



2017 RAM 1500



CANADA'S MOST FUEL EFFICIENT FULL-SIZE PICKUP EVER¹

- Only half-ton Diesel pickup in Canada²
 - Best-in-class fuel economy as efficient as 8.0 L/100 km (35 MPG)¹
 - 420 lb-ft of class-leading low-end torque³
 - 3-time winner of *Wards* "10 Best Engines" (2014, 2015 & 2016)
 - Back-to-Back Winner of the Canadian Truck King Challenge



CANADA'S FASTEST GROWING LIGHT-DUTY PICKUP⁴

- Highest customer loyalty of any full-size pickup⁵
- Class-exclusive suspensions including the available Active-Level™ Four-Corner Air Suspension system²
- Offers Best-in-Class Cargo Management including²:
 - Class-exclusive RamBox® Cargo Management System²
 - Class-exclusive in-floor storage on Crew Cab models²
 - Premium centre console on Laramie Longhorn and Laramie Limited models featuring a real-wood tambour sliding door
 - Class-exclusive available full-leather seating²
- Towing up to 4,178kg (10,640lb) with the legendary 5.7L HEMI®



CANADA'S LONGEST-LASTING LIGHT DUTY PICKUPS⁶

Percentage, by brand, of total light-duty pickups sold over the past 28 years that are still on the road today

RAM	81%
CHEVY	68%
FORD	70%
GMC	70%



2017 RAM 1500

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

SELECT STANDARD EQUIPMENT:

INTERIOR AMENITIES

- 3.5-inch Electronic Vehicle Information Centre (EVIC)
- Air conditioning and cruise control
- Behind-the-seat storage bin (Regular Cab)
- Heavy-duty vinyl 40/20/40 front bench seat
- Media hub with remote USB port and auxiliary input jack
- Radio 3.0 multimedia centre with 6 speakers and 12-volt auxiliary
- Power door locks and front windows (Quad Cab/Crew Cab)
- Rear in-floor storage (Crew Cab)
- Rear underseat storage bins (Quad Cab/Crew Cab)

EXTERIOR FEATURES

- Black grille, door handles and front/rear bumpers
- Black, heated 6 x 9-inch mirrors, manual folding (Quad Cab/Crew Cab)
- Moulded-in-Black upper fascia with quad-lens halogen headlamps
- 17-inch lightweight steel wheels

SAFETY & SECURITY

- 4-wheel disc antilock brakes with Brake Assist
- Automatic headlamps and daytime running headlamps
- Electronic Stability Control⁷
- Full-size spare tire
- Tire pressure monitoring display

CAPABILITY & FUNCTIONALITY

- 4- and 7-pin trailer wiring harness
- Electronic shift-on-the-fly part-time transfer case (4x4)
- Multilink coil spring rear suspension with heavy-duty shock absorbers

SXT (REGULAR CAB / QUAD CAB / CREW CAB)

ENHANCEMENTS VS. ST

- Carpet floor covering and floor mats
- Cloth 40/20/40 front bench seat
- SiriusXM satellite radio including 1-year subscription⁸
- 17-inch aluminum wheels
- Bright front/rear bumpers with bright grille with Black hex-link insert
- Remote keyless entry (Quad Cab/Crew Cab)

SLT (REGULAR CAB / QUAD CAB / CREW CAB)

ENHANCEMENTS VS. SXT

- Hands-free communication with Bluetooth® streaming audio⁹
- Uconnect® 5.0 multimedia centre with 5-inch touchscreen
- Overhead console and Passenger-side sun visor with mirror
- Premium door trim panel with map pocket
- Rear power sliding window (Quad Cab/Crew Cab)
- Temperature and compass displays
- Traveller and mini trip computer
- Body-colour upper fascia and chrome door handles

OUTDOORSMAN® (QUAD CAB / CREW CAB)

ENHANCEMENTS VS. SLT

- Front/rear rubber floor mats
- Black door handles, lower 2-tone paint, bumpers and fender flares
- Body-colour grille
- Antispin differential rear axle (4x4)
- Class IV hitch receiver (4x4)
- Front suspension skid plate and Transfer case skid plate shield (4x4)
- Rear extra-heavy-duty shock absorbers (4x4)
- Tow hooks and fog lamps

BIG HORN® (QUAD CAB / CREW CAB)

ENHANCEMENTS VS. SLT

- 20-inch chrome-clad aluminum wheels
- Auto-dimming rearview mirror
- Glove box and underhood lamps
- Leather-wrapped steering wheel with audio controls
- Overhead console with universal garage door opener¹⁰
- Premium gauge cluster with 7-inch full-colour customizable in-cluster display
- Rear dome lamp with on/off switch
- Sun visors with illuminated vanity mirrors
- Bright grille with bright billets
- Bright power folding, heated 6 x 9-inch mirrors with courtesy lamps and supplemental turn signals
- Chrome tubular side steps (Big Horn only)
- Pickup box lighting
- Full-size temporary use spare tire
- Dual rear exhaust with bright tips
- Electronic shift-on-demand transfer case (4x4)
- Tow hooks and fog lamps

SPORT (QUAD CAB / CREW CAB)

ENHANCEMENTS VS. BIG HORN

- 20-inch polished aluminum with Silver polished pockets
- Cloth high-back front bucket seats
- Fold-flat rear load floor
- Full-length floor console with phone/tablet holder
- Highline door trim panel with interior LED lighting
- Power 10-way driver's seat, including 2-way lumbar adjust
- Uconnect® 8.4 multimedia centre with 8.4-inch touchscreen (NAV-ready¹¹)
- Body-colour door handles and grille with bright billets
- Body-colour front fascia and front/rear bumper
- Body-colour, heated, 6 x 9-inch, power folding, auto-dimming mirrors, with courtesy lamps and supplemental turn signals
- Dedicated daytime running lamps
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround

