



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: \$36,290

DODGE RAM 1500 SLT CREW CAB 4X4

Exterior Color: Black Clear 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
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
Antilock 4-Wheel-Disc Brakes
Electric Shift-On-Demand Transfer Case
Electronic Stability Control
Sentry Key® Theft Deterrent System

INTERIOR FEATURES

Second-Row In-Floor Storage Bins
SiriusXM Satellite Radio w/ 1-Yr Radio Subscription
For More Information, Call 888-539-7474
Rear Power Sliding Window
Overhead Console

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
Protection Group \$150
Tow Hooks
Transfer Case Skid Plate Shield
Front Suspension Skid Plate
Remote Start and Security Group \$350
Remote Start System
Security Alarm
Anti-Spin Differential Rear Axle \$325
5.7-Liter V8 HEMI® MDS VVT Engine \$1,310
Electric Shift-On-Demand Transfer Case
Dual Rear Exhaust with Bright Tips
Uconnect® Voice Command with Bluetooth® \$310
Remote USB Port
20-Inch x 9.0-Inch Aluminum Chrome-Clad Wheels \$400
DESTINATION CHARGE \$995

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

TOTAL PRICE: * \$40,740

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-RD7LT1CS-283552

L4-VON: 1584

S.L.
0509



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.