



2012 MODEL YEAR
RAM 1500 BIG HORN CREW CAB 4X4

For more information visit: www.ramtrucks.com
 or call 1-866-RAMINFO

Chrysler Group LLC

THIS VEHICLE IS MANUFACTURED TO MEET SPECIFIC UNITED STATES REQUIREMENTS. THIS VEHICLE IS NOT MANUFACTURED FOR SALE OR REGISTRATION OUTSIDE OF THE UNITED STATES.

MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS MODEL INCLUDING DEALER PREPARATION

Base Price: \$36,440

DODGE RAM 1500 SLT CREW CAB 4X4
Exterior Color: Deep Cherry Red Crystal Pearl Coat Exterior Paint
Interior Color: Dark Slate / Medium Graystone Interior Colors
Interior: Premium Cloth Bucket Seats
 Power Lumbar Adjust
 Rear 60 / 40 Split-Folding Seat
Engine: 5.7-Liter V8 HEMI® MDS VVT Engine
Transmission: 6-Speed Automatic 65RFE Transmission

STANDARD EQUIPMENT (UNLESS REPLACED BY OPTIONAL EQUIPMENT)
 FUNCTIONAL/SAFETY FEATURES

Speed Control
 Remote Keyless Entry with All-Secure
 Tire Pressure Monitoring Display
 Trailer Tow Wiring with 4-Pin Connector
 7 Pin Wiring Harness
 Supplemental Side-Curtain Front and Rear Airbags
 Advanced Multistage Front Airbags
 Power Locks
 Anti-Lock 4-Wheel Disc Brakes
 Electric Shift-On-Demand Transfer Case

OPTIONAL EQUIPMENT

Premium Cloth Bucket Seats \$25
 Power Lumbar Adjust
 Rear 60 / 40 Split-Folding Seat
 115-Volt Auxiliary Power Outlet
 Floor-Mounted Automatic Shift Lever
 Power 10-Way Driver Seat
Customer Preferred Package 25Z \$40
 Big Horn Regional Package
 20-Inch x 8.0-Inch Aluminum Painted/Polished Wheels
 Premium Cloth 40 / 20 / 40 Bench Seat
 P275/60R20 BSW All Season Tires
 Bright / Bright Billets Grille
 Power Lumbar Adjust
 Front Center Seat Cushion Storage
 Rear 60 / 40 Split-Folding Seat
 115-Volt Auxiliary Power Outlet
 Leather-Wrapped Steering Wheel
 Steering Wheel Mounted Audio Controls
 Halogen Quad Headlamps
 Power 10-Way Driver Seat
 Fog Lamps
 Full-Size Temporary Use Spare Tire
 Locking Lug Nuts
 Class IV Receiver Hitch
 Luxury Group \$545
 Auto-Dimming Exterior Mirrors
 Auto-Dimming Rearview Mirror
 Overhead Console with Universal Garage Door Opener
 Exterior Mirrors with Supplemental Signals
 Exterior Mirrors with Courtesy Lamps

Power Heated Mirrors with Manual Fold-Away
 Sun Visors with Illuminated Vanity Mirrors
 Universal Garage Door Opener
 Technology Group \$495
 ParkSense® Rear Park Assist System
 506-Watt Alpine® Surround w/ 9 Speakers & Subwof
 Remote Start and Security Group \$350
 Remote Start System
 Security Alarm
 Front and Rear Rubber Floor Mats \$80
 3.92 Rear Axle Ratio \$50
 5.7-Liter V8 HEMI® MDS VVT Engine \$1,310
 Electric Shift-On-Demand Transfer Case
 Dual Rear Exhaust with Bright Tips
 Power Sunroof \$995
 Chrome Tubular Side Steps by Mopar® \$655
 32-Gallon Fuel Tank \$75
 Uconnect® 430 CD/DVD/MP3/HDD \$800
 40 GB Hard Drive with 28 GB Available
 6.5-Inch Touch Screen Display
 Uconnect® Voice Command with Bluetooth®
 Remote USB Port
 20-Inch x 9.0-Inch Aluminum Chrome Clad Wheels \$400
 ParkView Rear Back-Up Camera \$200
 New Jersey Cost Surcharge

DESTINATION CHARGE \$995

Package Value Savings of \$3,200
 Included in Big Horn Price

TOTAL PRICE: * \$43,455

WARRANTY COVERAGE

5-year or 100,000-mile Powertrain Limited Warranty.
 3-year or 36,000-mile Basic Limited Warranty.
 24-hour towing assistance; certain restrictions apply.
 Ask Dealer for a copy of the limited warranties or see your owner's manual for details.

5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY

Assembly Point/Port of Entry: WARREN, MICHIGAN, U.S.A.

VIN: 1C6-RD7LT4CS-346062 L4-VON: 8997 S.L. 0822



THIS LABEL IS ADDED TO THIS VEHICLE TO COMPLY WITH FEDERAL LAW. THE LABEL CANNOT BE REMOVED OR ALTERED PRIOR TO DELIVERY TO THE ULTIMATE PURCHASER.

* STATE AND/OR LOCAL TAXES IF ANY, LICENSE AND TITLE FEES AND DEALER SUPPLIED AND INSTALLED OPTIONS AND ACCESSORIES ARE NOT INCLUDED IN THIS PRICE. DISCOUNT, IF ANY, IS BASED ON PRICE OF OPTIONS IF PURCHASED SEPARATELY.

EPA Fuel Economy Estimates

These estimates reflect new EPA methods beginning with 2008 models.

CITY MPG

13

Expected range for most drivers
10 to 16 MPG

HIGHWAY MPG

19

Expected range for most drivers
15 to 23 MPG

Estimated Annual Fuel Cost

\$3,852

based on 15,000 miles at \$3.85 per gallon

Combined Fuel Economy

This vehicle

15

10 **21**
 All Standard pickups

Your actual mileage will vary depending on how you drive and maintain your vehicle.



See the **FREE Fuel Economy Guide** at dealers or www.fueleconomy.gov



GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score

★★★★★

Based on the combined ratings of frontal, side, and rollover. Should ONLY be compared to other vehicles of similar size and weight.
 ▲ Safety concern: visit www.safercar.gov or call 1-888-327-4236 for more details.

Frontal Crash

Driver Passenger

★★★★★
 ★★★★★

Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.

Side Crash

Front seat Rear seat

★★★★▲
 ★★★★★★

Based on the risk of injury in a side impact.

Rollover

★★★

Based on the risk of rollover in a single-vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
 Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

The safety ratings above are based on Federal Government tests of particular vehicles equipped with certain features and options. The performance of this vehicle may differ.

PARTS CONTENT INFORMATION

FOR VEHICLES IN THIS CARLINE:
 U.S./CANADIAN PARTS CONTENT: 70 %
 MAJOR SOURCES OF FOREIGN PARTS

CONTENT:
 MEXICO: 18 %
 NOTE: PARTS CONTENT DOES NOT INCLUDE FINAL ASSEMBLY, DISTRIBUTION, OR OTHER NON-PARTS COSTS.

FOR THIS VEHICLE:
 FINAL ASSEMBLY POINT:
 WARREN, MICHIGAN, U.S.A.

COUNTRY OF ORIGIN:
 ENGINE: MEXICO
 TRANSMISSION: UNITED STATES

Snow Plow Prep Disclaimer
 This vehicle not factory equipped for Snow Plow inston - See dealer for details.