



2018 RAM 1500

2017 CANADIAN TRUCK KING
CHALLENGE WINNER!



CAPABLE & EFFICIENT POWERTRAINS

- Proven 5.7L HEMI® VVT V8
 - Canada's best-selling V8 engine (based on the past 6 years of registrations)^{1†}
 - The largest displacement gasoline V8 in its class
- Efficient 3.0L EcoDiesel V6
 - Canada's most fuel-efficient full-size pickup ever!²
 - As efficient as 8.0 L/100km (35 mpg) highway
 - 240 horsepower and 420 lb-ft of torque
- Award-winning 3.6L Pentastar™ VVT V6
 - Canada's best-selling engine³
 - As efficient as 9.6 L/100km (29 mpg) highway

DESIGNED TO CONQUER THE TOUGHEST ASSIGNMENTS

- Class-exclusive Active-Level™ Four-Corner Air Suspension System⁴ with five modes of operation*
- Class-exclusive multilink coil spring rear suspension system provides exceptional ride comfort and handling
- Towing up to 4,826 kg (10,640 lb) is made easy with advanced towing technology, including available:
 - Integrated Class IV hitch receiver with 4- and 7-pin wiring harness
 - Tow/Haul Mode
 - Trailer Sway Control

STAY COMFORTABLE & CONNECTED

- Next-generation Uconnect® multimedia centres with largest-in-class 8.4-inch touchscreen^{4*}
- New features to help you stay connected, including:
 - Apple CarPlay® and Android Auto®^{6*} – Available
 - New SiriusXM Travel Link and Traffic Plus^{7*}
- Award-winning interiors with available full-leather seating and premium finishes*
- Abundant storage, including:
 - Class-exclusive in-floor storage bins on (Crew Cab)
 - Underseat storage (Crew Cab and Quad Cab)
 - Dual glove box and centre console

[†]All disclaimers and disclosures can be found on the back page. *Available.

2018 RAM 1500

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

POWERTRAIN

- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 6-speed automatic
- 5.7L HEMI VVT V8 with FuelSaver MDS and 8-speed automatic with E-shifter
- 3.6L Pentastar™ VVT V6 with 8-speed automatic and E-shifter
- 3.0L EcoDiesel V6† with 8-speed automatic, E-shifter and winter grille cover

Select standard equipment:

INTERIOR AMENITIES

- 12-volt auxiliary power outlet
- 3.5-inch Electronic Vehicle Information Centre (EVIC)
- Air conditioning
- Behind-the-seat storage bin (Regular Cab)
- Cruise control
- Front-seat centre armrest with 3 cup holders
- Heavy-duty vinyl 40/20/40 front bench seat
- Media hub with remote USB port and auxiliary audio input jack
- Power door locks and front windows with 1-touch up and down (Quad Cab/Crew Cab)
- Radio 3.0 multimedia centre with 6 speakers
- Rear in-floor storage (Crew Cab) and rear underseat storage bins (Quad Cab/Crew Cab)

EXTERIOR FEATURES

- 17-inch lightweight steel wheels with P265/70R17 BSW all-season tires
- Automatic quad-halogen headlamps
- Black grille, door handles and front/rear bumpers
- Black, power, heated 6 x 9-inch mirrors, manual folding (Quad Cab/Crew Cab)
- Cargo lamp and Centre High-Mounted Stop Lamp (CHMSL)

SAFETY & SECURITY

- 4-wheel disc antilock brakes with Brake Assist
- 6 air bags
- Electronic Stability Control (ESC)® System with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, ReadyAlert Braking and Traction Control
- Tire pressure monitoring display and full-size spare tire

CAPABILITY & FUNCTIONALITY

- 3.21 axle ratio
- 4- and 7-pin trailer wiring harness
- 730-amp maintenance-free battery
- Electronic shift-on-the-fly part-time transfer case (4x4)
- Front suspension with upper & lower control arms, coil springs & heavy-duty shock absorbers
- Multilink coil spring rear suspension with heavy-duty shock absorbers
- Power rack and pinion steering
- Rear stabilizer bar (not available on Regular Cab 4x2)

SXT (REGULAR CAB / QUAD CAB / CREW CAB)

