2014 RAM 1500

NEW SEGMENT-EXCLUSIVE(1)
3.0-Litre EcoDiesel V6

BEST-IN-CLASS 4x2 AND 4x4 FUEL ECONOMY(2)
Up to 7.8 L/100 (36 mpg) highway

SEGMENT-EXCLUSIVE(1)
8-Speed Automatic

SEGMENT-EXCLUSIVE(1)
Active-Level™ Four Corner Air Suspension

SEGMENT-EXCLUSIVE(1)
Active Grille Shutters

CLASS-EXCLUSIVE(1)
Wheel-to-Wheel Side Steps

CLASS-EXCLUSIVE(1)
Multilink Coil Spring Rear Suspension

SEGMENT-EXCLUSIVE(1)
Full-Colour 7-inch Reconfigurable In-cluster Display Centre

CLASS-EXCLUSIVE(1)
RamBox® Cargo Management System

CANADA’S LONGEST-LASTING AND MOST FUEL-EFFICIENT FULL-SIZE PICKUP(3)
### 2014 RAM 1500

**OUTDOORSMAN (QUAD CAB / CREW CAB)**

Enhancements vs. SLT:
- Front and rear rubber floor mats
- Black painted front/rear bumper (Crew Cab 6’4” box only)
- Black painted fender flares
- Tow hooks and fog lamps
- Transfer case skid plate shield (4x4 models)
- Front suspension and steering gear plate (4x4 models)
- Class IV hitch receiver (4x4 models)
- Rear extra-heavy-duty shock absorbers (4x4 models)
- Antispin differential rear axle (4x4 models)
- Body-colour grille and lower Black two-tone paint

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**BIG HORN (QUAD CAB / CREW CAB)**

Enhancements vs. SLT:
- 20-inch aluminum wheels
- Premium 7-inch reconfigurable in-cluster display centre
- Overhead console with universal garage door opener
- Leather-wrapped steering wheel with audio controls
- Power-folding, 6- x 9-inch chrome heated mirrors
- Chrome grille with chrome billets
- Chrome Tubular Side Steps
- Fog lamps and dual rear exhaust
- Electronic shift-on-demand transfer case (4x4 models)

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**LARAMIE LIMITED (CREW CAB)**

Enhancements vs. Laramie Longhorn:
- Premium Black leather front bucket seats
- 20-inch aluminum wheels with accent-painted chrome insert
- Active-Level™ Four-Corner Air Suspension
- Premium instrument cluster
- Luxury door trim panel and luxury front and rear floor mats
- Leather-wrapped steering wheel with real wood accents
- Leather-wrapped grab handle
- Monotone exterior paint and bright wheel-to-wheel side steps
- Body-color front fascia and rear bumper
- Remote Keyless Enter ‘n Go™
- Rain-sensing windshield wipers and auto high-beam headlight control

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**FUEL ECONOMY (4x2 models)**


<table>
<thead>
<tr>
<th>Model</th>
<th>City L/100 km (mpg)</th>
<th>Hwy L/100 km (mpg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.6L Pentastar VVT V6</td>
<td>8-speed automatic</td>
<td>14.4 (25)</td>
</tr>
<tr>
<td>3.0L EcoDiesel V6</td>
<td>8-speed automatic</td>
<td>TBD</td>
</tr>
<tr>
<td>5.7L Hemi VVT V8</td>
<td>6-speed automatic</td>
<td>15.4 (18)</td>
</tr>
</tbody>
</table>

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*(1) Based on 2014 Automotive News Full-Size Pickup segmentation and competitive information available at time of printing. (2) Based on 2013 EnerGuide Fuel Consumption Rating. Government of Canada text methods used. Your actual fuel consumption will vary based on driving habits, powertrain and other factors. 11.4 L/100 km (25 mpg) city and 8.7 L/100 km (36 mpg) hwy on HEFE model with 3.6L V6 and 8-speed automatic. (3) Longest-lasting based on longevity. Based on R.L. Polk Canada, Inc. Canadian Vehicles in Operation data as of July 1st, 2012, for model years 1988-2012. (4) The front air bags are certified to the federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. (5) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice, and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (6) Requires SiriusXM Radio subscriptions governed by Sirius’s terms and conditions available at siriusxm.ca. (7) Must use Bluetooth-compatible phone. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. (8) Not compatible with all garage door openers. (9) Always check entire surroundings before backing up. (10) Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations. For more information, please visit ramtruck.ca.