

All-new 2009 Dodge Ram Loaded With 35 New or Improved Features

Auburn Hills, Mich. -

Automatic Headlamps: All-new feature turns on headlamps at dusk and off in daylight without driver intervention. An automatic switch-off when the engine is stopped makes it unnecessary to operate the headlamp switch at any time

Bed Rail Caps: All-new top covers for cargo-box bed sides that reduce box marring and scratching

Center Console: All-new design features a first-for-Ram floor-mounted automatic transmission shifter with standard Electronic Range Select. The console also features deep dual map pockets, abundant upper and lower storage space in the new super-soft, oversized clamshell center armrest, multiple storage compartments around the gearshift lever and multiple power outlets available for electronic devices

Center, High-Mounted Stop Lamp (CHMSL)/Cargo Lamp: Enhanced use of lens projection has increased the "box lighting" functionality of the cargo lamp located with the CHMSL. The cargo lamp is activated by a separate on/off switch on the headlamp switch

Door Systems: Includes new door hardware modules, triple weatherstripping

- **Door Module:** includes integrated wiring harness mounted on a molded polypropylene carrier, which also serves as a water shield for the interior trim. In addition, the shield's integrated foam seal completely seals the module to reduce traffic noise intrusion
- **Triple-seal Weatherstripping:** Ensures effective sealing. The first weatherstrip is a lip around the outer periphery of each door in the greenhouse area that closes the gap to the door opening, optimizing sealing conditions for wind noise. The second is a full-circumference door-mounted outer weatherstrip seal against the body aperture. The third is a full-circumference body-mounted weatherstrip seal against the doors that prevents water from entering the vehicle's interior

Dual Headlamps: New headlamps feature high-efficiency, dual-filament halogen headlamp bulbs providing exceptional performance and producing more light per watt than traditional headlamps. A polycarbonate clear lens is impact-resistant for durability and long life. Dual-headlamp halogen bulbs feature an average service life of 3,000 hours and are inexpensive to replace

Electronic Stability Program (ESP): System helps drivers maintain vehicle directional stability by applying selective braking and engine control – within the limits of available traction – to keep the vehicle's intended course. This occurs whether the vehicle is turning too rapidly (oversteering) or not rapidly enough (understeering). System includes Hill Start Assist, Brake Assist and Trailer Sway

Control

- **Hill Start Assist (HSA):** Assists the driver in launching a vehicle on an incline. This feature is particularly helpful for vehicles equipped with manual transmissions, driving off-road, and while towing. HSA will maintain the level of brake pressure the driver inputs for a short duration once the driver takes his foot off of the brake pedal
- **Brake Assist:** Overcomes the tendency of not applying the brakes hard enough in an emergency by using the ESP system to instantly apply the maximum available pressure to the brake
- **Trailer Sway Control (TSC):** Recognizes a swaying trailer and applies individual wheel brakes and/or reduces engine power to eliminate the trailer sway

Electronic Vehicle Information Center (EVIC): Redesigned controls now mounted on steering wheel. Functions include compass, outside temperature, average fuel economy, distance to empty (DTE), trip elapsed time and various system setting options

Exhaust: All-new chrome-tipped dual exhaust for 5.7-liter HEMI® vehicles, with radiused cutouts integrated into rear bumper

Express Up/down Windows: Offered for the first time on a Ram, this feature raises and lowers driver and passenger windows with one touch (Quad Cab and Ram Crew 1500)

Exterior Mirrors: Includes new turn signal lamps and puddle lamps integrated into outside mirror housing (not available on ST), new memory function (Laramie only), new body-color finish (Sport only) and new chrome finish (Laramie only). Power and heat functions also available, depending on trim level

Fog Lamps: New design has halogen bulbs that distribute light through ultraviolet- and abrasion-resistant, coated polycarbonate lenses. High-efficiency halogen bulbs provide excellent road coverage, with a low wide-beam that illuminates the area immediately ahead of the truck

Front Console: All-new floor console with optional automatic floor-shift lever, available satin silver and grained finish, dual map pockets with separate storage capabilities, abundant upper and lower clamshell storage, multiple storage compartments around gear shift lever, and power outlets

