PERCENTAGE, BY BRAND, OF ALL LIGHT-DUTY PICKUPS SOLD OVER THE PAST 28 YEARS THAT ARE STILL ON THE ROAD TODAY.3

RAM 81%
GMC 70%
FORD 70%
CHEVY 68%

HOW RAM 1500 BECAME CANADA’S LONGEST-LASTING LIGHT-DUTY PICKUPS.3

To achieve this, we went to extremes, subjecting Ram 1500 to rigorous computer-aided engineering processes, howling wind chambers and gruelling on-road trials in conditions that ranged from 49°C (120°F) deserts to –29°C (–20°F) arctic climates. The chart below reflects quality and durability so remarkable, Ram simply dominates, with longevity that far outweighs that of the competition.

“IT’S AS REAL WORLD AS IT GETS.”

This direct quote is from the originator of the Canadian Truck King Challenge—a competition that presents some of the most rigorous and demanding courses a truck could face. Measuring performance and fuel consumption over 4,000 kilometres during two days with empty runs, loaded beds, and while towing, a Ram 1500 Laramie® powered by the 3.0L EcoDiesel V6 with the TorqueFlite® 8-speed automatic was the 2016 overall winner, earning the best average over 20 different categories. From brute towing strength to impressive fuel economy and refined interior comfort, Ram 1500 rightfully took first place.

RAM: QUALITY, DURABILITY AND CLASS-EXCLUSIVE ADVANTAGES.

The reasons why Ram 1500 stands above our well-respected competition are evident: uncompromising capability, proven commitment to safety and security, and state-of-the-art technology. We can make such bold statements based solely on what the 2017 Ram 1500 has to offer. Numerous superior advantages, proven durability and innovative segment-exclusive features—like the Active-Level™ Four-Corner Air Suspension System™ and the stand-alone RamBox® Cargo Management System™—all explain why Ram 1500 continues to dominate as Canada’s fastest-growing light-duty pickup!

CANADA’S LONGEST-LASTING LIGHT-DUTY PICKUPS

Ram 1500 carries the strength from earning numerous accolades in the industry. In the prestigious 2016 Canadian Truck King Challenge, Ram 1500 equipped with the 3.0L EcoDiesel V6 dominated the competition, taking back-to-back first-place wins and beating out Ford F-150 and Chevy Silverado. Furthermore, the EcoDiesel V6 also makes Ram 1500 the industry’s only diesel-powered half-ton pickup1 and the most fuel-efficient full-size pickup in Canada.4

Now add the fact that Ram 1500 stands as Canada’s longest-lasting light-duty pickups3 and it’s class Ram 1500 delivers exactly what every pickup driver wants: outstanding capability, best-in-class fuel efficiency and uncompromising comfort and convenience.

PERCENTAGE, BY BRAND, OF ALL LIGHT-DUTY PICKUPS SOLD OVER THE PAST 20 YEARS THAT ARE STILL ON THE ROAD TODAY.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>RAM</td>
<td>81%</td>
</tr>
<tr>
<td>GMC</td>
<td>70%</td>
</tr>
<tr>
<td>FORD</td>
<td>70%</td>
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<tr>
<td>CHEVY</td>
<td>68%</td>
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</tbody>
</table>

CANADA’S ONLY DIESEL 1/2-TON PICKUP™
BEST-IN-CLASS 8.0 L/100 KM (35 MPG) HWY FUEL EFFICIENCY™
ACTIVE-LEVEL FOUR-CORNER AIR SUSPENSION SYSTEM™
MULTILINK COIL SPRING REAR SUSPENSION™
Shown in Bright White with optional equipment.

RAM 1500. WE’LL FACE DOWN EVERY PICKUP OUT THERE.

FROM THE MOMENT YOU SEE IT, YOU KNOW IT: THIS IS A RAM. Every Ram 1500 stands out with total distinction, featuring unique interiors and sharp exteriors instantly recognizable by dramatic grille treatments. With an impressive array of bold looks and tough powertrain, here’s where to find the perfect combination that defines you.

Capability is always a given, but Ram Laramie fuses strength with aesthetics and comfort. The definitive look: classic crosshair grille in full chrome with bright hex-perforated inserts and chrome front and rear bumpers. Drawing on the DNA as the award-winning interior of Laramie Longhorn, the Laramie interior features wood-grain accents and leather-faceted seats.

A true Rebel stands out—and the bold Ram 1500 Rebel is self-expression riding on Rebel-exclusive 17-inch aluminum wheels with Matte Black pockets. Taking good looks to the limit, Rebel delivers a Black grille, contrasting lower front fascia, and sport performance hood, all powered by the 3.6L Pentastar™ V6 or available 5.7L HEMI® V8.

While every Ram 1500 offers model-specific interiors, Longhorn choices include etching on the premium leather seats. Longhorn selections are equally as stunning. The new grille treatment is in chrome, with twin side inserts and in-your-face Ram identity; to that, add White Gold two-tone paint with accent running boards, wheel flares and dual exhausts with chrome tips.
Few powertrain components have so radically altered the pickup landscape as the 3.0L EcoDiesel V6 with its ingenious engineering that puts power and efficiency in the same truck. Mated to the TorqueFlite® 8-speed automatic transmission, the 3.0L EcoDiesel features a high-strength cylinder block and lightweight aluminum alloy pistons with heat-treated aluminum cylinder heads. The EcoDiesel is pure efficiency and capability in motion. It makes Ram 1500 the only diesel-powered half-ton pickup in Canada, and further stands out with best-in-class fuel economy.

