2012 RAM 1500. STAND AND DELIVER. It stands up to all of it: hauls from rock quarries to tailgates at rock concerts. It delivers everything from slabs of granite to reliability you can count on for years. This is Ram 1500 — where standing up to every job means backing down from none. Ram 1500 assumes this aggressive attitude by offering strengths sadly unmatched by the competition. Like a departure from their typical leaf-spring rear suspensions, with the Ram 1500 class-exclusive five-link coil spring rear suspension: Standard think the durability, comfort, and strength of a train. Like an available and legendary 5.7-liter HEMI® V8. Like more availability than ever with the class-exclusive RamBox® Cargo Management System. Like backing you for 5 years/100,000 miles of powertrain warranty. It's so right for everything you do. Here. In the 2012 Ram 1500.†

*A note about this brochure: All disclaimers and disclosures can be found inside the back cover. †Late availability for 6'4" beds. The Best Buy Seal is a registered trademark of Consumers Digest Communications, LLC, used under license.

CLASS-EXCLUSIVE: Rear Store-In-Floor Storage Bins
There’s a reason why Ram 1500 Crew Cab models offer such extraordinary capability, and part of that is the service and security that come from these singular and very convenient in-floor storage bins.

CLASS-EXCLUSIVE: The Five-Link Coil Spring Rear Suspension
It’s the stuff that trains ride on, and no other pickup in the class has it. The Ram 1500 rear suspension offers outstanding ride comfort while providing superb support for payloads.

BEST-IN-CLASS: Aerodynamics
Proof that good things come in large, powerful, and capable packages. With an astonishing low coefficient of drag of only .387, the Ram 1500 aerodynamics encompass benefits that range from quietness of ride to overall reduction of noise, vibration, and harshness.

CLASS-EXCLUSIVE: RamBox Cargo Management System
Don’t even look for this on other trucks. Two lockable, lit, and drainable bins on each side of the cargo bed are augmented by a cargo bed extender/divider and cleated cargo rails. A number of Authentic Accessories by Mopar® add versatility to the RamBox System — and for 2012 Ram 1500, it’s now available for every cab and trim level.†

CLASS-EXCLUSIVE: Factory Dual Exhaust System
Increased air flow through the exhaust system after combustion translates into more efficient engine operation.
THE ULTIMATE ONE-FOR-ALL WORKER. Over 50 years of ongoing improvements have resulted in a 5.7-liter HEMI® V8-powered Ram 1500 for all of it: towing, payload, power, and reliability. From the first moment of acceleration, you know you're in charge of an exceptional power plant, with advantages that include the innovative Fuel Saver Technology and Variable Valve Timing (VVT). HEMI V8 quality is measured in terms of time and distance, with a fully transferable 5-Year/100,000-Mile Powertrain Limited Warranty.²

5.7-LITER HEMI V8
With Variable Valve Timing, Fuel Saver Technology, and an Active Intake Manifold, the HEMI V8 is pure power for Ram pickups, generating 390 horsepower and 407 lb-ft of torque.

STANDARD ON AVAILABLE, DEPENDING ON TRIM LEVEL

4.7-LITER FLEX FUEL V8
Incorporates high-flow cylinder heads and exhaust manifolds, with dual spark plug technology and E85 (ethanol) compatibility. 310 horsepower, 330 lb-ft of torque.

AVAILABLE ON SELECT TRIM LEVELS

3.7-LITER V6
Capable and competitive, this proven performer for Ram 4x2 models features Electronic Throttle Control and churns out 215 horsepower and 235 lb-ft of torque.

FOR JOBS, FOR PLAY: PUT 101% CAPABILITY TO WORK FOR YOU.

FUEL SAVVER TECHNOLOGY: This technology articulates fuel-efficient performance while delivering on-demand power for towing and acceleration. Fuel Saver Technology seamlessly shuts off four of the eight cylinders under a wide range of driving conditions. The automatic transformation from a mighty V8 into a fuel-saving 4-cylinder has a positive effect on efficient daily operation and helps the overall cost of ownership. (Figure 1: cylinder deactivation).

VARIABLE VALVE TIMING: The application of this technology in the HEMI V8 results in improved performance and more efficient overall operation. VVT focuses on engine breathing throughout the rpm range, ensuring increased torque for towing and hauling.

SHORT RUNNER VALVE (SRV) ACTIVE INTAKE MANIFOLD: The SRV controls air intake flow more efficiently by changing port length based on engine rpm. SRV engineering contributes to both horsepower and torque improvements, and is a contributing factor to why this engine has earned the respect of so many over the years.

42RLE 4-SPEED AUTOMATIC. With the capability and sophistication to handle unexpectedly large tasks, this transmission also features the Tow/Haul Mode and Electronic Range Select (ERS).

NEWW: 65RFE 6-SPEED AUTOMATIC. Takes Ram 1500 to the next level of technology and capability — and standard on the big engines. STANDARD WITH 4.7-LITER AND 5.7-LITER V8 ENGINES IN 395/4WD APPLICATIONS.

TRANSFER CASES

NVG243 TRANSFER CASE. A part-time, two-speed transfer case, with three operating ranges plus Neutral. Constructed of durable yet lightweight aluminum. Electronically operated, with instrument panel-mounted switch.

