



1998 Trucks



The New Dodge



Durango SLT Plus shown in Chili Pepper Red



If there's one thing that sets The New Dodge apart from other vehicle manufacturers, it's this thing we have about change. It's not just that we like to break rules; we like to make new ones.

*When we introduced the new Ram, we totally changed the rules for full-size pickups. In fact, the truck market is still scrambling to keep up. And now we've introduced the Ram Quad Cab™ — the only extended cab, full-size pickup with four doors.**

We redefined the compact pickup, and last year reinvented it, packing our Dodge Dakota with so many surprises that you'll be surprised this comfortable, roomy, agile, and well-behaved vehicle is a real truck.



Now we've created Dodge Durango, an all-new compact sport-utility vehicle which covers new ground with its aggressive styling and best-in-class features, like power, towing, roominess, cargo space, seating, and storage capacity.



Finally, we've reengineered Dodge Ram Cargo Vans, Passenger Vans, and Conversion Vans, loading them with new possibilities that provide hard-working Dodge value year after year. Challenging conventional thinking takes more than just initiative. It

also requires advanced technology, applied in the most innovative way possible. Do that and you come up with innovations like Magnum® engines, the most powerful line of pickup engines on the planet. Innovative thinking also means creating programs that help business people build their fleets in the most economical way possible. Like the Dodge On The Job and Commercial Finance Programs, that offer a variety of added-value incentives for qualified commercial customers.

At Dodge, everything we do is about change.

*Excludes Crew Cabs.



The New Dodge

We're covering new ground.



Four-wheel drive. Durango offers a choice of two proven four-wheel-drive systems — part-time for use on slippery surfaces, and full-time for “select it and forget it” four-wheel traction.

When Dodge engineers decided to create a compact sport utility, they created the all-new Durango with advanced computer systems used by no one else in the auto industry (Boeing has similar programs for aerospace design). Electronic imagery replaced time-consuming, less accurate clay models to accomplish “simultaneous engineering”—joint exterior/interior design for uncompromised performance and people friendliness.

Thus, Durango is about expectations met and exceeded. It is distinctive. Instantly recognized as a Dodge. And it performs like a Dodge. With an abundance of best-in-class features.

It has a longer wheelbase, wider track, stronger, stiffer box frame, and more powerful engines for the most trailer towing and load capacity. It has the largest-in-class cargo capacity to bring along more of what's fun and a choice of full- or part-time four-wheel-drive systems. Plus the biggest fuel tank in its class at 25 gallons for more range.

Durango is packed with smart innovations. Like a novel rear suspension that enables the rear wheels to steer a little bit through turns for a more stable ride. Fold-and-tumble

seats that make so much sense you wonder why someone hadn't thought of them sooner. And an optional third seat that gives Durango more passenger capacity than anything in its class.

Durango smarts include little things like computers that keep the wipers going fast enough for safe vision when you're going slow, and that prevent you from trying to start an already-running engine.

Sport utilities should be built to take abuse, so Dodge engineers covered new ground with construction details like Durango's paint. The galvanized steel body receives a nine-step full immersion process which first cleans the metal and adds zinc for additional rust protection,

then coats it with phosphate to create a solid bonding surface for the epoxy electrocoat primer.

A second antichip primer, applied to all exterior body surfaces, allows the finish color coats to “give,” resisting dimpling and chipping. Extra antichip is applied where there is the greatest likelihood of “road blast” — damage from road debris.

Yes, we covered a lot of new ground with Durango. So you can, too.

A wide choice of engines includes the most powerful engines among its competitors. Standard power is the 3.9-liter 175-horsepower Magnum® V6 (late availability). Optional are the 5.2-liter 230-horsepower and 5.9-liter 245-horsepower Magnum V8s.



Strength, stability, durability and silence are major Durango attributes. The 35,000-psi steel frame is boxed for rigidity, and braced with seven crossmembers. It is also fully immersed in paint and electrocoated to resist corrosion. Tuned rubber mounts subdue engine noise and vibration. Twelve unique body mounts control cabin noise and vibration. One- or two-sided galvanized steel in body panels resists corrosion. So does the nine-step full immersion process in zinc phosphate. Finally, antichip and epoxy primer coats are applied to resist damage from road debris and promote a smooth, long-lasting bond with the two color coats and Clear Coat finish.



Durango SLT Plus shown in Chili Pepper Red





The quiet instrument panel has a one-piece molded barrier that helps block out engine and road noise. Heavy vinyl molded to floor carpeting, thick door glass, molded door liners, weather sealing and weather stripping all help keep Durango's cabin quiet in the woods or on the freeway.

Since a sport utility can't have too much room for people and their stuff, Dodge engineers really worked the numbers with electronic imagery to maximize people comfort, roominess and cargo space in Durango's interior.

There's seating for up to eight, with the optional 40/20/40 front split-bench seat and optional third-row rear bench seat. Durango's rear roof has been raised to provide theater-style raised seating for second- and third-row passengers. The standard fold-and-tumble 40/20/40 second seat and the optional flat folding third seat drop with one-hand operation to lie nearly flat for the maximum, biggest-in-class 88-cubic-foot cargo area.

Another really smart second seat feature: it can fold and tumble in

segments to accommodate one or two persons plus carry long cargo like skis, fishing poles, kayak paddles, shotguns and so on. The standard roof rack carries another 150 pounds.

At the wheel, you're kept on top of things because Durango is one smart vehicle. It improves your management skills with backlit switches located logically by priority. So too are the quick-read analog gauges and warning lamps on the single-plane instrument cluster, which includes a fine-tuned speedometer that checks the speed 8,000 times per mile for exactness and smooth operation.

You'll really appreciate comforts like seats contoured and constructed to reduce fatigue on long trips on- or off-road, body-mounted mirrors

for clearer images and reduced airstream noise. And to give you great hindsight, a liftgate defroster covers the entire rear glass surface.

Start up Durango and three extremely smart computers instantly go to work. One controls Magnum® engine performance, from ignition timing to fuel and air intake. Another controls the brake system. A third manages optimum shift points for the standard four-speed automatic transmission, prevents you from trying to start an already-running engine, controls windshield wiper speed, and even turns interior lamps on and off for you.

By now, you probably realize we've covered a lot of new ground inside Durango, too.



Ten great locations — more if you're really picky about counting — serve as places to put your stuff. They include a large glove box that'll hold more than gloves, serious front door map pockets, a hidden storage bin in the cargo floor (unless you opt for the third seat), another one just in front of the liftgate that also holds the jack, cup holders and a tray for change and such. There's even a mini-console in the optional 40/20/40 split-bench front-row seat.



Stay tuned in as you break away with a range of sound makers from the standard AM/FM radio and cassette player with clock and four

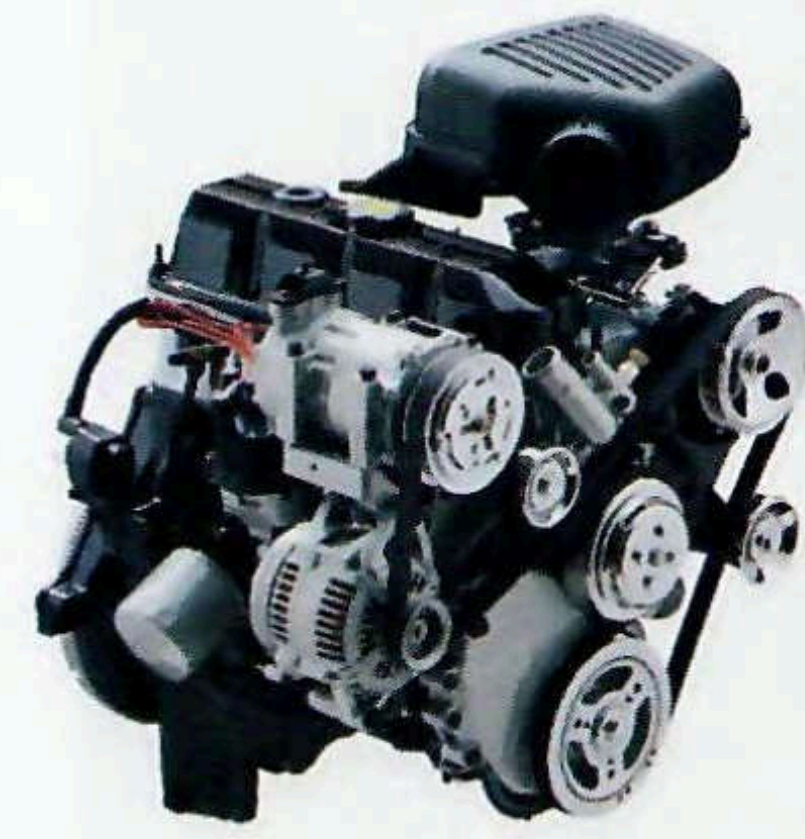
speakers up to the ultimate sound option, AM/FM receiver, cassette and CD player, clock and eight Infinity® speakers in six locations.

Infinity is a registered trademark of Infinity Systems, Inc.



Cargo shown for demonstration only. Properly secure all cargo before transporting.

It's full of surprises.



Magnum® Power. From the 120-horsepower I-4 to the power king-of-the-class 230-horsepower V8, Dakota has the widest range and most powerful engines among compact pickups.

We've packed Dakota with many meaningful surprises. Like the powerful Magnum engines, including the only V8 in its class. Like outstanding ride and handling, with wider track and longer wheelbase than other compact pickups for better stability. Like improved steering geometry for a smaller turning radius and better control. Like Dakota's best-in-class payload and trailer-towing capacities. And a cargo box with flexible load capabilities for serious carrying.

Regular cab Sport 4x2 shown in Flame Red. A properly equipped Dakota has the highest-in-class tow capacity of 6,800 pounds.



Like the powerful Magnum engines, including the only V8 in its class. Like outstanding ride and handling, with wider track and longer wheelbase than other compact pickups for better stability. Like improved steering geometry for a smaller turning radius and better control. Like Dakota's best-in-class payload and trailer-towing capacities. And a cargo box with flexible load capabilities for serious carrying.

To make it more comfortable, we re-engineered suspension and cushioned engine and cab mounts. A longer wheelbase to help eliminate that smaller pickup hobbyhorse ride. Even driver's seats with adjustable lumbar support. About room: It has the overall roomiest cab in its class. More hip and shoulder room. One-of-a-kind, for a compact pickup, forward-facing rear bench seat that has three-across hip room.

Choice is an important chapter in the Dakota story. Five models, including regular and Club Cab® versions in 4x2 and 4x4. Five trim levels: Base, Sport, Sport Plus, SLT and SLT Plus.

What's not surprising about Dakota is that it has earned so much praise from pickup pundits. *Four Wheeler* magazine named Dakota a Best Buy and Pickup of the Year. *Automobile Magazine* picked it as Pickup Truck of the Year. So did *Off-Road* magazine. *Sport Truck* added that Dakota was 1997 4x2 Sport Truck of the Year. Dakota also won Strategic Vision's 1997 Total Quality Award™ for "best ownership experience" in the compact pickup truck segment.