Capability is also at top-tier levels; the EcoDiesel delivers phenomenal low-end torque of 420 lb-ft achieved at 2,000 rpm, exactly the capability you need for confident towing and hauling. Efficiency even translates into time- and money-saving oil filtration technology: recommended oil change intervals are so infrequent, they can reach up to 16,000 km between changes. Third-party recognition also contributes to the respected EcoDiesel heritage. The engine is so durable, efficient and powerful, it’s earned the prestigious Wards “10 Best Engines” award—no less than three times in a row. Put it all together, and it becomes clear: this diesel powerhouse leaves nothing to be desired—and leaves its competitors far behind.

**AS EFFICIENT AS**

**8.0 L/100 KM**

**(35 MPG) HWY**

**CAPABLE. EFFICIENT. RESPECTED.**

Pure powertrain components have so radically altered the pickup landscape as the 3.0L EcoDiesel V6 with its ingenious engineering that puts power and efficiency in the same truck. Mated to the TorqueFlite® 8-speed automatic transmission, the 3.0L EcoDiesel features a high-strength cylinder block and lightweight aluminum alloy pistons with heat-treated aluminum cylinder heads. The EcoDiesel is pure efficiency and capability in motion. It makes Ram 1500 the only diesel-powered half-ton pickup in Canada, and further stands out with best-in-class fuel economy.

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**EcoDiesel V6**

**As efficient as 8.0 L/100 KM (35 MPG) HWY**

**240 HORSEPOWER**

**420 LB-FT OF TORQUE**

**Up to 4,178-KG (9,210-LB) TOWING CAPACITY**

**Canada’s Most Fuel-Efficient Full-Size Pickup Ever:**

**3.0L EcoDiesel V6**

As efficient as 8.0 L/100 KM (35 MPG) HWY™

240 HORSEPOWER 420 LB-FT OF TORQUE

Up to 4,178-KG (9,210-LB) TOWING CAPACITY™


This hemispherical head design is so versatile, it’s powered everything from prototype aircrafts to tanks. Today, the 5.7L HEMI® V8 powerhouse features engineering refinements like the Multi-Displacement System (MDS), technology that seamlessly shuts off half of the cylinders during highway cruising to transform this mighty V8 into a fuel-sipping 4-cylinder. Mated to the standard 6-speed automatic, or the innovative available TorqueFlite® 8-speed automatic, count on the HEMI V8 powertrain to deliver it all: notable fuel efficiency with exceptional capability and performance. Little wonder that, based on the last six years of registrations, the legendary 5.7L HEMI V8 is Canada’s best-selling V8 engine.

**LEGENDARY 5.7L HEMI V8**

As efficient as 11.0 L/100 KM (26 MPG) HWY*, 395 HORSEPOWER 410 LB-FT OF TORQUE

Properly secure all cargo.*See page 34 for fuel economy details.

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**LEGENDARY 5.7L HEMI V8**

As efficient as 11.0 L/100 KM (26 MPG) HWY*, 395 HORSEPOWER 410 LB-FT OF TORQUE

Properly secure all cargo.*See page 34 for fuel economy details.
As efficient as 3.6L PENTASTAR
Up to 9.6 L/100 KM (29 MPG)

305 horsepower and 269 lb-ft of torque—and backed with 7,600-lb (3,447-kg) towing capacity—this engine makes your Ram 1500 both a great daily driver and a work-ready partner. But a closer look at the proven 3.6L Pentastar V6 with its partner, the TorqueFlite® 8-speed automatic transmission, shows even greater advantages. Among them both the Pentastar and the TorqueFlite ensure peak performance through sophisticated thermal management systems that keep fluids at ideal operating temperatures. The TorqueFlite also employs a segment-exclusive rotary dial e-shift, with steering wheel-mounted buttons—engineering that gives you the choice of manual gear selection for greater control when towing and hauling heavy loads. Factor in generous recommended oil change intervals up to 16,000 km and a tough 10.2:1 compression ratio with a pulse-width modulated fuel pump and cooling fan, and you’ve got the engineering for confident, fuel-efficient performance and can-do capability.

It’s obvious from the get-go: churning out 305 horsepower and 269 lb-ft of torque—and backed with 7,600-lb (3,447-kg) towing capacity—this engine makes your Ram 1500 both a great daily driver and a work-ready partner. But a closer look at the proven 3.6L Pentastar V6 with its partner, the TorqueFlite® 8-speed automatic transmission, shows even greater advantages. Among them both the Pentastar and the TorqueFlite ensure peak performance through sophisticated thermal management systems that keep fluids at ideal operating temperatures. The TorqueFlite also employs a segment-exclusive rotary dial e-shift, with steering wheel-mounted buttons—engineering that gives you the choice of manual gear selection for greater control when towing and hauling heavy loads. Factor in generous recommended oil change intervals up to 16,000 km and a tough 10.2:1 compression ratio with a pulse-width modulated fuel pump and cooling fan, and you’ve got the engineering for confident, fuel-efficient performance and can-do capability.
HOW RAM 1500 LETS YOU MASTER TOWING.

