



2014 MODEL YEAR

# RAM 1500 BIG HORN QUAD CAB 4X4

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

**Base Price: \$41,595**

**RAM 1500 SLT QUAD CAB 4X4**  
Exterior Color: Deep Cherry Red Crystal Pearl Coat  
Interior Color: Black/Diesel Gray  
Interior: Cloth 40/20/40 Bench Seat  
Engine: 3.0L V6 EcoDiesel Engine  
Transmission: 8-Spd Auto 8HP70 Transmission

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

Advanced Multistage Front Air Bags  
Supp. Side Curtain Frt/Rr Air Bags  
Supplemental Side Air Bags  
Supplemental Frt Seat Side Air Bags  
Elec Shift-on-the-Fly P/Time T/Case  
Anti-Lock 4-Wheel Disc Brakes  
Electronic Stability Control  
Tire Pressure Monitoring Display  
Front Stabilizer Bar  
Rear Stabilizer Bar  
Front Heavy Duty Shock Absorbers  
Rear Heavy Duty Shock Absorbers  
Remote Keyless Entry with All-Secure  
Sentry Key Theft Deterrent System  
Locking Tailgate  
Vehicle Information Center  
Halogen Quad Headlamps  
Automatic Headlamps  
Trailer Tow w/4-Pin Connector Wiring  
Engine Block Heater  
730 Amp Maintenance Free Battery  
Alternator - 180 Amp  
12V Auxiliary Power Outlet

**INTERIOR FEATURES**

Cloth 40/20/40 Bench Seat  
Rear Folding Seat  
Air Conditioning  
Speed Control  
Pwr Front Windows, 1-Touch, Up & Down  
Power Locks  
Rear Power Sliding Window  
Tilt Steering Column  
Manual Adjust Seats  
Overhead Console  
Traveler/Mini Trip Computer  
Temperature & Compass Gauge  
Front & Rear Floor Mats  
Uconnect 5.0 AM/FM/BT  
5.0" Touchscreen Display  
6 Speakers  
SiriusXM Satellite Radio  
Integrated Voice Command w/Bluetooth  
Rear View Mirror w/Microphone

Remote USB Port

**EXTERIOR FEATURES**

17X7.0 Aluminum Wheels  
P265/70R17 BSW All Season Tires  
Power Heated Mirrors, Fold-Away

**OPTIONAL EQUIPMENT**

**Deep Cherry Red Crystal Pearl Coat** \$225  
**Customer Preferred Package 28X** \$3,000

Luxury Group  
20X8.0 Aluminum Chrome Clad Wheels  
P275/60R20 BSW All Season Tires  
Chrome Tubular Side Steps  
Tow Hooks  
Fog Lamps  
Electroluminescent Instr Cluster  
Steering Wheel Mounted Audio Ctrl  
Chrome Exterior Mirrors  
Power Multi-Function F/Away Mirrors  
Universal Garage Door Opener  
Bright/Bright Billets Grille  
Full Size Temporary Use Spare Tire  
Locking Lug Nuts  
Elec Shift On Demand Transfer Case  
Sun Visors w/Illum Vanity Mirrors  
Overhead Console w/Garage Dr Opener  
Leather Wrapped Steering Wheel

**Soft Tri-Fold Tonneau Cover** \$450  
**8-Spd Auto 8HP70 Transmission** \$1,000  
**3.0L V6 EcoDiesel Engine** \$4,500

230 Amp Alternator  
3.55 Rear Axle Ratio  
Dual Rear Exhaust w/Bright Tips  
Heavy Duty Transmission Oil Cooler  
Heavy Duty Engine Cooling

**Chrome Bodyside Molding**  
**Uconnect 8.4A AM/FM/BT** \$650

8.4" Touchscreen Display  
Media Hub (SD, USB, Aux)  
NAV-Capable! See Dealer for Details  
**ParkView(TM) Rear Back-up Camera** \$375  
**Class IV Receiver Hitch** \$395  
**Spray in Bedliner** \$550  
**Federal A/C Excise Tax** \$100

Destination Charge \$1,695

**TOTAL PRICE: \* \$54,535**

DEALER MAY SELL FOR LESS

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

VIN: 1C6-RR7GM4ES-446329 L4-VON: 6146 S.L. 0804



\*EXCLUDES LICENSE FEE, PROVINCIAL AND FEDERAL SALES TAXES AND DEALER SUPPLIED OPTIONS AND ACCESSORIES.