Club Cab Sport 4x4 shown in Flame Red with available Tire and Handling Group and other optional equipment



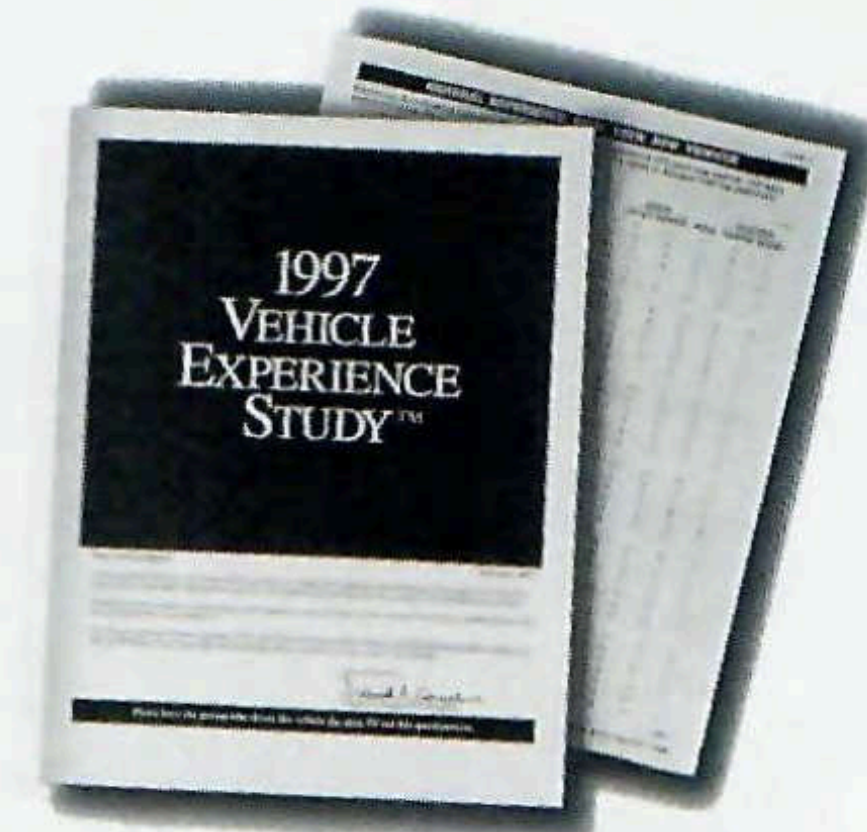
Take your fun along. Dakota 6.5-foot and 8-foot cargo boxes have more length, width and depth for more volume than comparable compact pickup cargo boxes. But Dakota's best-in-class roominess isn't just for cargo. People benefit from the overall roomiest cab, with more shoulder and hip room.

Commercial Customer Certificates offer qualified commercial customers a choice of cash back or The Dodge 100,000-mile/5-year Power Train Care™ with Road Hazard Tire Coverage in addition to available national consumer incentives. See your Dodge dealer for details or call 1-800-WORK-RAM.



We changed the rules.

Owning a full-size pickup no longer means living with a set of outdated rules about what a truck can or cannot be. Like being comfortable or quiet. Or being as safety-conscious as a car. Or having real torque available only in a diesel. The proof is written all over every Dodge Ram Pickup we build.



Now we're introducing our newest category of evidence: The all-new Ram Quad Cab™ model. It's the only extended cab, full-size pickup to offer four doors.*

Like all Ram Pickups, the new Quad Cab is available with a legendary Magnum® engine. Overall the most powerful line of pickup engines on the planet.

Since its introduction in 1994, Dodge Ram has won more awards and honors than most trucks can carry. Including Strategic Vision's Total Quality Award.™

*Excludes Crew Cabs.



Ram 2500 HD regular cab 4x4 Laramie SLT shown in Forest Green and Light Driftwood



Ram 1500 SS/T shown in Black with dealer-installed Mopar molded side steps and ground effects package



Optional Trailer Tow Group offers a Class IV hitch receiver, heavy-duty flashers, and seven-pin wiring harness with covered pin connector.

Ram Quad Cab Laramie SLT interior with optional leather seating surface shown in Camel



What's more, Dodge Ram is the only full-size pickup to ever win this prestigious award for "Best Ownership Experience." And we've won it for three years running.

And now as this year marks the introduction of our Quad Cab, we believe you'll find that with all four doors open, the case is closed. The rules have changed ... for the better.



Ram 2500 Quad Cab 4x4 Sport short bed shown in Intense Blue

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Ram 1500 Quad Cab Laramie SLT shown in Flame Red



All-new, driver-contoured instrument panel — All the buttons, levers, and switches are at your fingertips, and big enough to operate even when your fingertips are wearing work gloves.

What's inside the largest interior available in a full-size pickup? Plenty of comfort, to start with. Like reclining driver and front-passenger seatbacks, and driver's side adjustable lumbar support. Both sides offer a full 7.5 inches of travel for maximum leg room and easy entry.

A unique 40/20/40 split-bench seat provides a fold-down center armrest/business storage console. In regular cab ST and SLT models, you'll find an ingenious behind-the-seat storage system.

Newly redesigned center armrest/business storage console section of the 40/20/40 seat provides even larger and deeper storage.

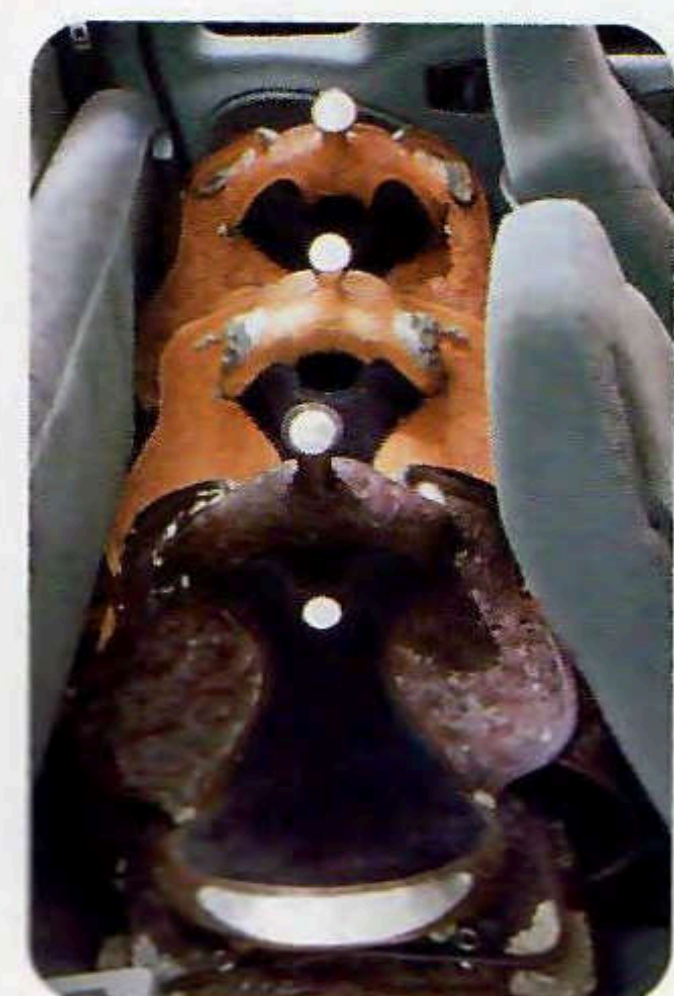
New rear bench seat folds up and locks into place for easy access in Club Cab and Quad Cab models.



What's more, Ram Club Cab[®] and Quad Cab[™] offer wide, tall, real six-passenger seating, with more hip room and more shoulder room — up front and in back — than any other extended cab available. So there's plenty of room

Behind-the-seat storage system on regular cab ST and SLT models includes a cab-width floor tray, plus height-adjustable bins, and a cargo net.

New adjustable cup holders keep even the biggest beverages upright and out-of-sight.



to move when you're taking care of business on the road.

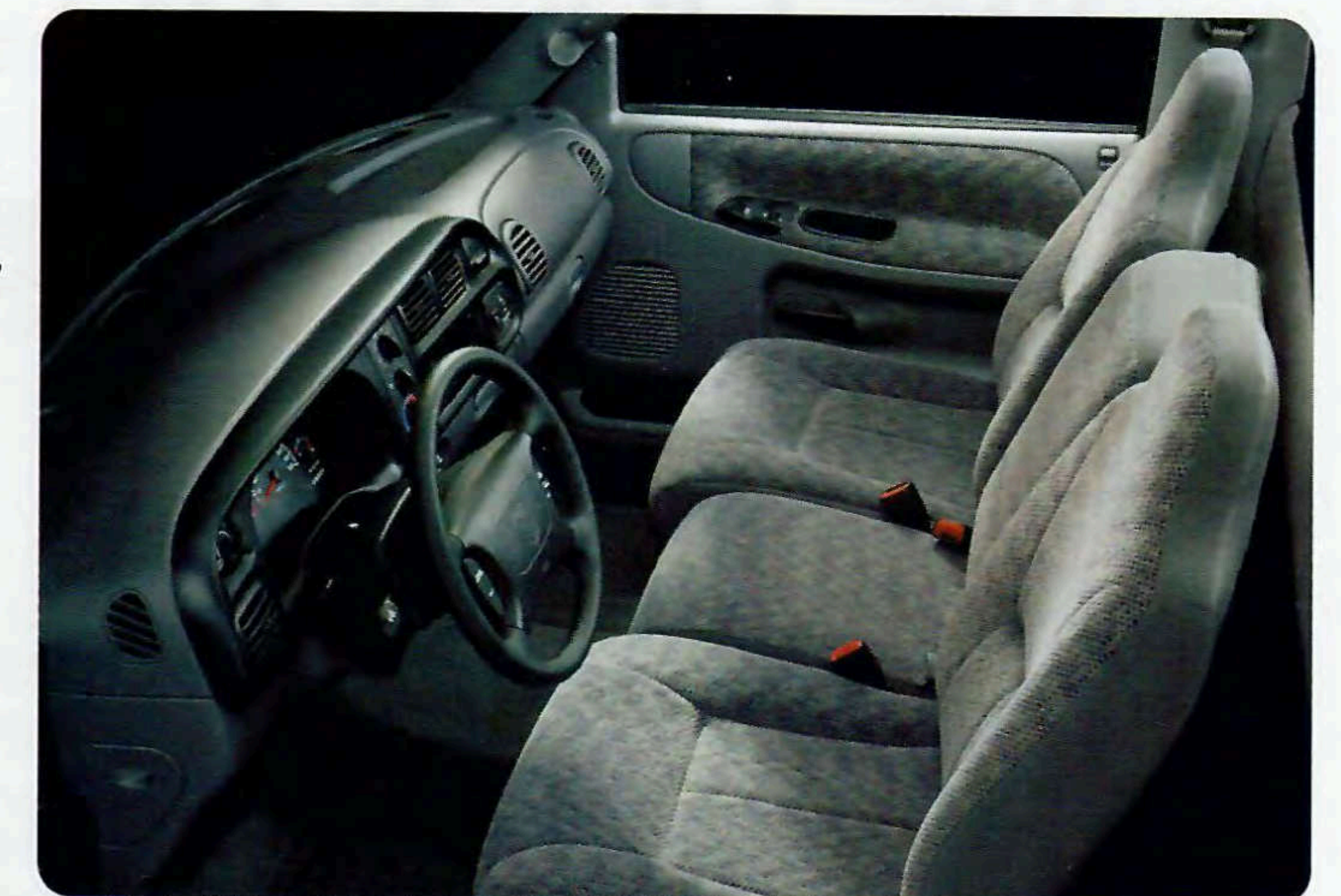
And if you really want to open things up, Ram Quad Cab is the only extended cab, full-size pickup to offer four doors.*



Exclusive integrated height-adjustable seat belts on the new Club Cab and Quad Cab front seats allow easier rear access than any other vehicle in its class.

Ram regular cab ST interior shown in Mist Gray

*Excludes Crew Cabs.



Ram Quad Cab Laramie SLT interior shown in Mist Gray

We open up possibilities.



Dodge Ram 2500 Passenger Van has standard seating for eight people and available seating for 12. Shown in Hunter Green

 Available as cargo vans, passenger vans and conversion vans, Dodge full-size vans open up new possibilities in performance, reliability, comfort and safety.