WHEN IT COMES TO HAULING AND TOWING, YOU’VE COME TO THE RIGHT PLACE. Combining the best of durable strength and sophisticated technology and software, this is how you utilize Ram capability for confident towing. Major factors that give Ram 1500 such authority in the field include:

- **Trailer Sway Control**, part of the comprehensive **Electronic Stability Control (ESC)** system, uses sensors to detect yaw (lateral motion of the trailer) and applies selective brake pressure to the tow vehicle’s opposite side to counteract the force. The sway is measurably reduced, greatly enhancing operator confidence.

- **The Tow/Haul Mode**, standard on all Ram 1500 models, varies the transmission shift patterns to adapt performance for ideal towing.

- Other available features such as the class-exclusive **Active-Level™ Four-Corner Air Suspension System**, the integrated Class IV Hitch receiver with 4- and 7-pin wiring harness, and the responsive **Electronic Trailer Brake Controller** were engineered specifically to help contribute to greater towing confidence and control.

TOWING CONNECTORS AND ADJACENT LIGHTING.

Ideally positioned in the rear bumper well, the standard 4- and 7-pin trailer connector keeps the connections far from dirt and debris; at-hand illumination makes it a breeze to hitch or unhitch a trailer at night. Providing both pin settings eliminates the need for an adapter or jumpers in the event of encountering different trailer setups when towing.

PARKVIEW® REAR BACK-UP CAMERA.

This available system uses a tailgate-mounted hidden camera and conveniently displays the area behind your Ram truck on the radio screen or rearview mirror (depending on radio system). When equipped with the 5-inch or 8.4-inch touchscreen radio, active grid lines automatically adjust the guide paths as the steering wheel is turned, an invaluable aid when aligning trailers and hitchs. Available with the 8.4-inch touchscreen is view-at-speed capability, which augments the practicality of the Rear Back-Up Camera. View-at-speed works in all gears, and allows you to monitor the rear while at rest or while driving—a great means to combine confidence and control while towing and hauling.

SMART MANAGEMENT MAKES THE WORK EASY.

The integrated switch bank is intuitively located on the center stack; it lets you manage a host of standard and available towing controls and interior features. Included in these is management of the **Trailer Brake Controller**, the **ESC** system, Tow/Haul Mode, ventilation and heat for the seats, the heated steering wheel, and the selectable modes of the class-exclusive **Active-Level Four-Corner Air Suspension System**.

Samim shown in Brilliant Black Crystal Pearl with lower two-tone paint and optional equipment.
ELECTRONIC STABILITY CONTROL (ESC) SYSTEM. ESC® is standard on every Ram 1500. The system is so refined, it can anticipate the intended path of the vehicle to optimize driving dynamics. The comprehensive ESC® system includes:

ANTILOCK BRAKE SYSTEM (ABS). This four-channel system monitors each wheel's speed and allows backup braking should one of the two braking circuits be compromised.

TRACTION CONTROL. Integrated with the ABS, Traction Control regulates wheelspin at all speeds. Impending wheel-slip during acceleration results in throttle modifications to reduce torque; in extreme situations it will selectively apply brakes to maintain control. It can be turned off with a console-mounted button.

READY ALERT BRAKING. The system senses when the driver's foot is lifted from the accelerator, and then instantly applies a slight brake force to ensure brake pads and discs are correctly lined up should a sudden stop be necessary.

TRAILER SWAY CONTROL. This system detects trailer sway and will automatically compensate for it by applying selective brake pressure on the tow vehicle's opposite side to counteract and reduce the sway.

ELECTRONIC ROLL MITIGATION (ERM). Operational only during a severe or an evasive driving manoeuvre, this system anticipates wheel lift and applies the appropriate brake (or reduces engine power) to reduce lift.

ELECTRONIC BRAKE-FORCE DISTRIBUTION. This system regulates braking pressure from front to rear to minimize stopping distances for ideal control.

HILL START ASSIST. On hills or inclines, the vehicle is held stationary for two seconds after the brakes have been released to help prevent rollback.

RAIN BRAKE SUPPORT. When the windshield wipers are activated, this available feature pulses the brake pads closer to the spinning rotors, helping to keep the rotors and pads dry to help enable the shortest stopping distance.

HYDRAULIC BOOST COMPENSATION. Should a failure occur in the vacuum brake booster or any related line (e.g., a rupture from tough off-roading), the brake controller will run the ABS pump and the brakes will perform as normal until the failure is serviced.

ADVANCED TECHNOLOGIES DESIGNED TO PROTECT YOU are focused on operating ease and occupant comfort. Ram 1500 keeps you and yours safe and secure while delivering the highest degree of performance, convenience and capability.

PARK-SENSE® FRONT AND REAR PARK ASSIST SYSTEM. The Park-Sense sensors located in the front bumpers and four located in the rear bumpers, resist the areas within the sensor's fields. The front sensors can detect obstacles from a distance of up to 1.6 m (63 in.) and the rear sensors from a distance of up to 2.0 m (79 in.). The available feature utilizes audible chimes to fully notify the driver of front and rear objects within range.

REMOTE KEYLESS ENTER ‘N GO®. This available feature eliminates the need for keys in hand, with the key fob in a pocket or bag, the driver can approach the locked vehicle, touch the door handle, enter, push the ignition Start/Stop button and go. The remote keyless locking system also applies to locking and unlocking the tailgate and the available class-exclusive RamBox® Cargo Management System.