STANDARD ON 4X4 ST, TRADESMAN, EXPRESS, SLT, OUTDOORSMAN

BW44-44 TRANSFER CASE. Two-speed transfer case operates on-demand, and features four operating ranges, plus Neutral. Electronically operated, with instrument panel-mounted switch. At the low end of the operating range, the reduction ratio is a robust 2.64:1.

STANDARD ON 4X4 BIG HORN, SPORT, LARAMIE, LARAMIE LONGBORN

MAXIMUM PULLCAPABILITIES*

<table>
<thead>
<tr>
<th>Engine</th>
<th>3.7L V6</th>
<th>4.7L V8</th>
<th>5.7L HEMI V8</th>
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STANDARD OR AVAILABLE, DEPENDING ON TRIM LEVEL

MAXIMUM TRAILER WEIGHT*

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</tbody>
</table>

STANDARD OR AVAILABLE, DEPENDING ON TRIM LEVEL

*When properly equipped. Weights given in lb.
THE MADE-FOR-TOWING DESIGN of every Ram gives you capability beyond expectation. Benchmark standards include the class-exclusive five-link coil spring rear suspension\(^1\) 4- and 7-pin harness connectors, and the Electronic Stability Control (ESC)\(^6\) system, which includes 4-wheel ABS, All-Speed Traction Control, Brake Assist, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control. All automatic transmissions feature Electronic Range Select (ERS) and the Tow/Haul Mode. Add Mopar assets to boost capability, and you’re good to tow.

CAPABILITY TO EXCEED THE NEED.

All towing figures: when properly equipped.

- **REGULAR CAB SHORT BOX**
  - 9,100-LB MAX TOW CAPACITY

- **REGULAR CAB LONG BOX**
  - 10,450-LB MAX TOW CAPACITY

- **QUAD CAB\(^\circ\)**
  - 10,250-LB MAX TOW CAPACITY

- **CREW CAB**
  - 10,150-LB MAX TOW CAPACITY

INTEGRATED TRAILER BRAKE CONTROLLER.
Smart panel-mounted digital controller allows the driver to manage the ideal amount of brake force to the trailer.
AVAILABLE ON ALL TRIM LEVELS

TOWING HARNESS: ABOVE AND BEYOND.
Higher placement keeps dirt away, and proximity to rear lighting makes hitching your trailer a breeze at night.
STANDARD ON ALL TRIM LEVELS

REAR BACK-UP CAMERA\(^\circ\)
Standard on Laramie and Laramie Longhorn. Align your hitch with ease and eliminate the need for spotter or those tedious jumps in-and-out of the cab.
AVAILABLE ON SELECT TRIM LEVELS

A REAR SUSPENSION LIKE NO OTHER.
Class-exclusive,\(^1\) the Ram 1500 five-link coil spring rear suspension delivers outstanding maneuverability, superb ride comfort, and uncompromised road manners.
COMFORTABLY CONNECTED.

MAKE THE WORLD YOUR COMFORT ZONE.

Sometimes life is run on all cylinders. The 2012 Ram 1500 interior features the designed-in engineering to pull it all back into a measured pace with ample space. This is an interior that addresses it all: comfort, ergonomics, and electronics. Count on dozens of available Authentic Accessories by Mopar—like the Web(6)/Nav capability—that are increasingly part and parcel of daily communications. Stay connected to everyone who’s important: friends, family, colleagues. In Ram 1500.

Available EVIC provides system info with instant convenience.

Available premium stitching factors in to unmistakable Ram quality.

Available heated seats bolstered by available ventilated seats.

Control at your fingertips, even when you’re wearing gloves.

Available heated seats bolstered by available ventilated seats.

Available premium stitching factors in to unmistakable Ram quality.

Available EVIC provides system info with instant convenience.

The Ram 1500 Laramie Editions. This is one sweet inside job: A cab so intelligently well-appointed, it makes pulling that utility trailer to the site or that boat to the launch ramp all play and no work. Got designs on the good life? The phenomenal 2012 Ram 1500 Laramie and Laramie Longhorn models leave little to be desired—and leave the competition far behind.

LIFE IS GOOD — WHEN YOU START IN LARAMIE. Standard: 5.7-liter HEMI® V8 with VVT and Fuel Saver Technology + New 6-speed automatic + 20-inch chrome-clad aluminum wheels + Dual exhaust with refined power note + Chrome power heated mirrors + Two-tone paint + Heated leather-wrapped steering wheel + Media Center 730N touch-screen radio with Navigation + Premium surround sound audio + Power heated leather-trimmed front seats + Memory for mirrors, seats, pedals, radio + Security alarm

LARAMIE LONGHORN: MOST LUXURIOUS RAM EVER. Premium full-leather seats with or without the distinctive custom laser-etched design + Heated and ventilated front seats + Heated rear seats + Premium leather accents on the console lid, steering wheel, shift lever and door trim + Premium instrument cluster with silver filigree accents + Burled walnut wood accents on the center stack bezel and door panel trim + Premium leather saddle bag pouches with silver buckles designed into the rear of the front seats + Premium all-weather floor mats with snap-out easy-clean carpet inserts
Ram 1500 Laramie instrumentation, shown with available features.