Glove Boxes: An upper glove box provides 391 cubic inches of storage capacity, and combined with the lower glove box volume of 426 cubic inches, provides best-in-class glove-box volume

Heated Steering Wheel: All-new feature on the three-spoke steering wheel activated either by a switch on the lower switch bank or by the remote start

function. When the temperature attains a preset level, the heat function shuts off. Steering wheel is available with urethane or leather-grip surface, also includes controls for the Electronic Vehicle Information Center (EVIC) and radio. The steering-wheel column features tilt capability with 10 positions

HEMI®: New 5.7-liter HEMI V-8 produces 380 hp (283 kW) and 404 lb.-ft. (548 N•m) of torque while delivering better fuel economy (an estimated 4 percent), improved idle quality and overall refinement, along with more horsepower (10 percent) and torque (8 percent). Technologies include Variable Valve Timing (VVT), expanded Multi Displacement System (MDS) operating range, increased compression ratio, an active intake manifold with long runners for low-end torque and short runners for high-rpm power, improved cylinder head port flow efficiency, and reduced restriction exhaust and induction systems

HVAC: Available all-new dual-zone automatic temperature control allows the driver and front passenger to achieve maximum comfort without adjusting control settings. The system provides set-and-forget operation for optimum comfort and convenience and may also be controlled manually

In-floor Storage: All-new flexible in-floor storage in crew cab models allows customers to conveniently store items in unobtrusive floor compartments. Two bins (one on each floor side) with removable liners are 8 inches x 13.25 inches x 5 inches. Each can hold ten 12-ounce cans plus ice. Bins are located in the floor pan underneath the rear passengers' feet, and do not intrude on rear-seat leg room

Interior Trim: All-new, model-distinct interior trim includes available chrome trim and upper door map pockets; standard soft door bolster and armrest, large door speaker grilles, built-in garment hangers and assist handles. The Laramie interior features a full-width contrasting stitch on its soft instrument panel, chrome trim throughout, unique color combinations and wood-grain inserts on each door and the center instrument-panel stack. All Rams (with the exception of the new Sport model) feature a unique industry-first two-tone technology, creating an inspired interior at all trim levels. The Sport features an all-dark-slate interior with stunning gray contrasting stitching on the instrument panel and seats

Instrument Panel: All-new upper and lower glove boxes combined provide best-in-class glove box storage; all-new gauge cluster face; dashboard composed of Thermo-Plastic Olefin top panel and PC-ABS plastic retainers that are recyclable and environmentally friendly; soft upper panel with stitching (Laramie and Sport models); two large airflow registers in the center stack and two at the outboard ends of the panel deliver air flow for rapid interior cooling and heating; all exposed portions of the instrument panel attach to the inner structure with hidden fasteners

Memory System: All-new programmable memory switches store and recall personal settings for up to two drivers. Memory settings include power outside mirrors, driver seat (cushion, lumbar, seat back, fore/aft), adjustable pedals and radio control presets

Multi-link Coil-spring Rear Suspension: All-new design reduces friction in the spring system and weighs 40 lbs. less than a comparable leaf spring design. Coil springs help centralize and absorb any bump or road impact and enhance ride and comfort. New, balanced front and rear spring rates maintain a level ride in the fully loaded condition and when unloaded

Power Adjustable Pedals: With all-new memory feature, this function allows drivers to set a comfortable position relative to both steering wheel and pedals

Powertrain Control Module (PCM): Redesigned for 2009, provides integrated electronic control of all engine and automatic transmission functions. Includes Smart Start control, which prevents starter operation if the engine is running, and automatically disengages the starter when the engine reaches operating speed to prevent excessive starter overrun

Quad Headlamps: New headlamps feature high-efficiency, single-filament halogen headlamp bulbs providing exceptional performance and producing more light per watt than traditional headlamps. During high-beam operation, the Quad headlamps provide a "four-bulb burn," which allows all four headlamp bulbs to light at once, thereby significantly increasing lighting capability. A polycarbonate clear lens is impact-resistant for durability and long life. Quad headlamp halogen bulbs feature an average service life of 1,000 hours and are inexpensive to replace