ADVANCED LIGHTING TECHNOLOGY. Bifunctional Projector Headlamps. An alternative to the standard headlamps, these 70-millimetre lamps ensure superb forward- and spread-light performance, using smart bifunctional technology to help increase peripheral light. Auto High-Beam Headlamp Control. This optional system automatically toggles between low and high beams to maintain right-eye comfort and reduce glare. The system effectively covers local ambient lighting like streetlights, sign reflections and buildings. When cresting a hill, it instantly switches to low-beam light output.

Bifunctional Projector Headlamps. This available feature senses moisture on the windshield and automatically activates the wipers. This is especially useful for road splash or overspray from the windshield washer of the vehicle ahead. To activate the feature, just rotate the end of the multifunction lever to one of the five settings.

RAIN-SENSING WINDSHIELD WIPERS. This available feature senses moisture on the windshield and automatically activates the wipers. This is especially useful for road splash or overspray from the windshield washer of the vehicle ahead. To activate the feature, rotate the end of the multifunction lever to one of the five settings.

Laramie ® Limited shown in Brilliant Black.
Laramie Limited Natura Plus leather shown in Black.

THE BEAUTY IS IN THE DETAILS—ESPECIALLY WHEN IT WINS AWARDS. When you’re looking for the perfect blend of capability, sophistication and craftsmanship, our top-of-the-line Ram Laramie, Laramie Limited and Laramie Longhorn ® models deliver.

Laramie sets the stage, with a heated steering wheel, instrument panel with woodgrain accents, power adjustable pedals, leather-faced seats with heated and ventilated front row, and 10-amplified speaker audio system.

In the award-winning interior of Ram 1500 Laramie Longhorn, everything comes together for the right reasons: visual appeal, ergonomic design and comfort, with thoughtful touches that reflect exacting refinement. It starts with the available laser-etched Longhorn identity on the seats, and genuine European wood and leather throughout the cabin. Finishing touches complete the luxurious appeal with Silver designs on the instrument panel that evoke the Old West; the Silver treatment is also incorporated on the buckles for the front-seatback saddlebag storage on Ram Laramie Longhorn and Laramie Limited models.

The sophisticated, all-black leather interior of Ram Laramie Limited includes leather-wrapped grab handles, a heated leather and Argento wood-wrapped steering wheel, and full-leather seats that show off perforated inserts with Medium Greystone-accented stitch pattern and piping. Along with premium exterior treatments and finishes, these Ram 1500 models eliminate all doubt as to who is the master of this craft.

THE LUXURY OF TOTAL REFINEMENT.
KEEP THINGS ORGANIZED, SAFE AND SECURE. Every Ram 1500 model offers outstanding levels of occupant comfort, with a focus on providing the most convenient means to haul and the best places to store everything you need. In a truck known for its impressive interior versatility, it’s no surprise to find that every square centimetre of space will be utilized to deliver practical storage for you and your passengers.

Look for dual front glove boxes, multi-use centre-stack consoles with their handy media hub, oversized in-door bins, and in Ram Crew Cab and Quad Cab® models, underseat storage in the rear. In Ram Regular Cab models, there’s enough behind-the-front seat room to store plenty of gear; there are even hooks back there for multiple bags of groceries.

Ram 1500 is all about capability. You’ll find it everywhere—from towing strength to the countless conveniences and storage space in its intelligently designed interior.

A. IN-FLOOR STORAGE BINS. Ram Crew Cab interiors are generous with class-exclusive in-floor storage bins that feature a removable and insulated tray. The bins are ideal for keeping beverages and food cold, or for stashing valuables and small tools.

B. UNDERSEAT STORAGE. This space in Ram 1500 Crew Cab and Quad Cab models lets you hide valuables or store items best left out of sight.

C. DUAL GLOVE BOX AND CONSOLE TREATMENTS. These expand convenience, with large upper and lower storage. The centre console treatment on Ram Laramie Longhorn® and Laramie® Limited models stands out with a refined tambour-style sliding cover and a holder for your cell phone or tablet.

D. CENTRE ARMREST, STORAGE BIN AND CUP HOLDERS. Our centre armrest is multifunctional, featuring a fold-flat wiring surface and cup holders that double for convenience, handling smaller items or loose change. The media hub inside it helps keep you connected and your accessories charged.

E. IN-DOOR STORAGE. By design, these at-hand compartments are huge, letting you carry oversized beverage containers and more.

F. FOLD-FLAT LOAD FLOOR. Available on Crew Cab and Quad Cab models, this convenience allows you to carry cargo you’d prefer not to secure in the rear bed.