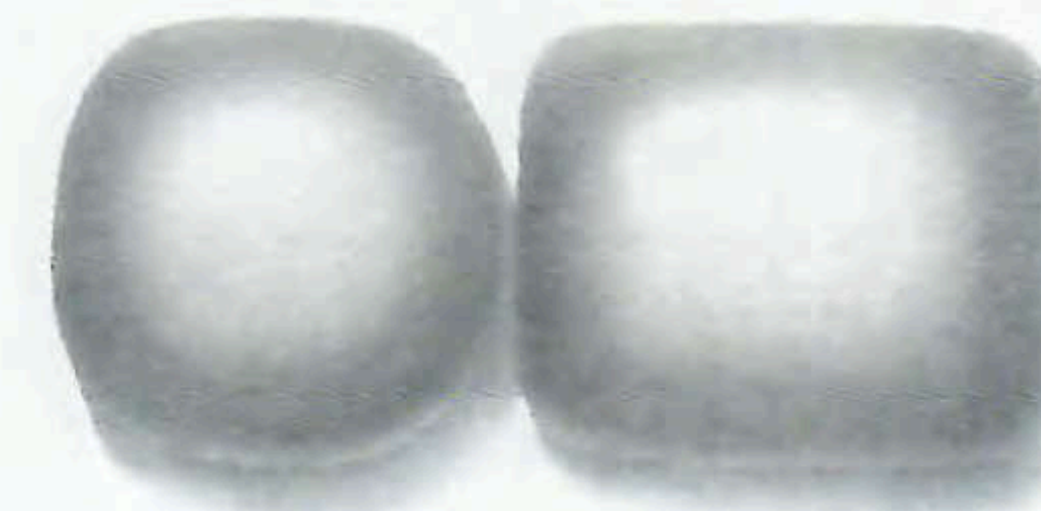
Instead of a body-on-frame design, we built them Ram-tough with stronger and lighter Unibody construction that allows increased payloads and cargo room on most models — all the way up to 4,245 pounds and 299.5 cu ft on the 3500 Maxivan and the 15-passenger 3500 Maxiwagon.

While freshening the front end with new sheet metal, bumper and grille, we redesigned and double sealed the front doors to shut out weather and noise. Inside, we opened up more room by moving



Dodge Ram Conversion Vans built by factory-approved converters are available from your Dodge dealer on all 1500, 2500 and 3500 models. The conversion interior shown here features seven-passenger seating with leather-trimmed contoured seats, walnut paneling, privacy shades, overhead lighting and full-floor carpeting.

Special on-the-job needs? Ram Van offers a variety of available door combinations, window styles, and work packages to meet them. For example, the optional Tradesman Upfitter Package includes a Crown Slide Down™ ladder rack, shelving unit, full-width metal partition and rubber floor mat.



the engine forward 4.5 inches and mounting the spare tire under the floor.

We replaced or improved 500 body parts for years of dependable service, improved the wiring circuits for reliability, upped the payload capacity and tweaked the available 5.9-liter V8 for more power.

For advanced safety, we added new Next Generation driver and front-passenger air bags* with an on/off switch for the passenger air bag on Cargo Vans, improved the standard rear-wheel and available four-wheel ABS, and mounted the polyethylene fuel tank ahead of the axle.

Magnum® engines deliver the reserve of power you want with big loads:


- 175-horsepower 3.9-liter V6
- 225-horsepower 5.2-liter V6
- 245-horsepower 5.9-liter V8 that handles payloads up to 4,245 pounds and, when properly equipped, tows trailers up to 8,800 pounds.

Heavy-duty corrosion protection. Frames are electrically coated for better protection than wax-dip coating. Galvannealed steel is used for major body panels, except the roof, and is topped with a seven-step anticorrosion paint process for a tough, brilliant finish.



Open up a 1998 Dodge Ram Cargo Van, Passenger Van or Ram Conversion Van at your Dodge dealer. You'll find it loaded with new possibilities that provide hard-working Dodge value year after year for your business, organization or family.

* Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children in Ram Conversion Vans and Ram Wagons. Rearward-facing child seats can be used in the front seat of Ram Cargo Vans with two front seats only with the passenger air bag turned off. † Based on 1997 models. © 1997 The Complete Small Truck Cost Guide, IntelliChoice™ Inc., Campbell, CA.

Commercial Customer Certificates offer qualified commercial customers a choice of cash back or The Dodge 100,000-mile/5-year Power Train Care™ with Road Hazard Tire Coverage in addition to  available national consumer incentives. See your Dodge dealer for details or call 1-800-WORK-RAM.

“Dodge Ram 2500 Van is projected to cost \$1,714 less in total five-year ownership costs than the Ford E250 Econoline.†”

1997 The Complete Small Truck Cost Guide™



Dodge Ram 2500 Cargo Van shown in Medium Red

High caliber. And higher caliber.

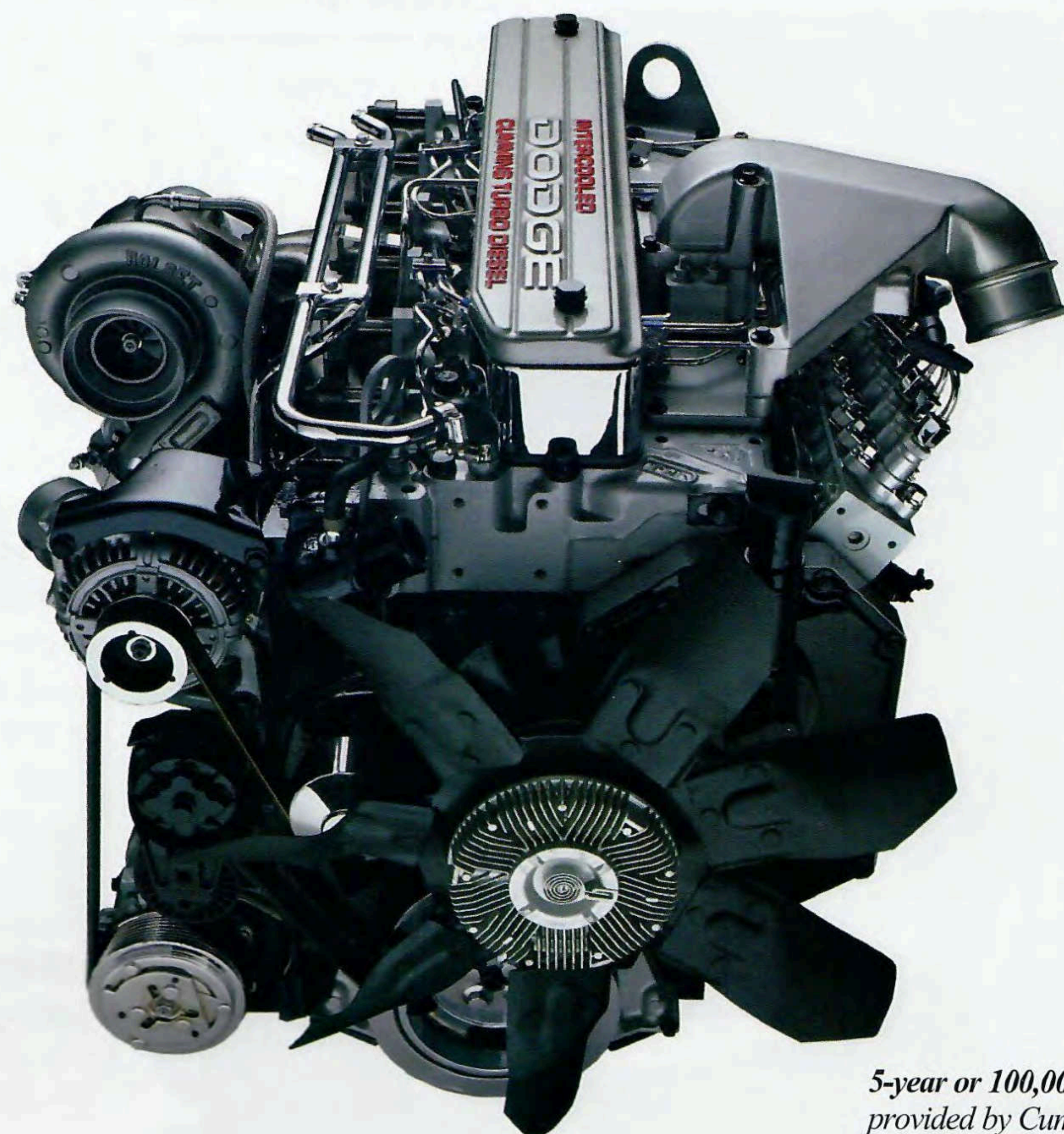
Dodge Magnum® engines are the undisputed kings of the big guns. From the efficient 2.5-liter Magnum I-4 and 3.9-liter Magnum V6, the hard-charging Magnum 5.2-liter and 5.9-liter V8s, to the unstoppable Magnum 8.0-liter V10, you're staring down the barrels of the most powerful line of pickup engines on the planet.

If you want surefire diesel power, there's the Cummins

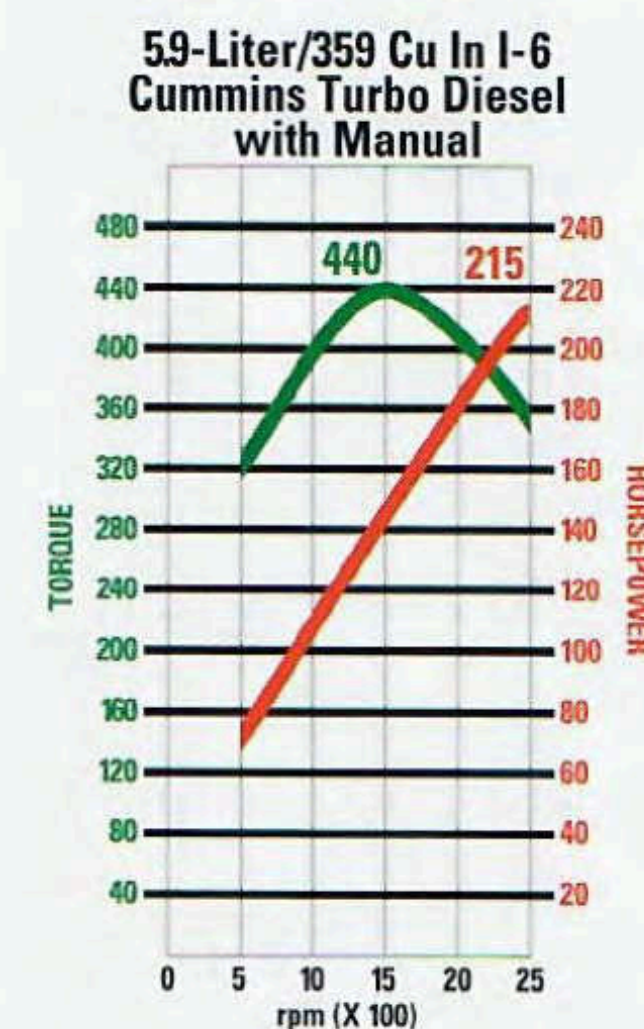
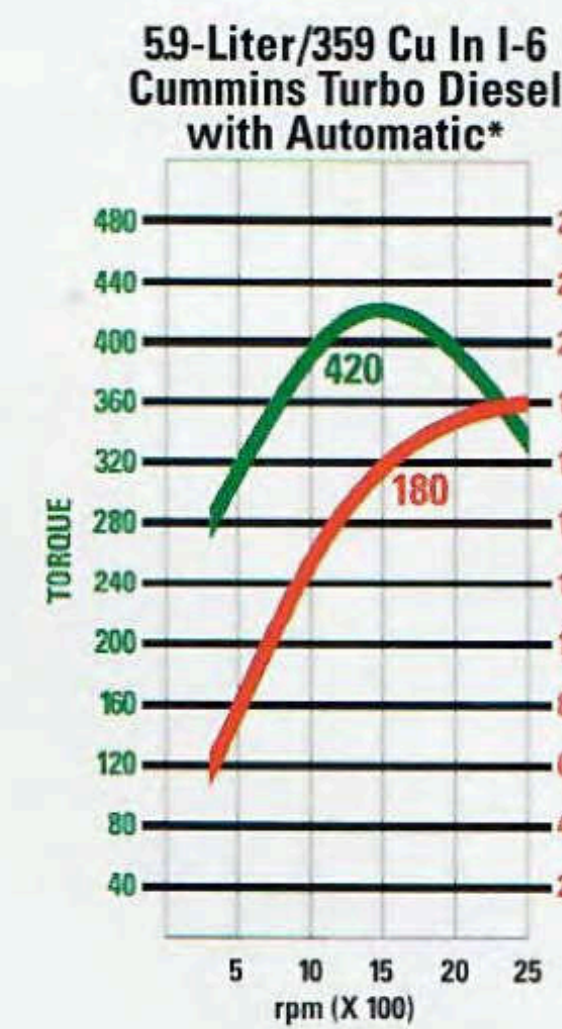


Intercooled Turbo Diesel with real big-rig features like direct-chamber fuel injection and forged I-beam connecting rods to help average nearly 300,000 miles before its first overhaul.