Ram 1500 Crew Cab Laramie interior in Light Pebble Beige with Bark Brown accents, shown with available features.
The distinctive Ram 1500 Crew Cab Laramie Longhorn interior in Bark Brown with Light Pebble Beige accents and premium laser-etched leather seats.
ENERGY-ABSORBING FRONT RAIL TIPS AND FORTIFIED CRUSH ZONES.
At the fore, front rail tips are the first to absorb impact energy, deflecting it from the vehicle’s occupants. Specialized (and fortified) crush zones in the engine compartment help absorb further energy in the case of more severe frontal impacts.

FULLY BOXED FRAME.
It carries tough payloads — and it carries on the tradition as the strongest frame ever in a Ram. Fully boxed, partially hydroformed, and comprised of Advanced High Strength Steel, the Ram frame is built for service and helps provide safety and security. The tensile strength here carries one of the top ratings in the business: 85,000 psi, ensuring superb ride and handling characteristics — and bulletproof reliability.

ADVANCED MULTISTAGE FRONT AIR BAGS. Standard on every Ram 1500 model. Deployed in the event of a frontal impact, these air bags are indispensable assets to help protect front occupants. Crash-sensitive, they self-adjust to the force level needed.

BRAKE ASSIST.
This is part of the Ram 1500 ESC® system, and it contributes to peace of mind and vehicle control during unexpected braking maneuvers. The system can sense the speed or force used on the brake pedal. If it senses great force — the indication to stop immediately — it instantly applies full pressure to help shorten stopping distances.

HIGH-STRENGTH STEEL: CAB AND DOOR BEAMS.
To complement that tough 85,000 psi steel frame strength, High-Strength Steel is employed in the structural inserts of the cab to increase intrusion resistance. Side door beams — also of high-strength, low-alloy steel — are strategically placed where a vehicle would make first impact.

DUAL-ACTION SIDE-CURTAIN AIR BAGS.
We definitely take sides when it comes to protection. These curtains are designed to deploy from top downward, providing full coverage of the side windows.

AVAILABLE PARKSENSE® REAR PARK ASSIST.
In either the Reverse or Neutral gears, four ultrasonic sensors installed in the rear fascia can detect objects up to 6.4 feet away. Aural signals and visual displays help warn the driver of possible obstructions and impacts when backing up at low speeds.

EARS: WE HEAR YOU, LOUD AND CLEAR.
EARS — the Enhanced Accident Response System — goes the extra mile in the event of an accident when the air bag is deployed and when the vehicle’s power and communications remain intact. EARS turns on interior lamps, unlocks the doors, engages the hazard flashers, and initiates automatic fuel shut-off.

IN ANY CASE, THE RAM 1500 DELIVERS A PEACE OF MIND THAT IS AS FULLY BOXED, AS ENERGIZED, AND AS ADVANCED AS THE VEHICLE ITSELF.
EVERYWHERE YOU LOOK, RAM MAKES THE GRADE. Subjected to road conditions, temperature extremes, and shock treatments far beyond anything you’d ever dare, your Ram 1500 was put through preproduction testing best described as brutal. The results? A pickup designed and built for reliability you can count on — even to the extreme.

EXCEPTIONAL BRAKE PROGRESS. The most comprehensive and advanced standard braking system on a Ram features available power memory adjustable brake pedals. This four-wheel Anti-lock Braking System (ABS) is an electronically operated independent multichannel system for individual control of each brake, and is part of the Electronic Stability Control (ESC) system.

ELECTRONIC STABILITY CONTROL (ESC). Using information from ultrasensitive sensors that instantly detect slippage, ESC monitors driver input with software designed to help the driver maintain vehicle directional stability under many different driving conditions. Along with the four-wheel ABS, ESC also includes:

- **BRAKE ASSIST.** Senses the speed or force used to press the brake pedal. It’s so refined, it can determine that an emergency stop is underway, then instantly apply full braking pressure to help shorten the stopping distances.

- **ELECTRONIC ROLL MITIGATION (ERM).** If ERM detects a potential rollover (a corner taken too sharply, a sudden swerve to avoid a problem), it automatically applies the correct brakes and fine-tunes the throttle.

- **HILL START ASSIST (HSA).** Invaluable when off-road or when towing on inclines; HSA maintains brake pressure until engine torque has reached appropriate levels.

- **TRAILER SWAY CONTROL (TSC).** Recognizes a swaying trailer and automatically applies an individual wheel’s brakes and/or reduces engine power in an attempt to eliminate the sway. TSC applies brake pressure on all four wheels to slow the vehicle, while increasing pressure on one front wheel to counteract the sway.

- **ALL-SPEED TRACTION CONTROL.** Wheel slippage in wet or icy conditions is reduced to a minimum by adjusting engine speed and applying the brakes.

While not part of the ESC system, Ram 1500 also features this invaluable asset:

- **TIRE PRESSURE MONITORING SYSTEM.** Standard on all models. Significant reductions of air pressure in any tire result in audible and visible alerts. On Ram trucks equipped with the Electronic Vehicle Information Center (EVIC), real-time actual tire pressures are displayed.