Properly secure all cargo.
EVERY TRIM LEVEL OF THE 2017 RAM 1500 LINEUP provides information at the ready, thanks to a bold instrument panel cluster and the interactive, in-cluster display centre. Ram 1500 models feature driver-friendly technologies to enhance convenience and promote responsible and focused driving. Among them is an available full-colour 7-inch in-cluster display centre. Fully customizable to driver preferences, this multifunction display screen provides personalized settings for dozens of functions, including media, compass, temperature, fuel economy, trip info, cruise control, trailer braking, vehicle status and engine performance. Our take on safety concentrates on keeping eyes on the road and hands on the wheel. So you’ll find dynamic information screens easily customized with an intuitive “roller-menu” controlled by a steering wheel-mounted toggle switch; safety is further enhanced with an available navigation system that operates with simple and safe voice commands. To improve the driver and passenger convenience, 2017 Ram 1500 SLT, Big Horn, Outdoorsman, Quad Cab and Crew Cab models feature Automatic Temperature Control (ATC) when you opt for one of the Uconnect 8.4 multimedia systems. When equipped, the hands-free microphone is discreetly located in the headliner—a move that improves appearance and performance. Working your Ram is PowerNet electrical architecture; it employs high- and low-speed data networks which perform thousands of calculations every second, communicating with and connecting multiple in-vehicle system modules. Information about virtually every facet of vehicle operation is telegraphed through multiple smart modules that “talk” to one another. In the final analysis, what you’ve got is knowledge operated with fingertip ease. Ram 1500 delivers a wealth of information, keeping you constantly in-the-know about every mechanical aspect of your pickup.
THE RAMBOX CARGO MANAGEMENT SYSTEM.

RAM 1500. THE AUTHORITY ON DOING THE JOB RIGHT.

The RamBox System efficiently organizes and safeguards cargo. It includes scale for most 5-foot 7-inch and 6-foot 4-inch beds. The system includes five cargo rails, illuminated and lockable compartments, each spacious enough to hold a variety of power tools or sports equipment. Even better, there are dozens of Authentic Accessories from Mopar® custom-crafted for the outdoorsman and sportsman—and protective devices like Tonneau Covers and Bedliners join dozens of practical accessories that make work easier.

RamBox Holster—all of which perfectly fit the RamBox storage compartments. Comfort items like Tubular Side Steps are also available, ensuring your work site is both functional and comfortable.

AUTHENTIC MOPAR ACCESSORIES

MAKE IT ENTIRELY YOUR OWN. Personalize your Ram 1500 by opting for the best in custom touches—namely, the hundreds of Authentic Accessories from Mopar® designed specifically for your pickup.

Mopar® offers custom-crafted solutions to address virtually every aspect of looks, comfort, capability and performance. So think Cold Air Intake Kits to boost engine output. Opt for space for golf clubs, power tools or the innovative RamBox Holders—at which perfectly fit the RamBox storage compartments. Control items like Tubular Side Steps and protective devices like Tonneau Covers and Bedliners join dozens of practical accessories that make work easier.

COUNT ON TOP-TIER CAPABILITY. The RamBox System is a testament to the engineering prowess of the Ram. With hundreds of accessories and protective devices like Tonneau Covers and Bedliners, the RamBox System perfectly fits the RamBox storage compartments. Comfort items like Tubular Side Steps are also available, ensuring your work site is both functional and comfortable.

POWERTRAIN

• 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter (Tradesman®)
• 5.7L HEMI V8 with 6-speed or 8-speed automatic ( Tradesman®)
• 3.6L Pentastar™ V6 with 8-speed automatic

INTERIOR AMENITIES

• 7-inch Touchscreen Display ( Quad Cab/Crew Cab)
• Uconnect® 5.0 Multimedia Centre with 5-inch display (Quad Cab/Crew Cab)

CAPABILITY & FUNCTIONALITY

• Air suspension and all-season tires
• Variable-assist steering

SAFETY & SECURITY

• 4-wheel disc antilock brakes with Brake Assist
• Electronic Stability Control

EXTERIOR FEATURES

• 265/70R17 BSW all-season Goodyear® tires
• 17-inch lightweight steel wheels

EXTERIOR FEATURES cont.

• Black grille, door handles and front/rear bumpers
• Power and Remote Entry Group — Power, heated mirrors and windows

PACKAGE GROUPS

• Media Centre: Radio 3.0 multimedia centre with 6 speakers ( Tradesman®)
• Media hub with remote USB port and auxiliary input ( Tradesman®)

INTERIOR AMENITIES cont.

• Rear in-floor storage ( Crew Cab)
• Standard radio ( Regular Cab)

INTERIOR AMENITIES cont.

• Standard Radio 3.0 multimedia centre.
• Available Uconnect® 5.0 multimedia centre.

OPTIONAL EQUIPMENT cont.

• Tire pressure monitoring display
• 3.21 axle ratio

CAPABILITY & FUNCTIONALITY cont.

• Tilt steering column
• Rear stabilizer bar ( not available on Regular Cab 4x2)

SAFETY & SECURITY cont.

• 6 air bags17
• 4-wheel disc antilock brakes with Brake Assist
• Electronic Stability Control

MOPAR®null

• 60/40 split-folding rear bench seat
• 40/20/40 split-folding rear bench seat
• Heavy-duty vinyl flip-up rear bench seat

EXTERIOR FEATURES

• 265/70R17 BSW all-season Goodyear® tires
• 17-inch lightweight steel wheels

OPTIONAL EQUIPMENT

• Trailer Tow Mirrors and Brake Group — Includes folding trailer tow mirrors
• Ram HFE ( Quad Cab 4x2 6'4" box only) — Includes 4-speed, Class IV hitch, Class IV tow mirrors and trailer brake

EXTERIOR FEATURES cont.

