



2012 MODEL YEAR

# RAM 1500 BIG HORN CREW CAB 4X4

For more information visit: [www.ramtrucks.com](http://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:** Flame Red Clear Coat Exterior Paint  
**Interior Color:** Dark Slate / Medium Graystone Interior Colors  
**Interior:** Premium Cloth 40 / 20 / 40 Bench Seat  
40 / 20 / 40 Split Bench Seat  
Storage Tray

**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  
Anti-Lock 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  
Instrument Cluster with Display Screen  
Electronic Vehicle Information Center  
Temperature and Compass Gauge  
Traveler / Mini Trip Computer  
Floor Covering Carpet  
Front and Rear Floor Mats  
Premium Vinyl Door Trim with Map Pocket  
Passenger-Side Sun Visor with Mirror

### OPTIONAL EQUIPMENT

Premium Cloth 40 / 20 / 40 Bench Seat  
40 / 20 / 40 Split Bench Seat  
Storage Tray  
Front Center Seat Cushion Storage  
**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  
Remote Start and Security Group \$350  
Remote Start System  
Security Alarm  
5.7-Liter V8 HEMI® MDS VVT Engine \$1,310  
Electric Shift-On-Demand Transfer Case  
Dual Rear Exhaust with Bright Tips  
P275/60R20 OWL All Season Tires \$175  
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: \* \$40,105**

### 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-RD7LT9CS-298901

L4-VON: 7012

S.L. 0601



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 **15** 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](http://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](http://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](http://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.