OUTSTANDING CONTROL WHEN YOU’RE ON THE GRADE. If there’s one area where control is critical, it’s when you’re towing. The new available electric-over-hydraulic trailer brake capability offers technology that takes Ram 1500 into a new class of control. Invaluable multiple selections let you adapt the trailer brake controller to the exact characteristics of your trailer — including multi-axle trailers.
LIGHT-DUTY EFFICIENCY.
HEAVY-DUTY ATTITUDE.

It's built with engineering tailor-made for heavier loads. Or, more to the point, trailer-made. Every Ram automatic transmission features Electronic Range Select (ERS) and the Tow/Haul Mode to optimize shift points and gear selection when towing. All V8 engines have heavy-duty cooling systems. Available fully integrated electric-over-hydraulic trailer brake controller tops it off. This is towing made easy and efficient.

Ram 1500. IT JUST WORKS OUT SO WELL. Count on nine different trim levels, with Ram Tradesman delivering job-rated capability. Each gives you interior room and work capability that’s right for your specs. • Three efficient and tough engines, including the available 5.7-liter HEMI® V8 with VVT and MDS Fuel Saver Technology • New 6-speed automatic transmission (available with 8-cylinder power plants) • Transmissions with Electronic Range Select and Tow/Haul Mode • Available integrated Trailer Brake Controller • Choice of part-time or on-demand transfer cases • Up to 43 innovative and convenient storage areas • Standard integrated 4- and 7-pin trailer wiring harness/connectors • Available Class IV trailer hitch • Standard Electronic Stability Control (ESC)[5] includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Hill Start Assist, Electronic Roll Mitigation, and Trailer Sway Control[5] • Tire Pressure Monitoring System

The incentives you need to help your business succeed.

Running a business presents plenty of challenges. Like cutting costs, not corners. The ON THE JOB[12] commercial incentive program provides enormous assistance in purchasing, customizing, and servicing your business vehicles. See your dealer for specific program rules and details, or call us toll-free at 877-ONTHEJOB (877-668-4356).

Among the most popular ON THE JOB incentives:
• NO-EXTRA-CHARGE LUBE/OIL/FILTER For all Chrysler, Jeep, Dodge and Ram vehicles. Includes gas and diesel engines.
• COMMERCIAL GRAPHICS ALLOWANCES For all vehicles, $250/$500/$1,000 Commercial Graphics Program Allowances.
• COMMERCIAL EQUIPMENT/UPGRADES $1,000/$500 Allowances for Upgrades. $1,000 Snowplow/Factory Box-Off/Field Box-Off Allowances. $500 RamBox® Cargo Management System Allowance.

If you’re in business, BusinessLink has you covered.
• Free Membership • Extended Service Hours • A Dedicated BusinessLink staff • Convenient Shuttle Services

For more information, log on to chryslerbusinesslink.com or call us toll-free at 877-2THELINK (877-284-3546).

*Some restrictions apply. See dealer for details.

Destination: Success and Growth.
Welcome to BusinessLink.

Free Membership
Commercial Vehicles in Stock
Free Loaners* for Selected Vehicles
Next-Bay-Up Preferential Service Treatment
And much more.

Some information provided by:
Commercial-Grade Payload Capacity: You’re redoing your landscaping this year — or you’re doing your landscaping business for the year. For either scenario, Ram 1500 rocks, delivering impressive capability. Count on 1,909-lb maximum payload for the job, day in ... and year out. Two Times As Good: Available dual glove boxes expand storage for maps and valuables. Under-The-Seat Rear Storage: Crew Cab and Quad Cab. Easily accessed by lifting the folding rear seat, and ideal for small tools. Class-Exclusive: The RamBox® System: This smart cargo management system is now available for all models with 5’7” and 6’4” cargo beds (6’4” application is late availability). Two dry, lockable, illuminated, and drainable boxes handle items as large as golf clubs or multiple cases of beverage cans with ice. The system includes cargo rails, cleats, and an adjustable cargo bed divider/extend with even more available from Mopar.
**THIS TRUCK IS GAME FOR EVERYTHING OUT THERE.** The very name reflects the nature of the owner: Ram Outdoorsman — a pickup custom-made for off-road destinations preferably unaccustomed to visitors. 
Available in 4x2 and 4x4 configurations, Outdoorsman standard equipment includes the 4.7-liter Flex Fuel V8; 3.92 axle ratio with limited slip/antispin differential (on 4x4 models); Class IV trailer hitch — and much more. Log on and see it all at ramtrucks.com
PERFECT FOR THE CREWS. AND THE CRUISE.

The Ram 1500 Crew Cab comes with amenities that are just plain cool. In-floor insulated and removable bins, enormous rear seat room, available new 115-volt three-prong grounded outlet, and even an available USB port in the glove box. Ram 1500 Crew Cab is pure enjoyment on four wheels.