• Uconnect® 5.0 Multimedia Centre with 5-inch display (Quad Cab/Crew Cab)
• Available Uconnect® 5.0 multimedia centre.
SAFETY & SECURITY
• Remote keyless entry (Quad Cab/Crew Cab)

EXTERIOR FEATURES
• Bright grille with black hex-link insert
• Bright front/rear bumpers
• 17-inch aluminum wheels

INTERIOR AMENITIES
• Cloth 40/20/40 front bench seat

POWERTRAIN
• 5.7L HEMI® VVT V8 with FuelSaver Multi-Displacement

OPTIONAL EQUIPMENT
• Power and Remote Entry Group — Power, heated
• Uconnect® 5.0 Multimedia Centre with 5-inch touchscreen and hands-free communication

OPTIONAL EQUIPMENT cont.
• Uconnect 8.4 NAV Multimedia Centre with 8.4-inch touchscreen (NAV-ready)*

OPTIONAL EQUIPMENT cont.
• Trailer Tow Mirrors (included with Trailer Tow Mirrors and Brake Group)
• Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)
• Spray-In Bedliner
• Pickup Box Lighting
• Active-Level™ 4-Corner Air Suspension System
• RamBox
• Protection Group — Includes tow hooks, transfer case and front suspension skid plates (4x4 only)

SLT
REGULAR CAB / QUAD CAB / CREW CAB

OPTIONAL EQUIPMENT
• Premium cloth — Canyon Brown

OPTIONAL EQUIPMENT
• Premium cloth — Canyon Brown

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OPTIONAL EQUIPMENT
• Premium cloth — Canyon Brown

RAMTRUCK.CA
OUTDOORSMAN
(Quad Cab / Crew Cab)

POWERTRAIN
• 3.6L Pentastar® Variable Valve Timing (VVT) V6 with Auto Transmission
  Supercharged 2x2 Trims: 3.6L Pentastar® Variable Valve Timing (VVT) V6 with 8-speed automatic and E-shift
  8-speed automatic

CAPABILITY & FUNCTIONALITY
• Fog lamps
• Body-colour grille

EXTERIOR FEATURES
• 20-inch Semi-Gloss Black aluminum wheels (Quad Cab and Crew Cab)
• 20-inch chrome-clad aluminum wheels (Quad Cab and Crew Cab)
• Power chrome trailer tow mirrors with heated turn signals
• Power 7 x 11-inch heated, power folding mirrors with memory
• Power 6 x 9-inch mirrors with memory
• Chrome power folding, heated 6 x 9-inch mirrors with memory
• Rear dome lamp with on/off switch
• Sun visors with illuminated vanity mirrors
• Rearview mirror
• Dual rear exhaust with bright tips
• Trailers Tow Mirrors and Brake Group

PACKAGE GROUPS
• Protection Group — Includes tow hooks, transfer case skid plates (4x4 only)
• Comfort Group — Includes heated front seats and front suspension skid plates (4x4 only)
• Cargo Management System — Includes Uconnect® 5.0 Multimedia Centre, 8.4-inch touchscreen, rear dome lamp, auto-dimming rearview mirror, and cargo bed extender/divider and 4 adjustable cargo tie-down hooks

INTERIOR AMENITIES
• 3.0L EcoDiesel V6 with 8-speed automatic, E-shift

ENHANCEMENTS vs. SLT
• Active-Level™ 4-Corner Air Suspension System
• Remote Start and Security Group — Includes remote start and security alarm
• Luxury Group — Includes overhead console with universal garage door opener, illuminated vanity mirrors, power folding 6 x 9-inch mirrors with memory, heated steering wheel, and Brake Group

OPTIONAL EQUIPMENT
• Active-Level™ 4-Corner Air Suspension System
• 3.0L EcoDiesel V6 with 8-speed automatic, E-shift

FOR FULL OPTION DETAILS, VISIT ramtruck.ca

BIG HORN
(Quad Cab / Crew Cab)

POWERTRAIN
• 5.7L HEMI® Variable Valve Timing (VVT) V8 with Auto Transmission
  Supercharged 2x2 Trims: 5.7L HEMI® Variable Valve Timing (VVT) V8 with 8-speed automatic and E-shift

CAPABILITY & FUNCTIONALITY
• Fog lamps
• Body-colour grille

EXTERIOR FEATURES
• 20-inch chrome-clad aluminum wheels (Quad Cab and Crew Cab)
• Power chrome trailer tow mirrors with heated turn signals
• Power 7 x 11-inch heated, power folding mirrors with memory
• Rear dome lamp with on/off switch
• Sun visors with illuminated vanity mirrors
• Rearview mirror
• Dual rear exhaust with bright tips
• Trailers Tow Mirrors and Brake Group

PACKAGE GROUPS
• Protection Group — Includes tow hooks, transfer case skid plates (4x4 only)
• Comfort Group — Includes heated front seats and front suspension skid plates (4x4 only)
• Cargo Management System — Includes Uconnect® 5.0 Multimedia Centre, 8.4-inch touchscreen, rear dome lamp, auto-dimming rearview mirror, and cargo bed extender/divider and 4 adjustable cargo tie-down hooks

INTERIOR AMENITIES
• 3.6L Pentastar® Variable Valve Timing (VVT) V6 with 8-speed automatic, E-shift

ENHANCEMENTS vs. SLT
• Active-Level™ 4-Corner Air Suspension System
• Remote Start and Security Group — Includes remote start and security alarm
• Luxury Group — Includes overhead console with universal garage door opener, illuminated vanity mirrors, power folding 6 x 9-inch mirrors with memory, heated steering wheel, and Brake Group