Enhancements vs. ST

- 17-inch aluminum wheels
- Carpet floor covering and floor mats
- Chrome front/rear bumpers and chrome grille with Black insert
- Cloth 40/20/40 front bench seat
- Remote keyless entry
- SiriusXM satellite radio including 1-year subscription⁷

SLT (REGULAR CAB / QUAD CAB / CREW CAB)

Enhancements vs. SXT

- Chrome door handles
- Hands-free communication³ with Bluetooth® streaming audio
- Premium door trim panel with map pocket
- Rear power sliding window (Quad Cab/Crew Cab)
- Remote keyless entry and overhead console
- Temperature and compass displays, and traveller and mini trip computer
- Uconnect® 3 multimedia centre with 5-inch touchscreen & Remote USB port for charging

OUTDOORSMAN® (QUAD CAB / CREW CAB)

Enhancements vs. SLT

- 98-litre fuel tank (3.0L) or 121-litre fuel tank (3.6L and 5.7L)
- Anti-spin differential rear axle and Rear extra-heavy-duty shock absorbers (4x4)
- Black door handles, front/rear bumpers, lower 2-tone paint and fender flares
- Body-colour grille
- Class IV hitch receiver (4x4)
- Front/rear rubber floor mats
- Front suspension and transfer case skid plates (4x4)
- Tow hooks and fog lamps

BIG HORN® (QUAD CAB / CREW CAB)

Enhancements vs. SLT

- 7-inch full-colour customizable in-cluster display centre
- Chrome grille with chrome billets and chrome tubular side steps
- Chrome power folding, heated 6 x 9-inch mirrors with courtesy lamps & supplemental turn signals
- Dual rear exhaust with bright tips
- Electronic shift-on-demand transfer case (4x4)
- Leather-wrapped steering wheel with audio controls
- Overhead console with universal garage door opener and sun visors
- Pickup box lighting and glove box and underhood lamps
- 20-inch chrome-clad aluminum wheels with P275/60R20 BSW all-season Goodyear® tires
- Tow hooks and fog lamps

SPORT (QUAD CAB / CREW CAB)

Enhancements vs. Big Horn

- 115-volt auxiliary power outlet
- 20-inch polished aluminum wheels with P275/60R20 OWL all-season Goodyear tires
- 60/40 split-folding rear seat and fold-flat rear load floor
- Apple CarPlay and Android Auto
- Body-colour billet port grille with "RAM" badge, door handles, front fascia & front/rear bumpers
- Body-colour, heated, 6 x 9-inch, power folding mirrors, with driver auto-dimming, courtesy lamps and supplemental turn signals
- Bright rotary dial E-shifter
- Cloth high-back front bucket seats with vinyl bolsters
- Full-length floor console with phone/tablet holder
- LED interior lighting
- Power 10-way driver's seat, including 2-way lumbar adjust
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround
- Uconnect 4C multimedia centre with 8.4-inch touchscreen and SiriusXM Guardian¹²

REBEL (CREW CAB 4X4)

Enhancements vs. Big Horn

- 17-inch aluminum wheels with Matte Black pockets with 33-inch Toyo® brand all-terrain tires
- 3.92 rear axle ratio and 115-volt auxiliary power outlet
- Active-Level™ Four-Corner Air Suspension System
- Bilstein® heavy-duty front and rear shocks
- Black badging including 20-inch "RAM" tailgate badge, lower 2-tone paint with Black fender flares and Black powder-coated front/rear bumpers
- Black, power, heated 6 x 9-inch mirrors; manual folding
- Blacked-out grille with Billet Silver "RAM" badge and body-colour door handles
- Class IV hitch receiver and LED fog lamps
- Electronic shift-on-the-fly part-time transfer case
- Full-length floor console with phone/tablet holder and fold-flat rear load floor storage
- Heated steering wheel with accent stitching
- Premium bifunctional halogen projector headlamps and LED taillamps with Black surround
- Heated high-durability technical grain vinyl seats with embroidered logo and embossed tire tread seat pattern
- Power 10-way driver's seat and 6-way front-passenger seat including 2-way lumbar adjust
- Sport performance hood

LARAMIE® (QUAD CAB / CREW CAB)