**Put your best behind you** — every Ram 1500 is trailer-made for competent and capable towing. **Stay connected** — with everything from tunes to available Internet access, Ram 1500 can keep you covered. **Drainable and versatile** — the smart in-floor bins of Ram Crew Cab models. **Available RamBox® Cargo Management System** gives you more storage solutions — and more accessories. Shown here is the available RamBox Holster Insert from Mopar, for long guns, fishing rods with reels — or both. **Two-Tone Ram Crew Cab Laramie Longhorn** shows off a distinctive identity with White Gold Metallic lower and an interior that’s the largest and best-appointed in the Ram 1500 family. **Laramie Longhorn instrumentation** took its design cues from fine antique pocket watches. **Unique Laramie Longhorn badging** appears inside and out. **Laramie Longhorn leather seats** come with or without the impressive laser-etching — that’s your call.

PROPERLY SECURE ALL CARGO.

RAM 1500. BEST PLAY ON THE BOOKS. Comfortable, spacious, quiet interiors * Nimble road manners * Available Mopar Accessory: Uconnect® Web for all models * Two power outlets for electronics * Available iPod® connectivity * Available SiriusXM® Satellite Radio * Tilt steering * Available speed control * Available stain- and odor-resistant cloth seating surfaces * Available instrument cluster with vehicle display data * Available power adjustable pedals * One-tap three-blink lane change signals * Plus hundreds of convenience items from Mopar
Mossy Oak is the official camo of Ram trucks. Official licensed product of Haas Outdoors, Inc./Mossy Oak.
### RAM 1500 Trim Levels

#### 1500 ST

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<th>Model</th>
<th>Box Size</th>
<th>Seats</th>
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<td>Regular Cab</td>
<td>6'4&quot; Box or 8' Box</td>
<td>40/20/40 Bench Seat</td>
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<tr>
<td>Quad Cab</td>
<td>6'4&quot; Box</td>
<td>40/20/40 Bench Seat</td>
</tr>
<tr>
<td>Crew Cab</td>
<td>5'7&quot; Box</td>
<td>40/20/40 Bench Seat</td>
</tr>
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**Mechanical**
- 3.7L V6 with 4-speed automatic transmission on Regular Cab and Quad Cab 4x2 models
- 4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system on Crew Cab 4x2 and all 4x4 models
- Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control (ESC)
- Five-link coil spring rear suspension
- 26-gallon fuel tank (32-gallon fuel tank with 8-foot box models)
- Electronic part-time transfer case on 4x4 models

**Interior**
- Vinyl 40/20/40 front bench seat
- Vinyl floor covering
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Tilt steering
- Automatic headlamps
- Air conditioning
- Media Center radio with CD player and MP3 auxiliary jack

**Exterior**
- Black front and rear bumpers
- Black grille surround and inserts
- Black front upper fascia
- Black door handles
- Dual-lens headlamps
- Bed rail caps
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 17-inch steel wheels with BSW tires
- Black fold-in sideview mirrors

#### 1500 Tradesman

<table>
<thead>
<tr>
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<th>Box Size</th>
<th>Seats</th>
</tr>
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<tbody>
<tr>
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<td>6'4&quot; Box or 8' Box</td>
<td>40/20/40 Bench Seat</td>
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</tbody>
</table>

**Mechanical**
- 5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system
- Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control
- Five-link coil spring rear suspension
- 26-gallon fuel tank (32-gallon fuel tank with 8-foot box models)
- Electronic part-time transfer case on 4x4 models

**Interior**
- Vinyl 40/20/40 front bench seat
- Vinyl floor covering
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Tilt steering
- Automatic headlamps
- Air conditioning
- Media Center radio with CD player and MP3 auxiliary jack

**Exterior**
- Body-color full front fascia and rear bumper
- Fog lamps
- Body-color grille surround with Black inserts
- Dual-lens headlamps
- Bed rail caps
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 20-inch painted aluminum wheels with BSW tires
- Black fold-in sideview mirrors
- 4-inch chrome-tipped dual exhaust

#### 1500 Express

<table>
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<tr>
<td>Crew Cab</td>
<td>5'7&quot; Box</td>
<td>40/20/40 Bench Seat</td>
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</tbody>
</table>

**Mechanical**
- 5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system
- Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control
- Five-link coil spring rear suspension
- 26-gallon fuel tank
- Electronic part-time transfer case on 4x4 models

**Interior**
- Vinyl 40/20/40 front bench seat
- Vinyl folding rear bench on Quad Cab and Crew Cab models
- Carpet floor covering
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Tilt steering
- Automatic headlamps
- Air conditioning
- Power windows and power door locks on Quad Cab and Crew Cab models
- Media Center radio with CD player and MP3 auxiliary jack

**Exterior**
- Body-color full front fascia and rear bumper
- Fog lamps
- Body-color grille surround with Black inserts
- Dual-lens headlamps
- Bed rail caps
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 20-inch painted aluminum wheels with BSW tires
- Black fold-in sideview mirrors
- 4-inch chrome-tipped dual exhaust
1500 Slt

Regular Cab 6'/4" Box or 8' Box
Quad Cab 6'/4" Box
Crew Cab 5'/7" Box
40/20/40 Bench Seat Bucket Seats, Opt.