OPTIONAL EQUIPMENT
• Active-Level™ 4-Corner Air Suspension System
• 3.0L EcoDiesel V6 with 8-speed automatic, E-shift

FOR FULL OPTION DETAILS, VISIT ramtruck.ca
**Wheels and Tires:**
- Premium bifunctional halogen projector headlamps
- Dedicated daytime running lamps (DRLs)
- Body-colour grille with bright billets
- Body-colour front fascia and front/rear bumpers
- Body-colour door handles

**EXTERIOR FEATURES**
- Seating:
  - Full-length floor console with phone/tablet holder
  - Fold-flat rear load floor storage
  - Bright rotary dial E-shifter
  - 115-volt auxiliary power outlet

**POWERTRAIN**
- 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter

**POWERTRAIN**
- 3.6L PentastarTM Variable Valve Timing (VVT) V6 with FuelSaver Multi-Displacement System (MDS) and 6-speed automatic

**INTERIOR AMENITIES**
- Heated steering wheel with accent stitching
- Heated high-back front bucket seats
- Power 10-way driver’s seat and 6-way front-passenger seat including 2-way lumbar adjust
- Ground lighting

**OPTIONAL EQUIPMENT**
- Electronic shift-on-the-fly part-time transfer case
- Bilstein® heavy-duty front and rear shocks
- 3.92 rear axle ratio
- Trailer Tow Mirrors and Brake Group — Power
- Tonneau Cover with Embossed Ram’s Head Logo
- Spray-In Bedliner
- Power Sunroof
- ParkView® Rear Back-Up Camera
- Park-Sense® Rear Park Assist System
- Active-Level TM 4-Corner Air Suspension System
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation

**REBEL**
- 17-inch aluminum wheels with Matte Black pockets
- Available on Sport with Black Sport Group

**SPORT**
- 20-inch Semi-Gloss Black aluminum
- Standard on Sport

**SPORT**
- Blacked-out grille with Billet Silver “RAM” badge
- 17-inch aluminum wheels with Matte Black pockets and 33-inch Toyo open-country A/T tires
- Power 10-way driver’s seat and 6-way front-passenger seat including 2-way lumbar adjust
- 16 sun visors with vanity mirrors and pickup box lighting
- 151.3 in. wheelbase
- 20 in. polished aluminum wheels
- Standard on Sport and Night Edition

**SPORT**
- 17-inch aluminum wheels with Matte Black pockets
- Standard on Sport

**NIGHT EDITION**
- Crew Cab shown in Sport mesh cloth with vinyl—Black.
- Power Sunroof
- ParkView® Rear Back-Up Camera
- Park-Sense® Rear Park Assist System
- Active-Level 4-Corner Air Suspension System
- Uconnect 8.4 NAV Multimedia Centre with 8.4-inch Touchscreen and Premium Navigation

**NIGHT EDITION**
- Crew Cab shown in Sport mesh cloth with vinyl—Black.
• Seating
• Power adjustable pedals
• Memory feature for radio, driver’s seat and pedals

INTERIOR AMENITIES

• 10-amplified speaker system including subwoofer

POWERTRAIN

—

—

Heated/ventilated front seats

Power 10-way driver’s seat and 6-way front passenger seat including 2-way lumbar adjust (restrictions apply, see your retailer for full details)

ENHANCEMENTS vs. SPORT

• Class IV Hitch Receiver
• Antispin Differential Rear Axle

SAFETY & SECURITY

• Security alarm
• Chrome, heated, 6 x 9-inch, power folding mirrors

OPTIONAL EQUIPMENT

• RamBox® Cargo Management System — Includes spray-in bedliner, pickup box lighting and cargo bed extender/divider

FUEL SAVER MULTI-DISPLACEMENT SYSTEM (MDS) AND WINTER GRILLE COVER

8-speed automatic with E-shifter

SAFETY & SECURITY

• Body-colour fender flares
• Bright grille with bright hex-perforated insert
• Chrome door handles, bright front/rear bumpers
• Bright grille with bright hex-perforated insert

INTERIOR AMENITIES

• Power Sunroof
• Seating:
  • Premium leather and wood interior accents
  • Premium wood and leather-wrapped steering wheel
  • Premium Laramie Longhorn instrument cluster
  • Premium door trim panel

PACKAGE GROUPS

Standard

Leather-faced with perforated inserts—Black

LARAMIE LONGHORN

For full option details, visit ramtruck.ca
Brilliant Black Crystal Pearl Black Forest Green Pearl Shown in Natura Plus leather with perforated inserts—Black.

Standard

Shown with standard rotary dial E-shifter and Uconnect 8.4 NAV multimedia centre.

Natura Plus leather with perforated inserts—Black

20-inch polished forged aluminum with painted inserts

Standard

Luxury Brown Pearl Red Pearl Flame Red True Blue Pearl Blue Streak Pearl Maximum Steel Metallic Pearl White Granite Crystal Metallic Bright White Bright Silver Metallic

All colours not available on all models. See retailer for more details.