REBEL (CREW CAB 4X4)

ENHANCEMENTS VS. BIG HORN

- 17-inch cast-aluminum wheels with Black painted pockets and 33-inch Toyo® brand all-terrain tires
- Fold-flat rear load floor
- Full-length floor console with phone/tablet holder
- Heated steering wheel with Red accent stitching
- High-durability technical grain vinyl seats in Radar Red/Black
- Heated high-back front bucket seats
- Power 10-way driver's seat and 6-way front passenger seat including 2-way lumbar adjust
- Black badging including 20-inch "RAM" tailgate badge
- Black grille and lower 2-tone paint with flat Black wheel flares
- Black powder-coated front/rear bumpers
- Black, power, heated 6 x 9-inch mirrors, manual folding
- Blacked-out grille with Billet Silver "RAM" badge
- Dedicated daytime running headlamps and LED fog lamps
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround
- Sport performance hood
- Full-size spare tire
- Active-Level 4-Corner Air Suspension with Bilstein® heavy-duty shocks
- Electronic shift-on-the-fly part-time transfer case and Class IV hitch receiver

LARAMIE (QUAD CAB / CREW CAB)

ENHANCEMENTS VS. BIG HORN

- 20-inch chrome-clad aluminum wheels
- 10 amplified speaker system including subwoofer
- Air conditioning with dual-zone automatic temperature control
- Power adjustable pedals
- Heated steering wheel and heated/ventilated front seats
- Leather-faced 40/20/40 front bench seat (restrictions apply)
- Memory feature for radio, driver's seat and pedals
- Power 10-way driver's seat and 6-way front passenger seat including 2-way lumbar adjust
- Body-colour fender flares and bright grille with bright hex-perforated insert
- Chrome door handles, bright front/rear bumpers
- Chrome, heated, 6 x 9-inch, power folding mirrors with position memory, auto-dimming, courtesy lamps and supplemental turn signals
- Premium bifunctional halogen projector headlamps and LED taillamps
- ParkView® Rear Back-Up Camera with Park-Sense® Rear Park Assist System¹²
- Security alarm

LARAMIE LONGHORN (CREW CAB)

ENHANCEMENTS VS. LARAMIE

- Double-stacked centre console with full leather lid and tambour door
- Mopar® Bright Door Entry Guards
- Premium door trim panel, front/rear floor mats and instrument cluster
- Premium leather and wood interior accents and steering wheel
- Premium leather front bucket seats with heated 1st and 2nd-row
- Uconnect 8.4 NAV multimedia centre with premium navigation¹³
- Bright grille with bright wave-mesh inserts
- Lower 2-tone paint, front/rear fascia, fender flares and running boards in White Gold Metallic
- Pickup box lighting and spray-in bedliner
- 20-inch multi-clad polished aluminum with accent-painted Gold inserts
- Tow hooks (Laramie Longhorn only)

LARAMIE LIMITED (CREW CAB)

ENHANCEMENTS VS. LARAMIE LONGHORN

- Luxury door floor mats and trim panel with Argento wood accents
- Premium all-Black interior with leather-wrapped grab handles
- Premium Black leather front bucket seats
- Premium Laramie Limited instrument cluster
- 20-inch polished forged aluminum wheels with Mineral Grey painted inserts
- Body-colour front/rear bumpers and bright billet port grille with "RAM" badge
- Chrome bodyside moulding and tailgate accent with 20-inch chrome "RAM" badge
- Chrome wheel-to-wheel side steps (5.7L)
- Auto high-beam headlamp control
- Rain-sensing windshield wipers and rear window defroster
- Remote Keyless Enter 'n Go with proximity entry and push-button start
- Active-Level 4-Corner Air Suspension System

FUEL ECONOMY

Based on 2016 EnerGuide fuel consumption ratings for Ram 1500 4x2 models. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only.

		CITY L/100 km (mpg)	HWY L/100 km (mpg)
3.0L EcoDiesel V6	8-speed automatic	11.3 (25)	8.0 (35)
3.6L Pentastar™ V6	8-speed automatic	12.9 (22)	9.3 (30)
5.7L HEMI® VVT V8	6-speed automatic	17.1 (17)	12.0 (24)
	8-speed automatic	15.8 (18)	10.9 (26)

Specifications, pricing, descriptions, illustrations, materials and all competitive comparisons/claims contained in this document are accurate as known at the time of production approval (June 2016). Some of the equipment shown or described throughout this document is available as a factory option. Fuel economy ratings are based on the Government of Canada's test procedures. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only. © 2016 Ram Trucks. All rights reserved. Government of Canada last methods used. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only. 1. Based on Automotive News full-size pickup segmentation. 2. Based on Automotive News full-size pickup segmentation. 3. Based on Automotive News full-size pickup segmentation. 4. 2015 EPA fuel economy ratings: 13 L/100 km (25 mpg) city and 8.0 L/100 km (35 mpg) highway on Ram 1500 Quad Cab 4x2 HFE model with 3.0L EcoDiesel V6 and 8-speed automatic. 5. Based on Automotive News full-size pickup segmentation. 6. Based on Automotive News full-size pickup segmentation. 7. No system can repeat 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 warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. 8. Requires SiriusXM radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. 9. 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. 10. Not compatible with all garage door openers. 11. Additional fees will apply for Dealer Activated Navigation. 12. This is a driver convenience system and other devices, even with voice commands, when it is safe to do so. Voice commands of phone require a Bluetooth-compatible phone. 13. Never program while driving. GPS mapping and available 3D navigation may not be detailed or reflect current road regulations. The driver must remain aware of their surroundings and be prepared to take corrective action to avoid collisions.