MECHANICAL
4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system on all models + Remote keyless entry + Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control + Five-link coil spring rear suspension + 26-gallon fuel tank + Electronic on-demand transfer case on 4x4 models

INTERIOR
Cloth 40/20/40 front bench seat + Cloth folding rear bench on Quad Cab and Crew Cab models + Carpet floor covering + Advanced multistage front air bags + Supplemental side-curtain air bags + Tilt steering + Automatic headlamps + Air conditioning + Power windows and door locks + Media Center radio with CD player, MP3 auxiliary jack, and SiriusXM Satellite Radio + Electronic Vehicle Information Center (EVIC) located in instrument cluster + Overhead console + Power sliding rear window on Quad Cab and Crew Cab models

EXTERIOR
Chrome front and rear bumpers + Fog lamps + Chrome grille surround with chrome billet inserts + Body-color front upper fascia + Quad-lens headlamps + Chrome door handles + Bed rail caps + Locking tailgate + 4- and 7-pin trailer wiring harness/ connectors + Class IV trailer hitch receiver + 20-inch polished aluminum wheels with BSW tires + Black power heated fold-in sideview mirrors + 4-inch chrome-tipped dual exhaust system

1500 Big Horn

Quad Cab 6'/4" Box
Crew Cab 5'/7" Box
40/20/40 Bench Seat Bucket Seats, Opt.

MECHANICAL
5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system + Remote keyless entry + Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control + Five-link coil spring rear suspension + 26-gallon fuel tank + Electronic on-demand transfer case on 4x4 models

INTERIOR
Premium cloth 40/20/40 front bench seat with driver's side power + Cloth 60/40 split-folding rear bench + Carpet floor covering + 115-volt power outlet + Advanced multistage front air bags + Supplemental side-curtain air bags + Leather-wrapped tilt steering wheel with audio controls + Automatic headlamps + Air conditioning + Power windows and door locks + Media Center radio with CD player, MP3 auxiliary jack, and SiriusXM Satellite Radio + Electronic Vehicle Information Center (EVIC) located in instrument cluster + Overhead console + Power sliding rear window

EXTERIOR
Chrome front and rear bumpers + Fog lamps + Chrome grille surround with chrome billet inserts + Body-color front upper fascia + Quad-lens headlamps + Chrome door handles + Bed rail caps + Locking tailgate + 4- and 7-pin trailer wiring harness/ connectors + Class IV trailer hitch receiver + 20-inch polished aluminum wheels with BSW tires + Black power heated fold-in sideview mirrors + 4-inch chrome-tipped dual exhaust system

1500 Outdoorsman

Regular Cab 6'/4" Box or 8' Box
Quad Cab 6'/4" Box
Crew Cab 5'/7" Box
40/20/40 Bench Seat Bucket Seats, Opt.

MECHANICAL
4.7L V8 with 6-speed automatic transmission and heavy-duty cooling system + Remote keyless entry + Electronic Stability Control (ESC) system includes 4-wheel ABS, Brake Assist, All-Speed Traction Control, Electronic Roll Mitigation, Hill Start Assist, and Trailer Sway Control + Five-link coil spring rear suspension + 26-gallon fuel tank + Electronic on-demand transfer case on 4x4 models

INTERIOR
Premium cloth front bucket seats + Power driver's seat + Full-floor center console with shifter + 115-volt power outlet + Cloth 60/40 split-folding rear bench on Quad Cab and Crew Cab models + Carpet floor covering + Rubber all-weather floor mats + Luxury Group + Advanced multistage front air bags + Supplemental side-curtain air bags + Leather-wrapped tilt steering wheel with audio controls + Automatic headlamps + Air conditioning + Power windows and door locks + Media Center 430N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio + Electronic Vehicle Information Center (EVIC) located in the instrument panel cluster + Overhead console with Universal Garage Door Opener + Power sliding rear window on Quad Cab and Crew Cab models

EXTERIOR
Two-tone paint with lower body, front bumper, rear bumper, and fender flares in Mineral Gray Metallic + Fog lamps + Body-color grille surround with Black inserts + Body-color front upper fascia + Quad-lens headlamps + Black door handles + Bed rail caps + Locking tailgate + 4- and 7-pin trailer wiring harness/ connectors + Class IV trailer hitch receiver + 17-inch painted aluminum wheels with LT All-Terrain tires + Black power heated fold-in sideview mirrors with puddle lamps and turn signal indicators

Information Provided By: DEALER PROPROCESS
**RAM 1500 TRIM LEVELS**

### 1500 SPORT
- Regular Cab 6'4" Box Bucket Seats
- Quad Cab 6'4" Box Bucket Seats
- Crew Cab 5'7" Box Bucket Seats

**MECHANICAL**
- 5.7L HEMI® V8 with 6-speed automatic transmission and heavy-duty cooling system
- Remote keyless entry
- Security alarm system
- Electronic Stability Control (ESC)
- 4-wheel ABS
- Brake Assist
- All-Speed Traction Control
- Electronic Roll Mitigation
- Hill Start Assist
- Trailer Sway Control
- Electronic on-demand transfer case
- Five-link coil spring rear suspension
- 26-gallon fuel tank