POWERTRAIN

• 5.7L HEMI® Variable Valve Timing (VVT) V8 with FuelSaver Multi-Displacement System (MDS) and 8-speed automatic with E-shifter

• 3.0L EcoDiesel V6 with 8-speed automatic, E-shifter and winter grille cover

ENHANCEMENTS vs LARAMIE LONHORN

INTERIOR AMENITIES

• Leather-wrapped grab handles

• Luxury door trim panel with Argento wood accents

• Luxury front/rear floor mats

• Premium all-Black interior

• Natura Plus Black leather high-back front bucket seats

• Premium Laramie Limited instrument cluster

EXTERIOR FEATURES

• 20-inch bright chrome “RAM” tailgate badge

• 20-inch polished forged aluminum wheels with painted inserts

• Body-colour front/rear bumpers

• Chrome wheel-to-wheel side steps (5.7L)

SAFETY & SECURITY

• Auto high-beam headlamp control

• Keyless Enter ‘n Go™ with proximity entry and push-button start

• Rain-sensing windshield wipers

• Rear window defroster

CAPABILITY & FUNCTIONALITY

• Active-Level™ 4-Corner Air Suspension System

OPTIONAL EQUIPMENT

• Antispin Differential Rear Axle

• Class IV Hitch Receiver

• Park-Sense® Front and Rear Park Assist System

• Power Sunroof

• Trailer Brake Control (included with Trailer Tow Mirrors and Brake Group)

PACKAGE GROUPS

• Limited Appearance Group — Includes body-colour fender flares and bright front/rear bumpers

• RamBox® Cargo Management System — Includes pickup box lighting and cargo bed extender/divider and 4 adjustable tie-down hooks

• Trailer Tow Mirrors and Brake Group — Includes Trailer Brake Control, Class IV hitch receiver and power 7 x 11-inch manually folding trailer tow mirrors with memory, courtesy lamps and supplemental turn signals

FOR FULL OPTION DETAILS, VISIT RAMTRUCK.CA

PAINT

Pearl White

Brilliant Black Crystal Pearl

Black Forest Green Pearl

True Blue Pearl

Blue Streak Pearl

Maximum Steel Metallic

Pearl White

Granite Crystal Metallic

Bright White

Bright Silver Metallic

Laramie

RamBox

Limited Appearance Group

RamBox Cargo Management System

Trailer Tow Mirrors and Brake Group

RAMTRUCK.CA

†Not available with the 6’4” bed.
**EXTERIOR DIMENSIONS**

<table>
<thead>
<tr>
<th>Model</th>
<th>Overall Length (mm)</th>
<th>Overall Width (mm)</th>
<th>Overall Height (mm)</th>
<th>Bed Length (mm)</th>
<th>Bed Width at Wheelhouse (mm)</th>
<th>Bed Width at Wall (mm)</th>
<th>Bed Height (mm)</th>
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<tbody>
<tr>
<td>1500 Crew Cab 5.7 Bed</td>
<td>5867</td>
<td>2017</td>
<td>1939</td>
<td>1687</td>
<td>1295</td>
<td>1687</td>
<td>1939</td>
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<tr>
<td>1500 Quad Cab 6.4 Bed</td>
<td>5817</td>
<td>2017</td>
<td>1939</td>
<td>1687</td>
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<tr>
<td>1500 Crew Cab 6.4 Bed</td>
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<td>2017</td>
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<td>1687</td>
<td>1295</td>
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<td>1936</td>
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<td>3.0L EcoDiesel V6</td>
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<td>1715</td>
<td>1295</td>
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<td>3.6L Pentastar VVT V6</td>
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<td>1975</td>
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**INTERIOR DIMENSIONS**

<table>
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<tr>
<th>Model</th>
<th>Legroom F/R (mm)</th>
<th>Hip Room F/R (mm)</th>
<th>Total Interior Volume (Litres)</th>
<th>Payload† (kg)</th>
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<tbody>
<tr>
<td>1500 Crew Cab 5.7 Bed</td>
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<td>1599</td>
<td>1100</td>
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<td>1500 Quad Cab 6.4 Bed</td>
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<tr>
<td>1500 Crew Cab 6.4 Bed</td>
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<td>1605</td>
<td>1100</td>
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<td>3.6L Pentastar VVT V6</td>
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<td>1605</td>
<td>1100</td>
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**POWER AND FUEL ECONOMY**

<table>
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<tr>
<th>Model</th>
<th>Transmission</th>
<th>Horsepower</th>
<th>Torque (Lb-ft)</th>
<th>City L/100 Km (MPG)</th>
<th>Highway L/100 Km (MPG)</th>
<th>Combined L/100 Km (MPG)</th>
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<tbody>
<tr>
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<td>420</td>
<td>12.1 (23)</td>
<td>11.3 (25)</td>
<td>11.7 (24)</td>
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<td>3.6L Pentastar VVT V6</td>
<td>8-speed</td>
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<td>299 (6600)</td>
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<td>13.3 (21)</td>
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<td>6-speed</td>
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<td>410</td>
<td>17.5 (16)</td>
<td>15.7 (18)</td>
<td>16.6 (17)</td>
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**SOCIETY OF AUTOMOTIVE ENGINEERS (SAE) J2807 TOWING STANDARD.**

Towing ratings for all 2017 Ram 1500 models are compliant with the SAE J2807 towing standard. Performance requirements consider a truck’s acceleration, gradeability, braking and handling, and its ability to handle load in a standardized environment, both with and without a load. The standard achieves parity across all truck brands, and we rigorously promote its application.

Visit rambodybuilder.com for full specifications.