Radios: Four new radios, all with a contemporary surface-mounted appearance:

- **AM/FM Stereo With Single-disc CD Player and MP3:** Features decompression for MP3 and WMA formats and an improved vacuum-fluorescent dot matrix display that includes icons. Time and radio frequency may be displayed together. In CD mode, CD tracks may be played randomly or in numerical order. Satellite Digital Audio Radio (SDAR) capability is also available
- **AM/FM Stereo With Six-disc CD/DVD Changer and MP3:** Has DVD-audio capability in addition to playing CDs and discs with MP3 and WMA file formats. DVD video and audio discs are played in stereo. Features automatic slot-in, power-loading, six-disc internal changer. A changer loaded with MP3 discs provides music for thousands of miles of driving without ever listening to the same track twice
- **AM/FM Stereo With DVD Changer, HDD and MP3:** Features a 6.5-inch thin film transfer display with a touch-screen panel. The motorized screen flips down to accept a disc for playing or downloading music or data onto the hard disc drive. Touch-screen buttons are menu- and mode-driven for easy operation. 30-gigabyte hard disc drive for downloading CD audio from the DVD drive onto the hard drive in compressed format, either MP3 or WMA file formats. Radio has the capability of recording from AM, FM, satellite, DVD drive, auxiliary input, phone and microphone. Universal Serial Bus (USB) on lower right of radio for downloading files onto the hard drive. Music jukebox

feature is similar to a virtual disc changer, which allows up to 9 gigabytes of music (about 10 CDs) and pictures to be stored on the hard drive. Voice memos may be recorded using the microphone integrated into rearview mirror

- **AM/FM Stereo With DVD Changer, Navigation and MP3:** 20-gigabyte hard disc drive for ripping CD audio from the DVD drive onto the hard drive in compressed format, either MP3 or WMA file formats. Radio has the capability of recording from AM, FM, satellite, DVD drive, auxiliary input, phone and microphone. USB on lower right of radio for downloading files onto the hard drive. Music jukebox feature similar to a virtual disc changer, which allows up to 9 gigabytes of music (about 10 CDs) and pictures to be stored on the hard drive. Navigation system uses the Bluetooth microphone in the rearview mirror

RamBox Storage System: All-new segment-first system includes three elements: highly functional storage and organizational bins with a total of 8.6 cubic feet of volume featuring lockable lids, lighting and drains mounted on both bed sides; a stowable bed divider that create separation between elements of the payload and unfolds to become a bed extender that creates additional cargo capacity; and a cargo rail system with adjustable cleats

Rear Bumper: The longest wraparound rear bumper in its class; includes standard 7-pin trailer connector

Rear Frame: All-new design for rear axle attachment brackets and coil-spring perches for the new multi-link coil-spring suspension

Seats: All-new designs and materials, with features including industry-first heated and ventilated seats covered in YES® Essentials stain resistant, odor resistant, anti-static seat fabric or improved leather. Seats have fully redesigned frame and trim, plus improved seat bolsters for maximum comfort, unique seat stitching, full power with memory and dual map pockets. Also new for 2009 is the addition of rear heated seats available on the all-new crew cab

Spare Tire: New 17-inch full-size spare

SIRIUS Backseat TV™: A segment first, it offers three channels of children's programming, commercial-free 24 hours a day. Can play satellite streaming video and audio at the same time

Tailgate: All-new, one-piece, fold-over stamping with new lift-assist that releases tension created when the tailgate is lowered to help raise it for closing

Taillamps: New two-bulb units use optic-less acrylic lenses with optical reflectors to distribute light. The dual-filament upper bulb provides stop lamp, turn signal, taillamp, and side-marker lamp functions. The lower bulb provides the backup lamp function in the lower half of the lens

Trailer Hitch: Redesigned Class IV trailer hitch attachment to frame

Wheels: New stylish wheels in steel, chrome-clad and aluminum available in 17-inch and 20-inch diameters in several different styles

Wireless Ignition Node (WIN): All-new module mounts on the instrument panel to the right of the steering column and replaces the conventional key cylinder mounted on the steering column of the previous model