No matter where you want to go, no matter which road you take, and even if you're going where there are no paved roads, there's a Magnum engine that's up to the task.



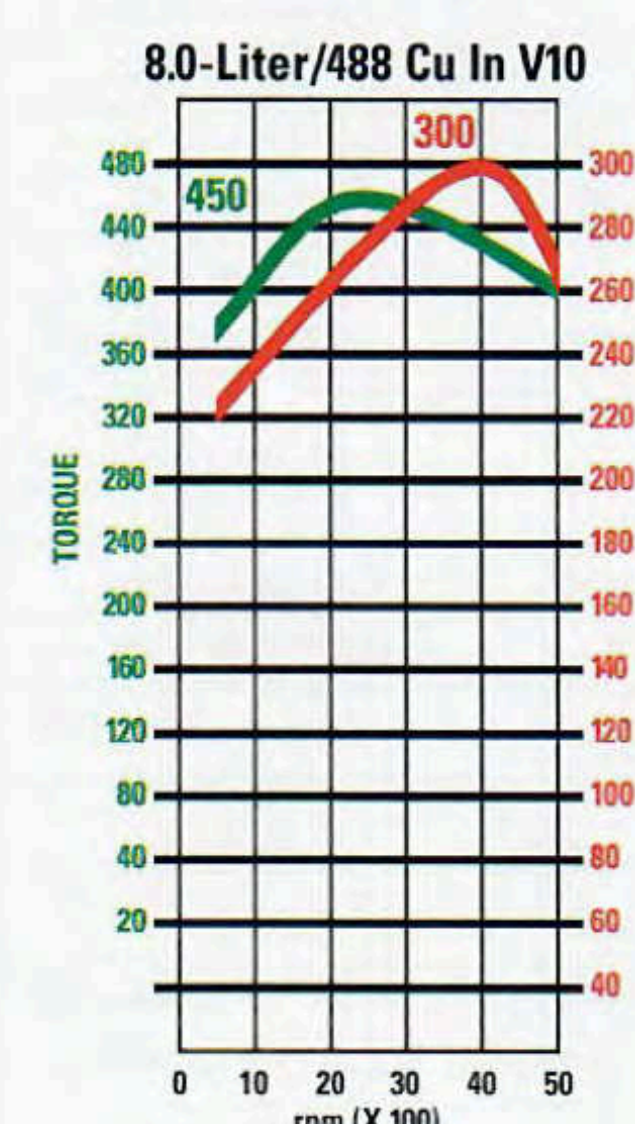
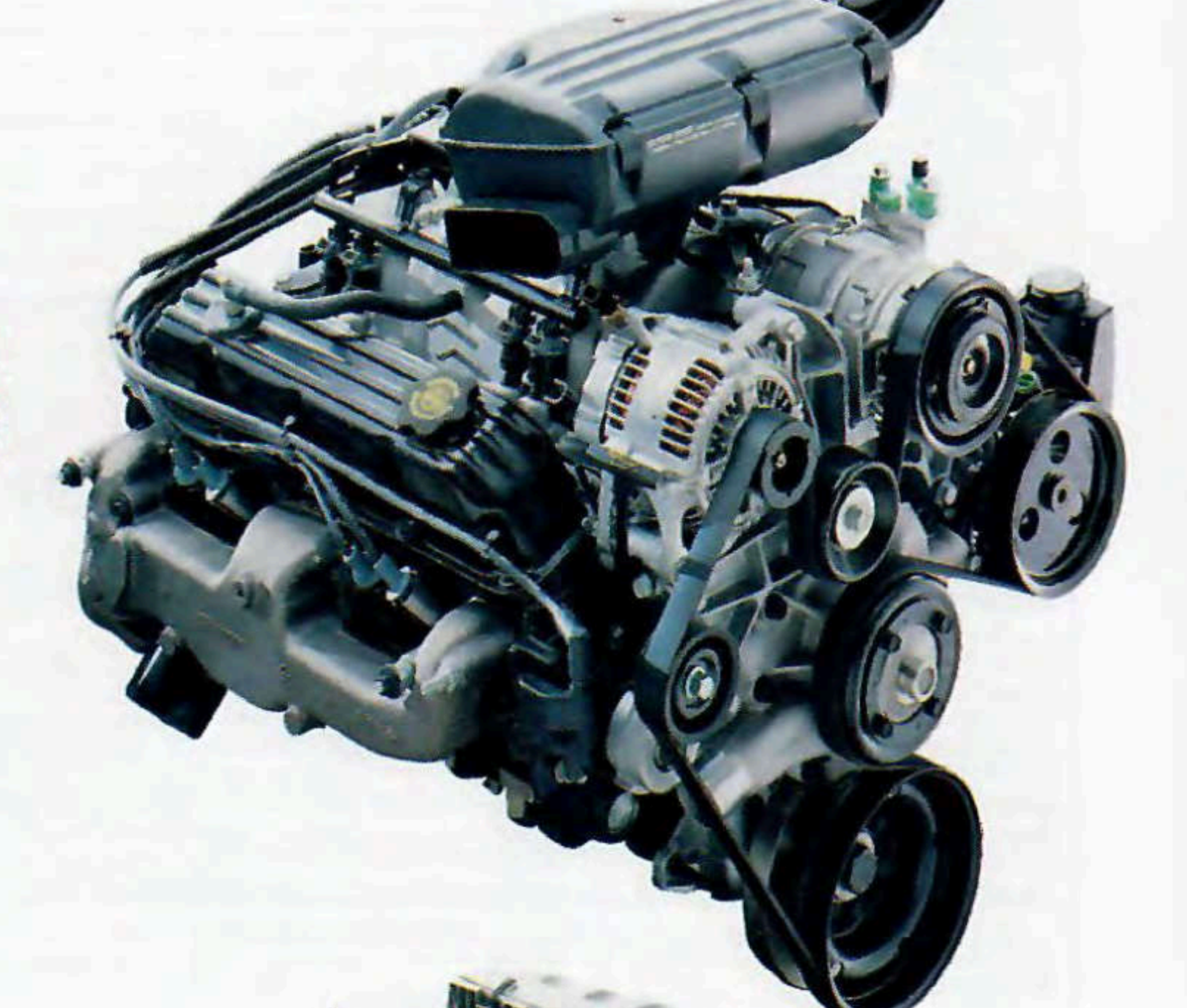
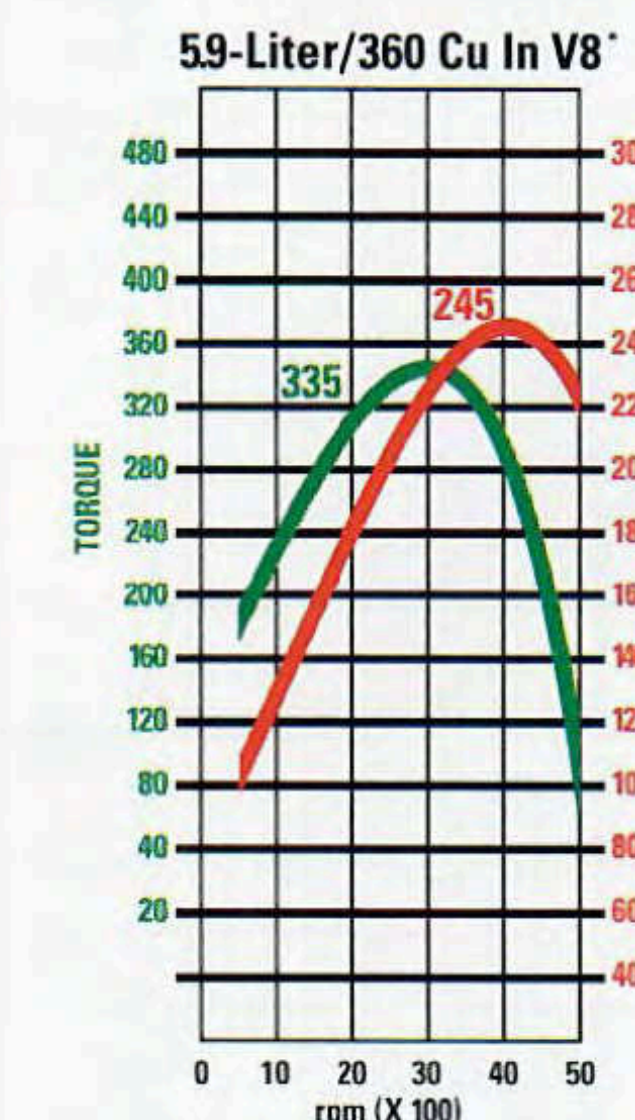