**INTERIOR**
- Premium cloth front bucket seats
- Power driver’s seat
- Full-floor center console with shifter
- 115-volt power outlet
- Cloth 60/40 split-folding rear bench on Quad Cab and Crew Cab models
- Carpet floor covering
- Luxury group
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Leather-wrapped tilt steering wheel with audio controls
- Automatic headlamps
- Automatic temperature control
- Power windows and door locks
- Media Center 430 touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio
- Electronic Vehicle Information Center (EVIC) located in instrument cluster
- Overhead console with Universal Garage Door Opener
- Power sliding rear window on Quad Cab and Crew Cab models

**EXTERIOR**
- Monochromatic paint with body-color full front fascia and rear bumper
- Fog lamps
- Body-color grille surround with chrome billet inserts
- Quad-lens headlamps
- Body-color door handles
- Bed rail caps
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 20-inch chrome-clad aluminum wheels with BSW tires
- Body-color power heated fold-in sideview mirrors with puddle lamps and turn signal indicators
- 4-inch chrome-tipped dual exhaust

### 1500 LARAMIE
- Quad Cab 6'4" Box Bucket Seats, Opt.
- Crew Cab 5'7" Box 40/20/40 Bench Seat Bucket Seats, Opt.

**MECHANICAL**
- 5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system
- Remote keyless entry
- Security alarm system
- Electronic Stability Control (ESC)
- 4-wheel ABS
- Brake Assist
- All-Speed Traction Control
- Electronic Roll Mitigation
- Hill Start Assist
- Trailer Sway Control
- Electronic on-demand transfer case on 4x4 models
- Five-link coil spring rear suspension
- 26-gallon fuel tank

**INTERIOR**
- Leather-trimmed 40/20/40 front bench seat
- Power driver’s and front-passenger seats
- Heated front seats
- 115-volt power outlet
- Leather 60/40 split-folding rear bench
- Carpet floor covering
- Premium leather mats with removable inserts
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Heated leather-wrapped tilt steering wheel with audio controls
- Automatic headlamps
- Automatic temperature control
- Power windows and door locks
- Media Center 730N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio
- Premium 10-speaker surround sound audio system
- Electronic Vehicle Information Center (EVIC) located in instrument cluster
- Overhead console with Universal Garage Door Opener
- Power adjustable pedals with memory
- Power sliding rear window

**EXTERIOR**
- Two-tone paint with lower body and fender flares in Bright Silver Metallic
- Chrome front and rear bumpers
- Fog lamps
- Chrome grille surround with chrome honeycomb inserts
- Quad-lens headlamps
- Chrome door handles
- Bed rail caps
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 20-inch chrome-clad aluminum wheels with BSW tires
- Chrome power heated fold-in sideview mirrors with puddle lamps and turn signal indicators
- 4-inch chrome-tipped dual exhaust

### 1500 LARAMIE LONGHORN
- Crew Cab 5'7" Box Bucket Seats
- Regular Cab 6'4" Box
- Quad Cab 6'4" Box

**MECHANICAL**
- 5.7L HEMI V8 with 6-speed automatic transmission and heavy-duty cooling system
- Remote keyless entry
- Security alarm system
- Electronic Stability Control (ESC)
- 4-wheel ABS
- Brake Assist
- All-Speed Traction Control
- Electronic Roll Mitigation
- Hill Start Assist
- Trailer Sway Control
- ParkView™ Rear Back-Up Camera
- Five-link coil spring rear suspension
- 32-gallon fuel tank
- Electronic on-demand transfer case on 4x4 models

**INTERIOR**
- Premium leather front bucket seats
- Power driver’s and front-passenger seats
- Heated and ventilated front seats
- Full-floor center console with leather cover and leather shifter
- 115-volt power outlet
- Premium leather heated 60/40 split-folding rear bench
- Carpet floor covering
- Premium floor mats with removable inserts
- Advanced multistage front air bags
- Supplemental side-curtain air bags
- Heated leather-wrapped tilt steering wheel with audio controls
- Automatic headlamps
- Automatic temperature control
- Power windows and door locks
- Media Center 730N touch-screen radio with CD player, navigation, 40GB hard drive, remote USB port, MP3 auxiliary jack, and SiriusXM Satellite Radio
- Premium 10-speaker surround sound audio system
- Premium instrument cluster
- Electronic Vehicle Information Center (EVIC) located in the instrument cluster
- Overhead console with Universal Garage Door Opener
- Power adjustable pedals with memory
- Power sliding rear window
- LED additional interior lighting

**EXTERIOR**
- Two-tone paint with lower body and fender flares
- Chrome front and rear bumpers
- Fog lamps
- Chrome grille surround with chrome honeycomb inserts
- Unique Laramie Longhorn badging
- Quad-lens headlamps
- Chrome door handles
- Bed rail caps
- Spray-in bedliner
- Locking tailgate
- 4- and 7-pin trailer wiring harness/connectors
- 20-inch chrome-clad aluminum wheels with BSW tires
- Chrome power heated fold-in sideview mirrors with puddle lamps and turn signal indicators
- 4-inch chrome-tipped dual exhaust
Mopar®, Inspiring truck owners with innovative parts and accessories — all made-to-spec for your Ram truck. This is what Mopar delivers, along with expert, caring service. Mopar technicians are the masters of your make and model, with access to the authentic tools and diagnostic equipment that help get the job done efficiently and effectively. Choose authentic Mopar parts and service, and you’ll drive away with peace of mind. Visit mopar.com or your dealer for more information on the full line of Authentic Ram Accessories.