\*\* SEE BROCHURE FOR DETAILS

For more information visit: [www.ramtruck.ca](http://www.ramtruck.ca) or call 1-800-465-2001

## Chrysler Canada Inc.

**5-YEAR / 100,000-KM  
\$0 DEDUCTIBLE  
POWERTRAIN WARRANTY**

24-Hour Roadside Assistance

**FULLY TRANSFERABLE**

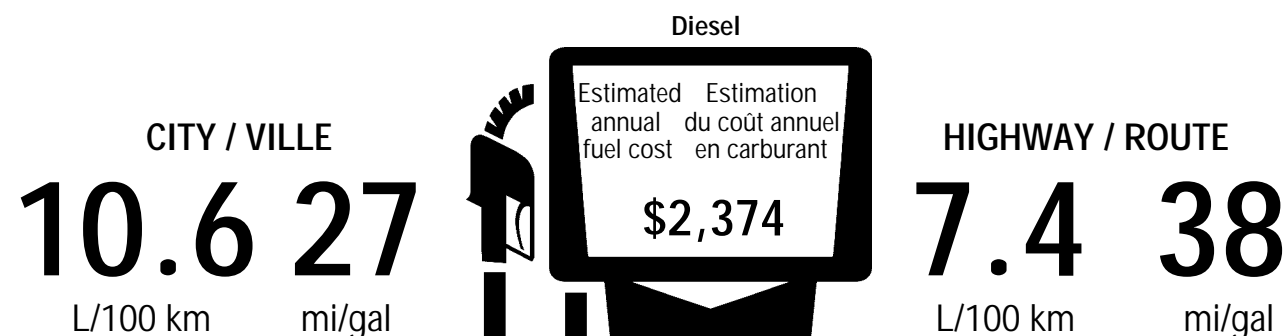
2014 Chrysler, Jeep Dodge and Ram vehicles are backed by a 5-year or 100,000-kilometre fully transferable Powertrain Limited Warranty\* with \$0 deductible plus 24-hour roadside assistance.+ SRT vehicles are backed by a 3-year or 60,000-kilometre fully transferable Powertrain Limited Warranty\* with \$0 deductible plus 24-hour roadside assistance. Basic Warranty coverage is for 3 years or 60,000 kilometres.\* Rust-through coverage on all body sheet metal is for 3 years. The Cummins Turbo Diesel engine is protected by a separate Limited Warranty, covering the engine for 5 years or 160,000 kilometres.\* The EcoDiesel engine is backed by a 5-year or 100,000-kilometre fully transferable Powertrain Limited Warranty\* with \$0 deductible plus 24-hour roadside assistance.+

\* Whichever comes first. Some conditions may apply.†The 5-year/100,000-kilometre Powertrain Limited Warranty does not apply to vehicles sold for certain commercial uses. See your retailer for full details.

*This Vehicle Is Manufactured To Meet Specific Canadian Requirements.  
This Vehicle Is Not Manufactured For Sale Or Registration Outside Of Canada.*



Ask your dealer for the FUEL CONSUMPTION GUIDE or call 1-800-387-2000.



These estimates are based on the Government of Canada's approved criteria and testing methods. The actual fuel consumption of this vehicle may vary. Refer to the Fuel Consumption Guide.



Données obtenues selon les critères et méthodes d'essais approuvés par le Gouvernement du Canada. La consommation réelle de carburant de ce véhicule peut varier. Consultez le Guide de consommation de carburant.

**Demandez le GUIDE DE CONSOMMATION DE CARBURANT à votre concessionnaire ou composez le 1-800-387-2000.**