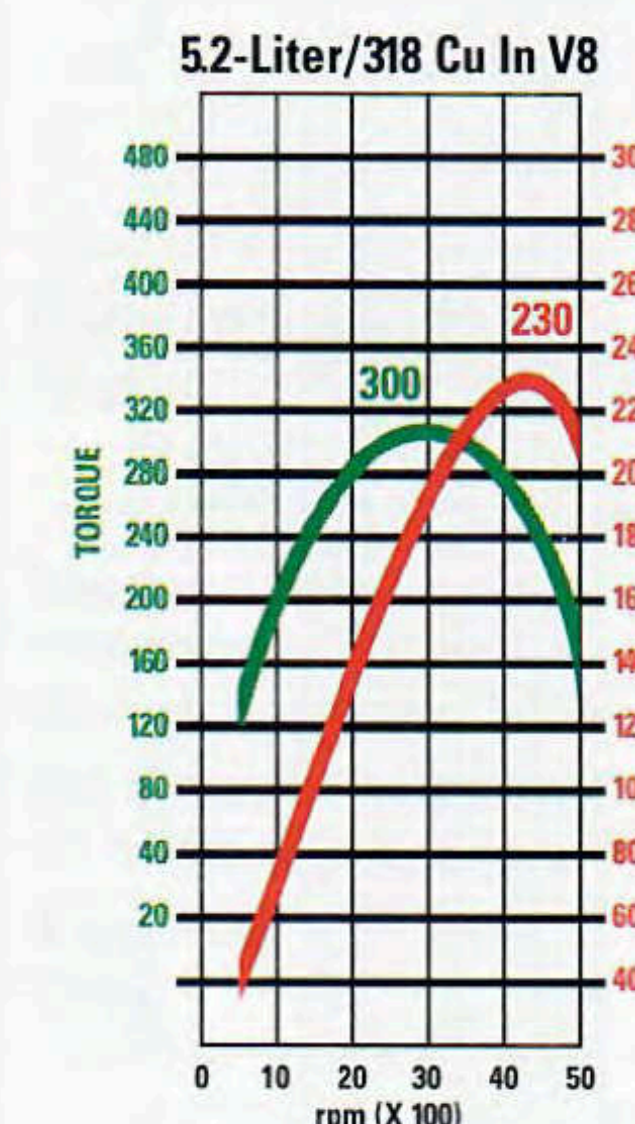
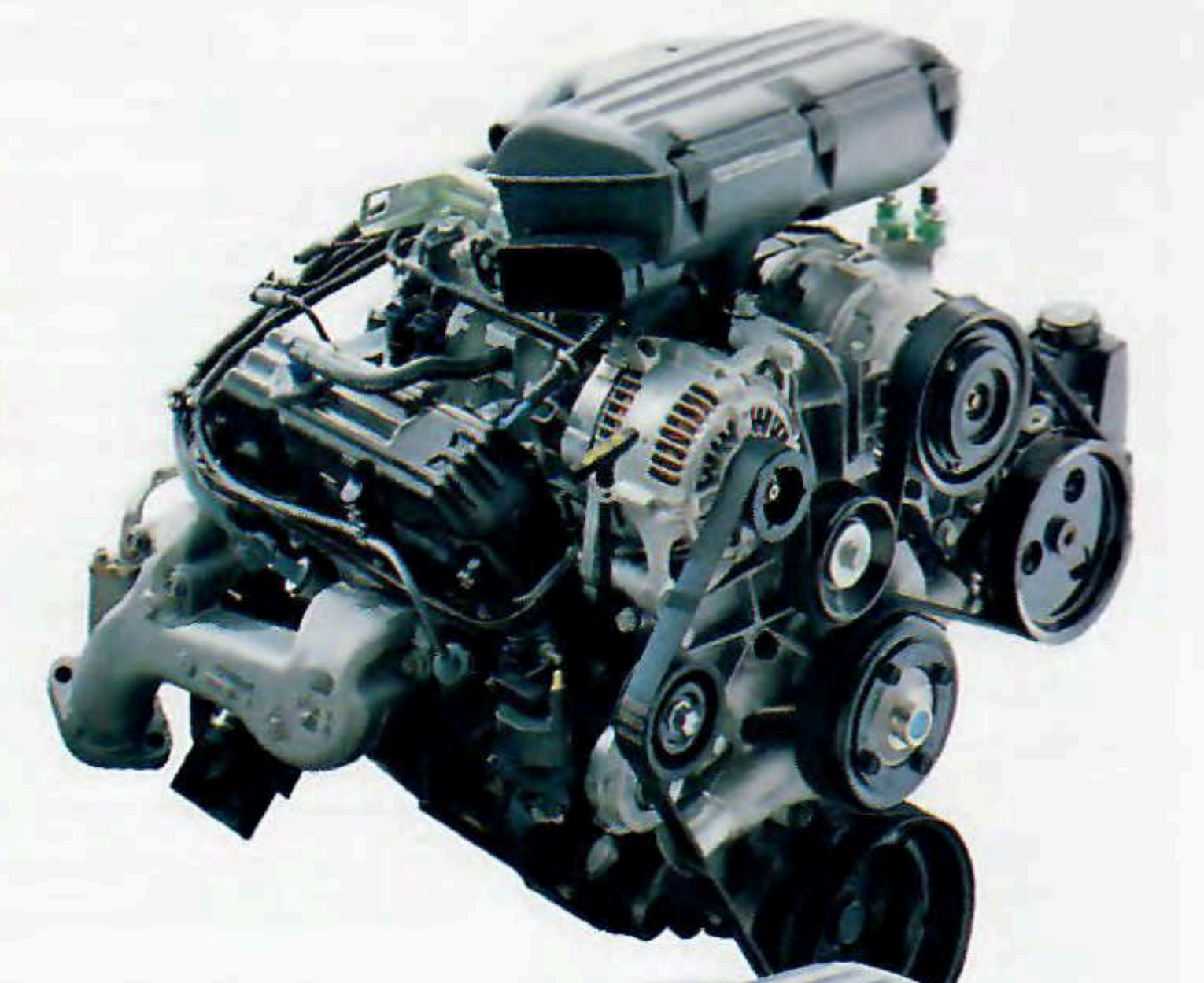
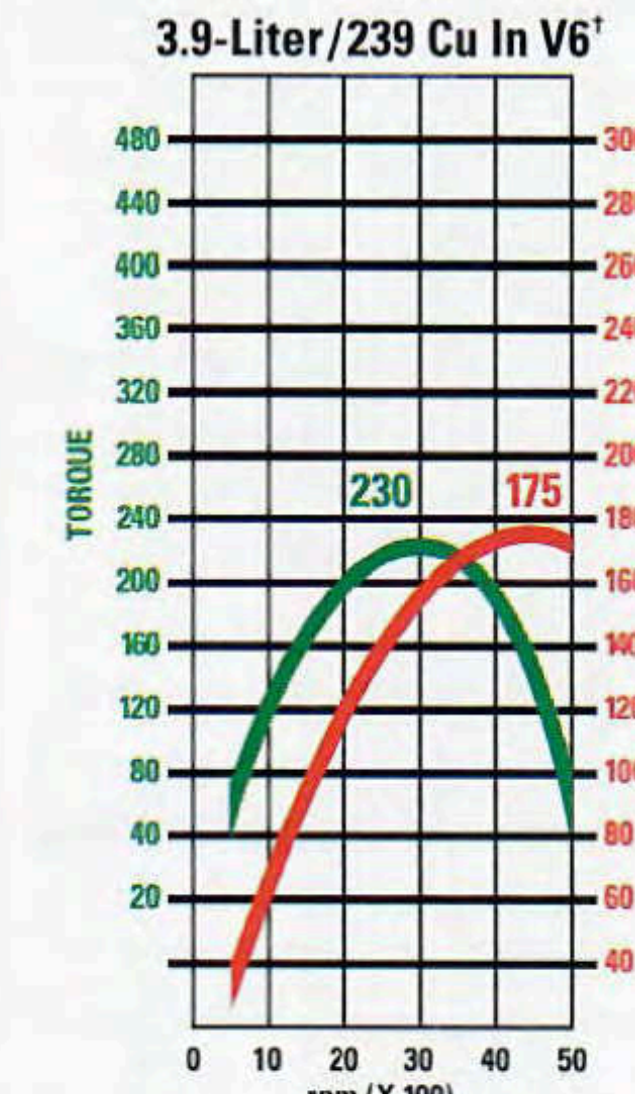
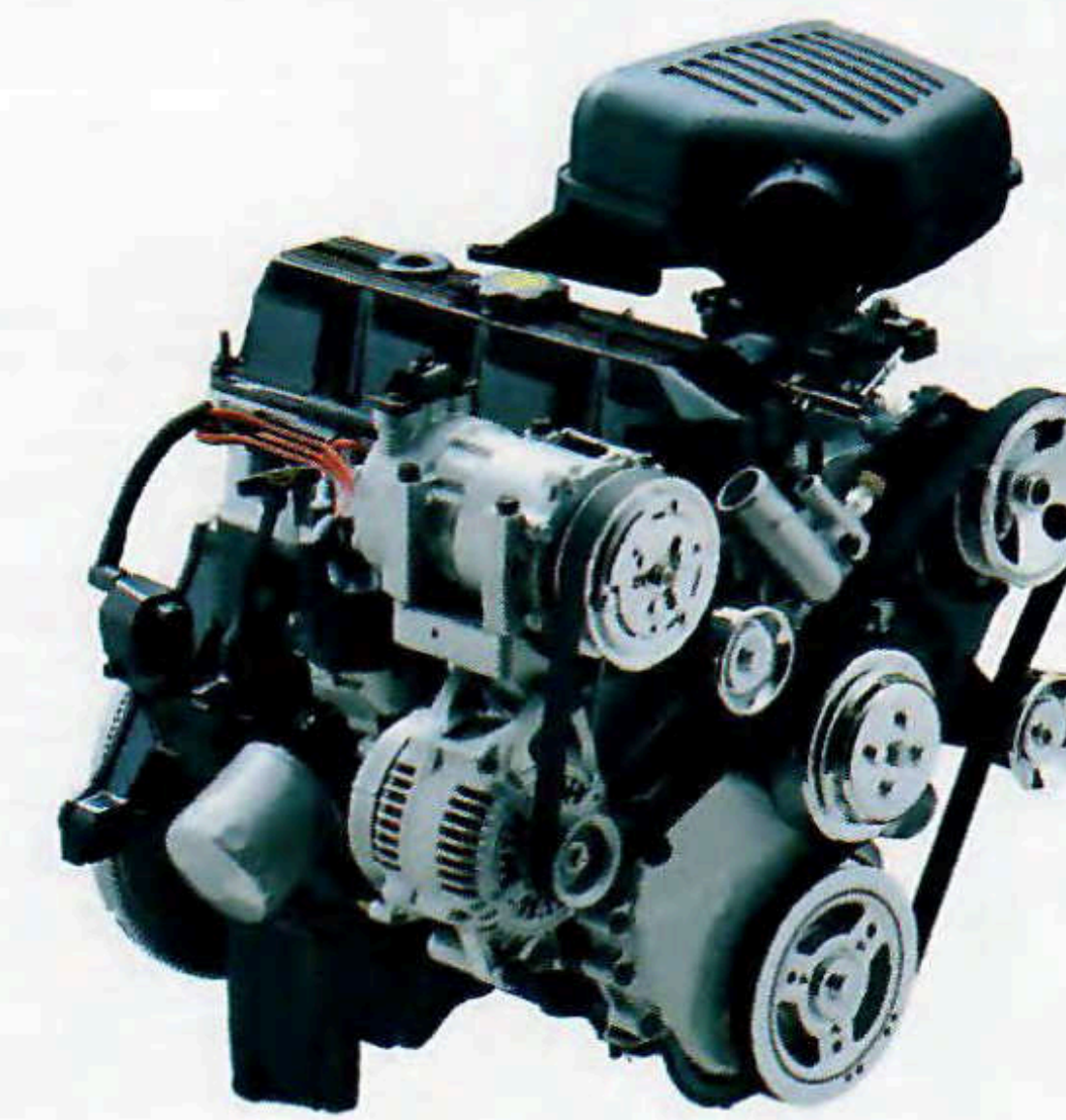
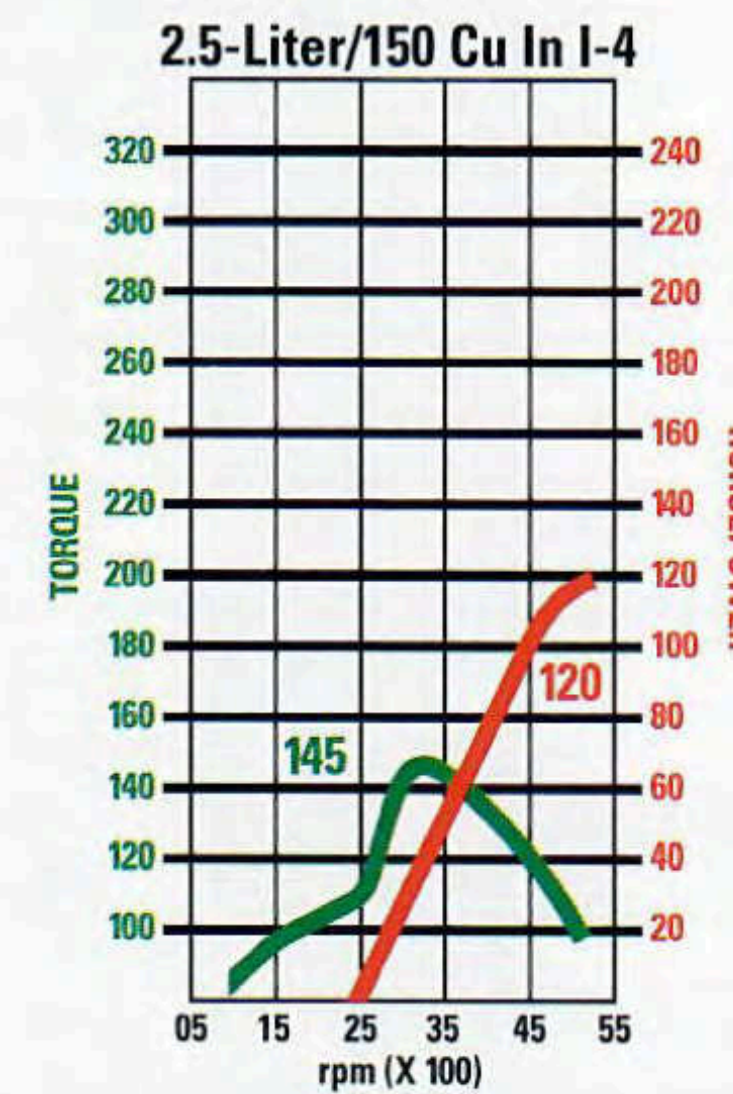
5-year or 100,000-mile Limited Warranty provided by Cummins on every Cummins Intercooled Turbo Diesel engine.



