



2014 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: **\$38,065**

RAM 1500 SLT CREW CAB 4X4

Exterior Color: Deep Cherry Red Crystal Pearl Coat Exterior Paint

Interior Color: Black / Diesel Gray Interior Colors

Interior: Cloth 40 / 20 / 40 Premium Bench Seat

Engine: 3.6-Liter V6 FFV 24-Valve VVT Engine

Transmission: 8-Speed TorqueFlite Auto Trans 845RE

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

Electric Shift-On-The-Fly Transfer Case

Remote Keyless Entry with All-Secure

Trailer Tow with 4-Pin Connector Wiring

7 Pin Wiring Harness

26-Gallon Fuel Tank

Advanced Multistage Front Airbags

Supplemental Side-Curtain Front and Rear Airbags

Electronic Stability Control

Anti-Lock 4-Wheel Disc Brakes

Speed Control

Sentry Key® Theft Deterrent System

Power Accessory Delay

Automatic Headlamps

Locking Tailgate

3.21 Rear Axle Ratio

INTERIOR FEATURES

Second-Row In-Floor Storage Bins

Rear Power Sliding Window

Overhead Console

Traveler / Mini Trip Computer

Passenger-Side Sun Visor with Mirror

Premium Vinyl Door Trim with Map Pocket

Front Armrest with Three Cup Holders

Air Conditioning

Uconnect® 5.0 AM/FM/BT

Integrated Voice Command with Bluetooth®

SiriusXM Satellite Radio w/ 1-Yr Radio Subscription

For More Information, Call 800-643-2112

6 Speakers

Media Hub (USB, Audio Jack)

Rear Folding Seat

Rear Under Seat Storage Compartment

Power Front Windows w/ 1-Touch Up and Down Feature

Power Door Locks

Tilt Steering Column

Electronic Vehicle Information Center

Carpet Floor Covering

Front and Rear Floor Mats

EXTERIOR FEATURES

Halogen Quad Headlamps

17-Inch x 7.0-Inch Aluminum Wheels

P265/70R17 BSW All Season Tires

OPTIONAL EQUIPMENT

Customer Preferred Package 22Z **\$730**

20-Inch x 8.0-Inch Aluminum Chrome Clad Wheels

P275/60R20 BSW All Season Tires

Class IV Receiver Hitch

Cloth 40 / 20 / 40 Premium Bench Seat

Fog Lamps

3.55 Rear Axle Ratio

Leather-Wrapped Steering Wheel

Steering Wheel Mounted Audio Controls

Power 10-Way Driver Seat

Rear 60 / 40 Split Folding Seat

Folding Flat Load Floor Storage

115-Volt Auxiliary Power Outlet

Protection Group **\$150**

Tow Hooks

Transfer Case Skid Plate Shield

Front Suspension Skid Plate

Remote Start and Security Group **\$350**

Rear Camera and Park Assist Group **\$595**

ParkView™ Rear Back-up Camera

ParkSense® Front / Rear Park Assist System

32-Gallon Fuel Tank **\$75**

Uconnect® 8.4A AM/FM/BT/ACCESS **\$505**

NAV-Ready. See Dealer for Details

Media Hub (DS, USB, Aux, Charge Only USB)

Trailer Brake Control **\$230**

DESTINATION CHARGE **\$1,095**

Package Value Savings of **\$3,200**

Included in Big Horn Price

TOTAL PRICE: * \$41,795

WARRANTY COVERAGE

5-year or 100,000-mile Powertrain Limited Warranty.

3-year or 36,000-mile Basic Limited Warranty.

5-year or 100,000-mile Roadside 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-RR7LG7ES-111131

L4-VON: 2392

S.L.
0807



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 DOT Fuel Economy and Environment

E85 Flexible-Fuel Vehicle Gasoline-Ethanol (E85)

Fuel Economy

19 MPG combined city/hwy

16 city

23 highway

5.3 gallons per 100 miles

Standard pickups range from 13 to 21 MPG. The best vehicle rates 121 MPGe. Values are based on gasoline and do not reflect performance and ratings based on E85.

You spend \$2,250 more in fuel costs over 5 years compared to the average new vehicle.

Driving Range
Gasoline: 608 miles
Ethanol (E85): 416 miles

Annual fuel COST \$2,750

Fuel Economy & Greenhouse Gas Rating (tailpipe only) 4 (Best)

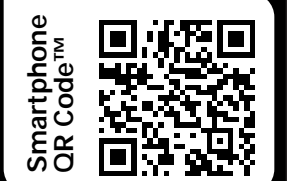
Smog Rating (tailpipe only) 6 (Best)

This vehicle emits 474 grams CO2 per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at fuelconomy.gov

Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 23 MPG and cost \$11,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. This is a dual fueled automobile. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuelconomy.gov

Calculate personalized estimates and compare vehicles



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.

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: 66 %

MAJOR SOURCES OF FOREIGN PARTS CONTENT:

MEXICO: 23 %

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 installation - See dealer for details.