Above: Ram 1500 Crew Cab in Deep Cherry Red Pearl shown with Authentic Ram Accessories by Mopar: Chromed Honeycomb Grille Inserts, 20-inch Chrome-Plated Cast-Aluminum Wheels with available 35-inch Tires, Body Kit, Sport Performance Hood, Sport Performance Hood Decal Kit, and Chrome Bed Side Rails.

1 **UTILITY.** It protects — but check out the sharp look it gives your Ram. This Tri-Fold Tonneau Cover secures the cargo area with its simple-to-use and versatile design.

2 **STYLISH FUNCTION.** Tough as nails: Chrome Tubular Side Steps ease getting in and out — and add very cool street cred to your Ram 1500.

3 **PROTECTION.** From durable dealer-installed drop-in bed liners to a variety of stylish seat covers, Mopar takes a no-nonsense approach to helping you keep your Ram exterior and interior in top-shape condition.

4 **CONVENIENCE.** Stop reaching and straining. Rear Bed Step operates with simple foot motions, and offers practical and instant access to the cargo bed area.
### 2012 RAM 1500 Buyer’s Guide

#### Package Designations

<table>
<thead>
<tr>
<th>ST REG/OFFROAD</th>
<th>TRUCK/CABINA</th>
<th>EXPRESS</th>
<th>REG/SURVEY</th>
<th>BIG HORN/QUAD/CAB</th>
<th>SPORT REG/OFFROAD</th>
<th>RAMBOX/QUAD/CAB</th>
<th>SPORT QUAD/CAB</th>
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#### Powertrain

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<tr>
<th>Package Designations</th>
<th>Transmission</th>
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<tr>
<td>3.7L V6 (EX) (Not available on Crew Cab)</td>
<td>Four-speed automatic</td>
</tr>
<tr>
<td>4.7L Flex Fuel V8 (EEV)</td>
<td>Six-speed automatic</td>
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#### Mechanical Features

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<th>Exterior Features</th>
<th>Package Designations</th>
</tr>
</thead>
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<tr>
<td>Side Steps — Tubular, chrome finish; by mopar® (included with monotone paint) (mRT)</td>
<td>22A</td>
</tr>
<tr>
<td>Mirrors, Exterior — Manual, Black, Regular Cab only (mBV)</td>
<td>23A</td>
</tr>
<tr>
<td>Fog Lamps — included with popular equipment group on Regular Cab only (LnJ)</td>
<td>25A</td>
</tr>
<tr>
<td>Exhaust — Dual rear, aggressive sound (nex)</td>
<td>28A</td>
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<tr>
<td>Transfer Case — Electric shift, part-time, 4x4 only (Dh5)</td>
<td>30A</td>
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<tr>
<td>Fuel Tank — 26-gallon (not available with 8-ft box) (nFW)</td>
<td>32A</td>
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<tr>
<td>Battery — 730-amp (BCn)</td>
<td>34A</td>
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<tr>
<td>Axle — 3.21 ratio (4x2 hemi only) (DmC)</td>
<td>36A</td>
</tr>
<tr>
<td>Alternator — 160-amp (BAB)</td>
<td>38A</td>
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#### Package Designations (continued)

<table>
<thead>
<tr>
<th>Exterior Features</th>
<th>Package Designations</th>
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<tbody>
<tr>
<td>TOW Hooks — Included with Protection Group (mA)</td>
<td>D/P</td>
</tr>
<tr>
<td>Wheels — Steel spool (mF) (WgA)</td>
<td>D/P</td>
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<tr>
<td>Interior Features</td>
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<tr>
<td>Air Conditioning — (mF)</td>
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<td>Bezels — Center stack, Black (JRF)</td>
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<tr>
<td>Cluster — Instrument, with tachometer and 150-mph speedometer (JAT)</td>
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<tr>
<td>Console — Full-size floor console with floor-mounted automatic shifter (mT)</td>
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<td>Door Locks — Manual (Regular Cab only) (mD)</td>
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<tr>
<td>Footwell — Rear wheel wells (mB)</td>
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<tr>
<td>Headlamps — Automatic (mH)</td>
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<tr>
<td>Seats — Power 10-way driver (mS)</td>
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</tbody>
</table>
### Interior Features (continued)

- **Leather-trimmed low-back, ventilated and heated bucket seats, includes power 10-way driver and power 6-way front passenger, power lumbar adjuster, fixed center console, 115-volt auxiliary power outlet and rear fold-flat load floor on Quad Cab models (Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl)**

- **Premium leather low-back, ventilated and heated bucket seats, includes power 10-way driver and driver 6-way front passenger, power lumbar adjuster, 115-volt auxiliary power outlet, fold-flat load floor on Quad Cab models (Quad Cab and Crew Cab models include 60/40 split-folding rear bench seat trimmed in vinyl)**

### Package Designations

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<th>ST Regular Cab</th>
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<th>EX Regular Cab</th>
<th>EX Reg/Quad/Crew</th>
<th>Big Horn Quad/Crew</th>
<th>Laramie Quad/Crew</th>
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Properly secure all cargo.