*Also applies to manual transmission-equipped trucks in California.

Cummins Diesel Features:

- **Cast iron deep-skirt block** extends below the crankshaft for extra rigidity.
- **Direct injection** uses 100 percent of fuel energy to provide power, eliminating prechamber ignition used in indirect injection systems.
- **Direct injection** also provides better heat efficiency, lowering internal heat stresses.
- **In-line fuel pump** provides positive computer-controlled fuel injection.
- **Design simplicity** of the in-line six-cylinder eliminates special maintenance tools, while total parts are reduced by 40 percent versus V8 diesels.
- **Forged I-beam connecting rods** are oversized to handle strong low-rpm torque.
- **Pressure point oil feed lubrication** system assures continuous flow to all wear surfaces.
- **Heavy-duty, high-mileage-rated turbocharger** with oil-lubricated shaft bearing is manufactured by Holset, a Cummins subsidiary. A turbo wastegate allows maximum turboboost when required, while preventing over-boost for durability.
- **Intercooler improves combustion** efficiency by providing cool, oxygen-rich air to the engine.
- **Electric manifold heater grid** warms intake air for quick starts in cold weather.



Magnum Gas Engine Features:

- **Sequential multipoint fuel injection (SMPI)** delivers fuel to each cylinder through its own injector for immediate throttle response.
- **Progressive-bore throttle body** increases bore diameter and airflow for more horsepower.
- **Intake manifold** of durable, lightweight aluminum pulls in huge volumes of air.
- **High-flow exhaust manifolds** with large cross sections for maximum exhaust flow characteristics.
- **Short-stem valves**, so all airflow gets into the combustion chamber quicker.
- **Powdered metal rocker arm fulcrums** increase durability.
- **Extra-thick rocker arm covers** with silicone gaskets are held in place by 10 bolts for better sealing.
- **Serpentine belt accessory drive** with an automatic tensioner for less maintenance and reduced engine vibration.
- **Heavy-duty spark plug wires** increase conductivity and heat resistance.
- **High-flow water pump** for more maximum engine cooling.
- **Piston and ring package** improves power without sacrificing fuel economy.
- **Timing chain cover** with fluorocarbon elastomer front seal for a tight fit.
- **Port and combustion chamber** configurations optimize airflow and fuel mixture for maximum horsepower.

Towing Specs

	Maximum Towing Capacity ⁽¹⁾
Ram Pickup Regular Cab	14,300 ⁽²⁾
Ram Pickup Club Cab® and Quad Cab™	13,900 ⁽²⁾
Dakota Regular Cab	6,800
Dakota Club Cab	6,700
Durango	7,300
Ram Cargo Van	8,800
Ram Passenger Van	8,300

⁽¹⁾ When properly equipped. See dealer for details.

⁽²⁾ Chrysler Corporation requires that vehicles towing trailers weighing 10,000 pounds or more be equipped with a fifth-wheel hitch.

¹250 hp/345 lb-ft with SS/T, 245 hp/345 lb-ft with 3500 (except California).
²225 lb-ft with Dakota and Durango.

Selected Standard Equipment

Durango

	Durango SLT	Durango SLT Plus
Air Bags [®] — Next Generation driver and front-passenger	S	S
Air Conditioning — CFC-free refrigerant	S	S
Alternator — 117-ampere	S	S
— 136-ampere (Included in Heavy-Duty Electrical Group)	P	P
Axle Ratio — 3.55	S	S
— 3.92	O	O
Battery — 600-ampere, maintenance-free	S	S
— 750-ampere, maintenance-free (Included in Heavy-Duty Electrical Group)	P	P
Brakes — Power-assisted	S	S
— Front disc/rear drum with antilock	O	O
— 4-wheel antilock	S	S
Climate Control Outlets — Rear, located in floor console	S	S
Console — Floor, includes cup holders, storage armrest, coin holder, cassette and CD storage, tissue holder	S	S
— Overhead, includes a microprocessor-controlled mini-trip computer with compass and temperature functions, sunglasses and garage door opener compartments	P	S
Convenience Group — Deluxe, includes speed control and tilt steering	S	S
— Power, includes remote keyless/illuminated entry, door ajar indicator lamp, power windows and power locks	S	S
— Power/Overhead, includes full overhead console, dual illuminated sun visor, and auto day/night mirror	O	S
Cooling — Maximum engine (Included in Heavy-Duty Service Group)	P	P
Defroster — Electric rear window	S	S
Differential — Limited-slip, rear	O	O
Door Locks — Power, includes programmable feature	S	S
— Child-protection rear	S	S
Emissions Controls — Maine and states bordering California, Connecticut, Massachusetts and New York (automatically selected for vehicles sold in CA, CT, MA and NY)	O	O
Engine Block Heater	O	O
Engines — 3.9-liter SMPI V6 [®]	S	S
— 5.2-liter SMPI V8	O	S
— 5.9-liter SMPI V8	O	O
Enhanced Accident Response System — Unlocks power doors and interior lamps activate when air bag deploys, if electrical system is intact	S	S
Floor Mats — Front and second row seating	O	S
Fog Lamps	O	S
Fuel Tank — 25-gallon	S	S
Heavy-Duty Electrical Group — Includes 136-ampere alternator and 750-ampere battery	O	O
Heavy-Duty Service Group — Includes Heavy-Duty Electrical Package and maximum engine cooling	O	O
Hood — Counter balanced	S	S
Instrument Cluster — Full Analog Instrumentation with 20 functions	S	S
Leather Interior Group — Includes leather-trimmed seating, leather-wrapped steering wheel, and suede door trim panel	O	O
Light Group — Includes a power outlet and lamps for glove box, ash tray, engine compartment, intermediate courtesy	S	S
Mirrors, Exterior — Dual 5"x7" power fixed, black	S	S
— Dual 6"x9" power foldaway, black	O	O
Mirrors, Interior — Rearview	S	S
— Auto day/night (Included in Power/Overhead Convenience Group)	P	S

Color Chart

	Durango	Dakota	Ram Pickup and Chassis Cab	Cargo and Passenger Van
Flame Red	•	•	•	•
Metallic Red	•	•	•	•
Colorado Red	•	•	•	•
Chili Pepper Red	•	•	•	•
Medium Red	•	•	•	•
Dark Red	•	•	•	•
Deep Amethyst	•	•	•	•
Hunter Green	•	•	•	•
Emerald Green	•	•	•	•
Forest Green	•	•	•	•

	Durango SLT	Durango SLT Plus
Molding — Bodyside, body-color		S
— Bodyside, black	O	
Protection Group, 4x4 — Includes, fuel tank skid plate and transfer case skid plate	O	O
Remote Keyless Entry System — Includes panic alarm	S	S
Roof Rack — 150-lb capacity	S	S
Seat Belts — Height-adjustable for outboard passengers in the front and second row	S	S
Seats — Front row		
— Niagara cloth-and-vinyl buckets with driver 4-position lumbar support, head restraints, adjustable recliners, and front seatback map pockets	S	S
— Niagara cloth 40/20/40 split-bench with folding center storage armrest and integrated head restraints and lumbar adjust		O
— Leather-trimmed seating		O
Second row — Niagara cloth 40/20/40 split-bench with unique fold-and-tumble seat design	S	S
— Leather-trimmed seating		O
Third row [®] — Niagara cloth two-seater bench which folds flat	O	O
— Ultrahide™ vinyl (when leather seating is ordered)		O
Security Group — Includes vehicle theft alarm	O	S
Skid Plate — Front suspension	S	S
Sound Systems — AM/FM stereo radio with cassette player and 4 speakers	S	S
— AM/FM stereo radio with combination cassette, CD, graphic equalizer	O	S
— Infinity® speaker system — 8 speakers in 6 locations	O	O
Speed Control — Electronic with steering wheel-mounted controls	S	S
Steering Column — Height-adjustable	S	S
Steering Wheel — Deluxe	S	S
— Leather-wrapped		P
Storage — Rear compartment tray	S	S
Sun Visors — Dual with mirrors and covers	S	S
— Dual illuminated mirrors	P	S
Suspension — Torsion bar independent front with front and rear stabilizer bars	S	S
Tire carrier — Underslung	S	S
Tires — P235/75R15 OWL all-season	S	S
— 31"x10.5" OWL all-terrain (Includes body-color wheel flares)	O	O
Trailer Tow Prep Group — Includes platform hitch receiver with 7-way pin connector and 4-pin adapter	O	O
Transmission — 4-speed automatic with overdrive	S	S
Transfer Case — NV231 Part-time	S	S
— NV242 Full-time	O	O
Wheels — 15"x7" forged aluminum	S	S
— 15"x8" cast aluminum	O	O
Windows — Power	S	S
Wiper System — 2 speed intermittent	S	S
— Rear window wiper/washer intermittent	S	S

S = Standard. O = Optional. P = Included as part of a package. Blank space = Not available.
[®] Certified to the new Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children. [®] Late availability. [®] Not available with 3.9L V6 engine.
 Ultrahide is a trademark of Chrysler Corporation. Infinity is a registered trademark of Infinity Systems, Inc.