Enhancements vs. Sport

- 10-amplified speakers including subwoofer
- 20-inch chrome-clad aluminum wheels with P275/60R20 BSW all-season tires
- Air conditioning with dual-zone automatic temperature control (ATC)
- Body-colour fender flares
- Chrome door handles, bright front/rear bumpers
- Chrome grille with chrome insert
- Chrome, heated, 6 x 9-inch, power folding mirrors with position memory, auto-dimming, courtesy lamps and supplemental turn signals
- Heated steering wheel
- Heated/ventilated front seats
- Instrument panel with woodgrain accents
- Leather-faced 40/20/40 high-back front bench seat
- LED taillamps with chrome surround
- Memory feature for radio, driver's seat and pedals
- Park-Sense Rear Park Assist System¹⁰
- ParkView Rear Back-Up Camera¹⁰ with view-at-speed capability
- Power 10-way driver's seat and 6-way front-passenger seat including 2-way lumbar adjust
- Power adjustable pedals
- Premium bifunctional halogen projector headlamps and
- Security alarm

LARAMIE LONGHORN® (CREW CAB)

Enhancements vs. Laramie

- Chrome billet port grille with "RAM" badge and body side moulding
- 20-inch polished aluminum wheels with Silver inserts (monotone paint)
- 20-inch polished aluminum wheels with Walnut Brown inserts (two-tone paint)
- Double-stacked centre console with full-leather lid and tambour sliding door
- Full-size spare tire
- Heated 2nd-row seats
- Lower 2-tone paint, front/rear fascia, fender flares and running boards in Walnut Brown Metallic
- Mopar® bright door entry guards
- Natura Plus leather high-back front bucket seats
- Pickup box lighting
- Premium door trim panel, front/rear floor mats, Laramie Longhorn instrument cluster, leather and wood interior accents, and wood and leather-wrapped steering wheel
- Remote start
- SiriusXM Travel Link and SiriusXM Traffic Plus⁷
- Spray-in bedliner
- Tow hooks
- Uconnect® 4C NAV¹¹ multimedia centre with 8.4-inch touchscreen

LARAMIE LIMITED® (CREW CAB)

Enhancements vs. Laramie Longhorn

- 20-inch bright chrome "RAM" tailgate badge
- 20-inch polished forged aluminum wheels with painted inserts
- All-Black interior
- Auto high-beam headlamp control
- Body-colour front/rear bumpers
- Chrome wheel-to-wheel side steps (5.7L)
- Keyless Enter 'n Go™ with proximity entry and push-button start
- Leather-wrapped grab handles
- Luxury door trim panel with Argento wood accents
- Luxury front/rear floor mats
- Premium Laramie Limited instrument cluster
- Rain-sensing windshield wipers
- Rear window defroster

Specifications, pricing, descriptions, illustrative materials and all competitive comparisons/claims contained in this document are as accurate as known at the time of production approval (June 2017). Some of the equipment shown or described throughout this document is available at extra cost. ¹ Based on IHSMarkit Automotive Canadian New Vehicle Total Registrations from CYE 2011 - 2015 and CYTD July 2016 for all Cars, Light Duty and Medium/Heavy Duty Trucks with a V8 engine. ² Based on Automotive News full-size pickup segmentation. 2016 EnerGuide highway fuel consumption ratings. Government of Canada test procedures used. ³ The transmission is available on driving lanes and other roads. ⁴ 11.3 L/100 km (City) and 8.0 L/100 km (Highway). ⁵ 10.0 L/100 km (City) and 7.0 L/100 km (Highway). ⁶ 10.0 L/100 km (City) and 7.0 L/100 km (Highway). ⁷ See SiriusXM.com for details. ⁸ See SiriusXM.com for details. ⁹ See SiriusXM.com for details. ¹⁰ See SiriusXM.com for details. ¹¹ See SiriusXM.com for details. ¹² All SiriusXM Guardian™ equipped vehicles come with a 12-month trial effective on the date of purchase or lease of a new vehicle. Enrollment in the trial is required to receive service. Upon expiration of the trial period, purchase of a subscription is required to continue SiriusXM Guardian. Services can only be used where cellular coverage is available. See Uconnect.com and SiriusXM.com for complete service limitations.