10.9 (26)	9.2 (31)

(1) Based on Automotive News Full-size Pickup segmentation. 2014 EnerGuide highway fuel consumption ratings. Government of Canada new 5-cycle and old 2-cycle test methods used. Your actual fuel consumption will vary based on driving habits and other factors. New 5-cycle test method: 11.6 L/100 km (24 mpg) city, and 8.4 L/100 km (34 mpg) hwy. Old 2-cycle test method: 10.2 L/100 km (28 mpg) city, and 7.1 L/100 km (40 mpg) hwy. On Ram 1500 4x2 models equipped with 3.0L EcoDiesel V6 and 8-speed automatic (2) Based on 2014 Automotive News Full-Size Pickup segmentation and competitive information available at time of printing. (3) Based on third-party Canadian competitive 'trade-in' data for MY2008 to MY2013 new full-size pickups. (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) 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). (8) Not compatible with all garage door openers. (9) Subscription required at extra cost. See your dealer for details on applicable fees. (10) Always check entire surroundings before backing up. (11) 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 (\$1,695), 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.