	Durango	Dakota	Ram Pickup and Chassis Cab	Cargo and Passenger Van
Dark Spruce				•
Light Spruce				•
Bright Jade		•		
Intense Blue	•	•	•	•
Dark Chestnut	•	•	•	•
Light Driftwood	•	•	•	•
Bright White	•	•	•	•
Light Grey	•	•	•	•
Black	•	•	•	•
Two-Tone	•	•	•	•

Dakota

	REGULAR CAB			CLUB CAB [®]			
	BASE	SPORT	SLT	BASE	SPORT	SPORT PLUS [®]	SLT PLUS
Air Bags [®] — Next Generation driver and front-passenger with passenger-side on/off switch	S	S	S	S	S	S	S
Air Conditioning — CFC-free refrigerant	O	O	S	O	O	S	S
Alternator — 117-ampere	S	S	S	S	S	S	S
Assist Handles — Passenger-side (4x4 only)	S	S	S	S	S	S	S
Axle Ratio — 3.21, 3.55 or 3.92	O	O	O	O	O	O	O
Brakes — Power-assisted front disc, rear drum	S	S	S	S	S	S	S
— Rear-wheel antilock	S	S	S	S	S	S	S
— Four-wheel antilock	O	O	O	O	O	O	O
Bumpers — Front — Painted black	S	S	S	S	S	S	S
— Bright				S	S	S	S
Rear — Painted black with step pad	S	S	S	S	S	S	S
— Bright with step pad				S	S	S	S
— Body-color valance panel	O	O	O	O	O	O	O
Clock — Digital, integral to all radios	S	S	S	S	S	S	S
Console — Folding center armrest business console (with 40/20/40 bench seat)	S	S	S	S	S	S	S
— Center floor console (with bucket seats)	O	O	O	S	O	O	O
— Overhead (Included in Overhead Convenience Group)	P	P	P	P	P	P	P
Convenience Groups — Deluxe, includes tilt steering column and electronic speed control	O [®]	O	O	O	S	O	S
— Power, includes power windows, power door locks and remote keyless entry system	O	O	O	O	O	O	S
— Power/Overhead, includes Power Convenience Group, full overhead console and auto. dim day/night mirror	O	O	O	O	O	O	O
Cup Holders — Front							
— Center cushion-mounted (with bench seats)	S	S	S	S	S	S	S
— Shifter bezel and center console-mounted (bucket seats and automatic transmission only)	O	O	O	S	O	O	O
Rear — Outboard positions				S	S	S	S
Differential — Limited-slip	O	O	O	O	O	O	O
Door Locks — Power (Included in Power Convenience Group)	P	P	P	P	P	P	S
Emissions — Emissions controls for Maine and states bordering California, Connecticut, Massachusetts and New York (automatically selected for vehicles sold in CA, CT, MA and NY)	O	O	O	O	O	O	O
Engine Block Heater	O	O	O	O	O	O	O
Engine Cooling — Maximum	O	O	O	O	O	O	O
Engine — 2.5-liter Magnum SMPI I-4	S	S	S	O	O	O	O
— 3.9-liter Magnum SMPI V6	O [®]	O [®]	S	S	S	S	S
— 5.2-liter Magnum SMPI V8	O	O	O	S	O	O	O
Enhanced Accident Response System (must have power locks)	S	S	S	S	S	S	S
Floor Covering — Heavy-duty rubber mat, black	S						
— Carpet with underlayment	S	S	S	S	S	S	S
— Floor mats, carpeted	O	O	O	O	O	O	O
Fog Lamps	O	O	O	S	O	O	O
Fuel Tank — 15-gallon	S	S	S				
— 22-gallon	O [®]	O [®]	S	O	S	S	S
Glass — Tinted, all windows	S	S	S	S	S	S	S
— Sunscreen glass quarter windows				S	S	S	S
Heavy-Duty Electrical Group — 136-ampere alternator and 750-ampere battery	O	O	O	O	O	O	O
Heavy-Duty Service Group — Heavy-Duty Electrical Group, Rallye cluster with tachometer, 22-gallon fuel tank and maximum engine cooling	O [®]	O [®]	O	O	O [®]	O	O [®]
Hood — Counterbalanced	S	S	S	S	S	S	S
Instrument Clusters — Full Analog Instrumentation	S	S	S	S	S	S	S
— Tachometer	O [®]	S [®]	S	S	S	S	S
Light Group — Includes auxiliary power outlet, exterior cargo lamp and interior lamps for ignition time delay, glove box, ashtray, cigar lighter, courtesy (below instrument panel), and engine compartment	O	O	S	O	O	S	S
Mirrors — Exterior — Dual manual control, 5"x7" black, fixed	S	S	S	S	S	S	S
— Dual power 5"x7" black, fixed		O	O	O	S	O	S
— Dual power 6"x9" black, folding		O	O	O	O	O	O
Interior — Rearview day/night	S	S	S	S	S	S	S
— Rearview automatic dimming day/night (packaged with Power/Overhead Convenience Group)		O	O	O	O	O	O
Paint — Two-tone lower break side treatment				O	O	O	O
Power Outlet — Auxiliary, 12-volt (included in Light Group)	P	P	S	P	P	S	S
Protection Group, 4x4 — Skid plates for fuel tank, transfer case and front suspension (4x4 only)	O	O	O	O	O	O	O
Remote Keyless Entry System — Controls for power door locks with panic and illuminated entry (included in Power Convenience Group)		P	P	P	P	P	S

	REGULAR CAB			CLUB CAB [®]			
	BASE	SPORT	SLT	BASE	SPORT	SPORT PLUS [®]	SLT PLUS
Seat Belts — 3-point Unibelt for outboard seating positions; front outboard positions include height-adjustable shoulder belts with traveling inboard buckles; lap belts in front and rear (Club Cab models only) center positions	S	S	S	S	S	S	S
Seats — Vinyl bench with integrated head restraints	S						
— Ashford cloth bench with integrated head restraints	O						
— Niagara premium cloth 40/20/40 split-bench with folding center armrest storage console and integrated head restraints	S	S	S	S	S	S	S
— Niagara premium cloth-and-vinyl trim reclining high-back buckets with driver-side manual lumbar adjustment and center floor console	O	O	O	S	O	O	O
— Niagara premium cloth 60/40 rear split-bench folding seat				S	S	S	S
— 6-way adjust power driver's seat				O	O	O	O
Security Group	O	O	O	O	O	O	P
Sound Systems — AM/FM full-logic stereo radio and cassette player with soft-touch controls, soft load/eject and 4 speakers	S	S	S	S	S	S	S
— AM/FM stereo premium radio and cassette player with graphic equalizer, CD changer controls and 8 Infinity® speakers	O	O	O	O	O	O	O
— AM/FM stereo premium radio and CD player with graphic equalizer and 8 Infinity® speakers	O	O	O	O	O	O	O
— AM/FM stereo premium radio, CD and cassette players with graphic equalizer and 8 Infinity® speakers	O	O	O	O	O	O	O
— Radio delete	O			O			
Speed Control (Included in Deluxe Convenience Group)	P	P	P	P	S	P	S
Steering — Power-assisted	S	S	S	S	S	S	S
— Rack-and-pinion (4x2 models only)	S	S	S	S	S	S	S
— Recirculating ball (4x4 models only)	S	S	S	S	S	S	S
Steering Column — Tilt (Also included in Deluxe Convenience Group)	O	O	O	O	O	S	O
Storage — Covered bins under rear seats				S	S	S	S
Sun Visors — Driver and front-passenger	S	S	S	S	S	S	S
— With passenger-side vanity mirror		S					S
Suspension — Front							
— Upper and lower control arms, coil springs, heavy-duty gas-charged shocks and stabilizer bar (4x2 only)	S	S	S	S	S	S	S
— Upper and lower control arms, torsion bars, heavy-duty gas-charged shocks and stabilizer bar (4x4 only)	S	S	S	S	S	S	S
Rear — Live axle, 4-leaf longitudinal springs and heavy-duty gas-charged shock absorbers (4x2 only)	S	S	S	S	S	S	S
— Live axle, 4-leaf 2-stage longitudinal springs and heavy-duty gas-charged shock absorbers (4x4 only)	S	S	S	S	S	S	S
Tire and Handling Groups — 4x2: P235/70R15 OWL all-season tires (set of 5), rear stabilizer bar, and 15" x 8" cast aluminum wheels	O	O	O	O	O	O	O
— 4x4: 31x10.5 R15 OWL all-terrain RT/S tires (set of 5), rear stabilizer bar, color-keyed wheelflares and 15" x 8" cast aluminum wheels (all included when 31x10.5R15 tires are ordered)	O	O	O	S	O	O	O
Tires — Set of 5							
— P215/75R15 BSW all-season	S			S			
— P215/75R15 RWL all-season (4x2 models only)	S	S	S	S	S	S	S
— P235/70R15 OWL all-season performance [®] (4x2 models only)	O	O	O	O	O	O	O
— P235/75R15XL BSW all-terrain (4x2 models only)	O	O	O	O	O	O	O
— P235/75R15XL OWL all-terrain (4x4 models only)	P	P	P	P	P	P	P
— 31"x10.5" R15 OWL all-terrain [®] (4x4 models only)	O	O	O	S	O	O	O
Trailer Tow Preparation Group [®] — Class IV platform hitch receiver, 4-wire adapter and heavy-duty flashers	O	O	O	O	O	O	O
Transmissions — 5-speed manual with overdrive	S	S	S	S	S	S	S
— 4-speed automatic with overdrive (V6 engine only)	O	O	O	O	O	O	O
— 4-speed heavy-duty automatic with overdrive (V8 engine only)	O	O	O	O	O	O	O
Transfer Case — 4x4 models only							
— NV231 2-speed part-time with "shift-on-the-fly" (V6 engine only)	S	S	S	S	S	S	S
— NV231 H.D. 2-speed part-time with "shift-on-the-fly" (V8 engine only)	O	O	O	O	O	P	O
— NV242 Full-time				O	O	O	O
Wheels — Set of 4							
— 15"x6" styled steel, painted	S			S			

Ram Pickup

	Ram Pickup			Chassis Cab	
	WS ⁽¹⁾	ST	SLT	ST	SLT
Air Bags⁽²⁾ — Next Generation driver and front-passenger	S	S	S	S	S
Air Conditioning — CFC-free refrigerant	0	0	P	0	P
Air Dam — Black (standard on 1500 models)	S	0	0	0	0
Alternator — 117-ampere	S	S	S	S	S
— 136-ampere (included in HD Service Group)	P	P	P	P	P
Assist Handle — Passenger-side, mounted above door (included in Light Group)		P	P	P	P
Auxiliary Rear Suspension Package — Auxiliary rear springs and rear stabilizer bar		0 ⁽³⁾	0 ⁽³⁾	S ⁽⁴⁾	S ⁽⁴⁾
Battery — 600-ampere, maintenance-free	S	S	S	S	S
— 750-ampere, maintenance-free (included in HD Service Group)		P ⁽⁵⁾	P ⁽⁵⁾	P ⁽⁵⁾	P ⁽⁵⁾
Brakes — Power-assisted					
— Front disc/rear drum with rear wheel antilock	S	S	S	S	S
— Front disc/rear drum with four-wheel antilock	0	0	0	0	0
Deluxe Convenience Group — Electronic speed control and tilt steering column	0	0	P	0	P
Differential — Rear antispin (specific ratios only)	0	0	0	0	0
Emissions — Emissions controls for Maine and states bordering California, Connecticut, Massachusetts and New York (automatically selected for vehicles sold in CA, CT, MA and NY)	0	0	0	0	0
Engine Cooling — Heavy-duty		0	0	0	0
Engines					
1500 Models					
— 3.9L OHV SMPI V6	S	S ⁽¹⁾			
— 5.2L OHV SMPI V8		0 ⁽⁶⁾	P		
— 5.9L OHV SMPI V8		0	0		
2500/3500 Models					
— 5.9L OHV SMPI V8		S	S	S	S
— 8.0L OHV SMPI V10		0	0	0	0
— 5.9L I-6 Cummins 12-valve Turbo Diesel		0	0	0	0
Engine Block Heater	0	0	0	0	0
Floor Covering					
— Heavy-duty vinyl mat with door opening retainer	S	S	0	S	0
— Carpet		0	P	0	P
Floor mats — Front, carpeted				P	P
Fuel Tank — 26-gallon on 1500 short bed, 34-gallon on 2500 Club Cab ⁽⁷⁾ and Quad Cab ⁽⁷⁾ short bed, 35-gallon on all long bed	S	S	S	S	S
Grille					
— Bright	S	S	S	S	S
— Body color (included in Sport and SS/T Package)			P		
Instrument Cluster — Full analog instrumentation	S	S	S	S	S
— Tachometer (included with diesel engine and in CP05 ⁽⁸⁾)		P	P	P	P
Leather Interior Group			0	0	0
Light Group		0	P	0	P
Lighting Exterior					
— Cargo lamp with integrated center high-mounted stoplamp	0	S	S	S	S
— Cab clearance lamps (standard on 3500 models)	0	0	0	0	0
— Fog Lamps			0		0
Interior					
— Reading lamps (included with Light Group and Travel Convenience Group)		P	P	P	P
Mirrors Exterior					
— Dual manual remote control, 6"x9" black (1500 and 2500 models)	S	S		S	
— Dual power, heated, 6"x9" black (1500/2500)		0	P	0	P
— Dual power, heated, 6"x9" black with special right hand glass (3500 models)		S	S		
— Dual manual, 7"x10" wide-mounted, bright		0	0	0 ⁽⁷⁾	0 ⁽⁷⁾
Interior					
— Automatic dimming rearview day/night			P		P
— Passenger-side covered visor vanity			P		P
— Dual covered illuminated visor vanity (included in Travel Convenience Group)			P		P
Moldings — Lower bodyside, black		0	P	0	P
Power Convenience Group — Power door locks and power front windows			P		P
Power Outlet — 12-volt, located in the instrument panel	S	S	S	S	S
Remote Keyless Entry System — Controls for power door locks, illuminated entry system, panic alarm, available security system, includes 2 transmitters			0		0

	Ram Pickup			Chassis Cab	
	WS ⁽¹⁾	ST	SLT	ST	SLT
Seat Belts — Height adjustable for driver and outboard front passenger (integrated with seat on Club Cab and Quad Cab models)	S	S	S	S	S
Seats					
— Vinyl 40/20/40 front split-bench (Club Cab and Quad Cab models include vinyl rear seat)	S	S	0	S	0
— Deluxe cloth 40/20/40 front split-bench (ClubCab/Quad Cab models include deluxe cloth rear seat)		0		0	
— Premium cloth 40/20/40 front split-bench (Club Cab/Quad Cab models include premium cloth rear seat)			P		P
— Leather trimmed 40/20/40 front split-bench (Included with Leather Interior Group; Club Cab and Quad Cab models include vinyl rear seat)			0		0
— Six-way power driver's seat (regular cab models)			0		0
— Eight-way power driver's seat with lumbar support (Club Cab and Quad Cab models)			0		0
— Delete rear seat (Club Cab and Quad Cab models only)			P		P
Service Group — Heavy-Duty	0	0	0	0	0
SLT Decor Group			P		P
Snowplow Prep Group — Height adjustment springs and automatic transmission (includes heavy duty transfer case on 2500)		0 ⁽⁹⁾	0 ⁽⁹⁾	0 ⁽⁹⁾	0 ⁽⁹⁾
Sound Systems					
— AM/FM stereo radio with cassette and 4 speakers	0	S	S	S	S
— AM/FM stereo radio with CD player, graphic equalizer, Infinity ⁽¹⁰⁾ Sound System and 6 speakers			0		0
— AM/FM stereo radio with cassette, CD changer controls, graphic equalizer, Infinity ⁽¹⁰⁾ Sound System and 6 speakers			0		0
— AM stereo ⁽¹¹⁾ /FM stereo radio with combination cassette/CD player, graphic equalizer, Infinity ⁽¹⁰⁾ sound system and 6 speakers			0		0
— Delete standard radio	P				
Sport Package			0		0
Super Sport Truck (SS/T) Group			0		0
Steering Wheel — Sport, 4-spoke	S	S		S	
— Leather-wrapped			P		P
Storage — Cab back panel system (reg. cab only)	0	S	S	S	S
Sun Visors — Driver and passenger					
— Vinyl	S	S		S	
— Cloth with covered vanity mirror			P		P
— Cloth with dual covered illuminated vanity mirrors		S	0		0
Suspension — Heavy duty front and rear shock absorbers and front stabilizer bar	S	S	S	S	S
— Front, independent coil spring (4x2 models)	S	S	S	S	S
— Front, solid live axle with coil springs and four trailing arms (4x4 models)		S	S	S	S
— Rear, longitudinal leaf springs	S	S	S	S	S
Tires — See dealer for complete listing					
Trailer Towing Group — Class IV hitch receiver, heavy duty flasher, and 7-lead wiring connector		0	0		
Transfer Case — Ram-Trac part-time 4x4, with shift-on-the-fly					
— NV231 HD (1500 4x4)		S	S		
— NV241 Standard duty (2500 4x4)		S	S	S	S
— NV241 HD (available on 2500 HD 4x4, standard on 3500 4x4)		0	0	0	0
Transmission					
— 5-speed manual with overdrive	S	S	S	S	S
— 4-speed automatic with overdrive	0	0	0	0	0
Transmission Cooling — Auxiliary, automatic transmission only		0	0	0	0
Travel Convenience Group — Overhead console with compass, display for outside temperature, reading lamps, dual illuminated visor vanity mirrors, and automatic dimming rear view mirror			0		0
Vehicle Theft Security System			0		0
Wheels — See dealer for complete listing					
Windows — Rear sliding, deep-tint	0	0	0	0	0
Wiper System — Windshield, 2-speed intermittent	S	S	S	S	S

Ram Cargo Van and Passenger Van

	Vans		
	Cargo	Conversion ⁽¹⁾	Wagon
Air Bag⁽²⁾ — Next Generation driver and front-passenger	S	S	S
Air Conditioning — CFC-free refrigerant	0	P	S
— Front			0 ⁽³⁾
— Auxiliary rear air conditioner and heater			0 ⁽³⁾
— Rear air conditioner and heater plumbing package		0	
Alternator			
— 117-ampere	S	S	
— 136-ampere	0	P	S
Battery — 600-ampere, maintenance-free	S	S	S
— 750-ampere, maintenance-free (included in HD Service Group)	0	P	0
Brakes — Power-assisted			
— Front disc/ rear drum with rear wheel antilock	S	S	S
— Front disc/ rear drum with four-wheel antilock	0	0	0
Conversion Equipment Delete Group		P	
Conversion Appearance Package		P	
Cup Holders — Located on the engine cover (2)	S	S	S
Defroster⁽⁴⁾ — Electric, rear window			0
Deluxe Convenience Group — Electronic speed control and tilt steering column	0	P	0
Differential — Rear antispin (specific ratios only)	0	0	0
Door Locks			
— Power, included in Power Convenience Group	P	P	P
— Lock group, includes separate keys for front/rear doors	0	0	
Doors			
— Dual right side	S	S	S
— Single right side, sliding	0		0
— Dual rear	S	S	0
— Single rear	0	0	S
Emissions — Emissions controls for Maine and states bordering California, Connecticut, Massachusetts and New York (automatically selected for vehicles sold in CA, CT, MA and NY)	0	0	0
Engine Block Heater	0	0	0
Engine Cooling — Heavy-duty	0 ⁽⁵⁾	0 ⁽⁵⁾	0
Engines			
1500			
— 3.9L OHV SMPI V6	S	S	S
— 5.2L OHV SMPI V8	0	0	0
— 5.9L OHV SMPI V8	0	0	0
2500/3500			
— 5.2L OHV SMPI V8	S	S	S
— 5.9L OHV SMPI V8	0	0	0
Exterior Appearance Group	0	P	0
Floor Covering			
— Carpet (optional on 3500)		S	
— Heavy-duty vinyl mat	S	S	0
Fuel Tank — 32-gallon on short wheelbase, 35-gallon on long wheelbase	S	S	S
Glass — Tinted, all windows	S	S	S
— Sunscreen/Solar glass	0	0	0
— Panel Van	S		
— Rear doors only	0	0	
— Rear and right side doors only	0	S	
— Curbside vision van (rear and right side doors, right rear quarter)	0	0	
— Vision van (rear and right side doors, rear quarters, and opposite right side doors)	0	0	S
— Vented rear glass	0	0	0
Grille			
— Bright	P	P	S
— Painted	S	S	
Instrument Cluster — Full analog instrumentation	S	S	S
Lighting — Interior			
— Cargo compartment	S	S	
— Map/reading lamp		S	
Mirrors — Exterior			
— Dual manual remote control, 6"x9" black		P	P
— Dual power, heated, 6"x9" black	P	P	P
Paint			
— Two tone, lower band		0	
— Two tone, center band		0	
Power Convenience Group — Power door locks, power front windows and keyless/illuminated entry	P	P	0
Premium Decor Group — Interior assist handle, passenger side illuminated visor vanity mirror, dash liner, dual electromechanical horns, and lower body side molding			0
Remote Keyless Entry System — Controls for power door locks, illuminated entry system, panic alarm, available security system, includes 2 transmitters (included with Power Convenience Group)	P	P	P
Seat Belts — Height adjustable for driver and front passenger	S	S	S

	Vans		
	Cargo	Conversion ⁽¹⁾	Wagon
Seats			
— Vinyl, driver and front-passenger	S	S	
— Vinyl, driver only	0	0	
— Cloth, driver and front-passenger	0	0	
— Cloth, driver only	0	0	
— Temporary driver's seat		P	
— Cloth driver, front-passenger and rear bench			S
— Vinyl driver, front-passenger and rear bench			0
— 8-passenger seating (1500 and 2500 only)			S
— 12-passenger seating (2500 and 3500 only)			0
— 15-passenger seating (3500 only)			S
Sound Systems			
— AM/FM stereo radio with 4 speakers	S		
— AM/FM stereo radio with cassette and 6 speakers	0	P	S
— AM/FM stereo radio with cassette, CD changer, graphic equalizer, Infinity ⁽¹⁰⁾ Sound System and 6 speakers	0	0	0
— AM/FM stereo radio with CD player, graphic equalizer, Infinity ⁽¹⁰⁾ Sound System and 6 speakers	0		0
— AM stereo ⁽¹¹⁾ /FM stereo radio with combination cassette/CD player, graphic equalizer, Infinity ⁽¹⁰⁾ Sound System and 6 speakers	0	0	0
— Delete standard radio		0	
Speed Control — Electronic with steering wheel-mounted controls (included in Deluxe Convenience Group)	P	P	P
Steering — Power-assisted	S	S	S
Steering Column — Tilt (incl. in Deluxe Convenience Group)	P	P	P
Suspension — Heavy-duty front and rear shock absorbers and front stabilizer bar	S	S	S
Tires (Set of 5)			
1500			
— P235/75 R15 BSW all-season	S	S	S
— P235/75 R15 WSW all-season		P	0
— P235/75 R15 OWL all-season	0	0	0
2500			
— LT225/75 R16D BSW all-season	S	S	S
— LT225/75 R16E BSW all-season (not available on Maxi)	0	0	
— LT225/75 R16E OWL all-season	0	0	0
3500			
— LT225/75 R16E BSW all-season (3500 LWB)	S	S	
— LT245/75 R16E BSW all-season (3500 Maxi)	S ⁽⁷⁾	S ⁽⁷⁾	S
Spare — Full-size, with painted steel wheel	S	S	S
Tradesman Basic Package — Full width metal partition with solid bottom and mesh top and heavy duty cargo compartment floor mat	0 ⁽⁸⁾		
Tradesman Uprigger Ladder Rack Package — Basic package plus a slide down ladder rack	0 ⁽⁸⁾		
Tradesman Contractor Shelving Package — Basic package plus three sets of four-tiered steel shelving units	0 ⁽⁸⁾		
Tradesman Combination Shelving and Ladder Rack Package — Basic package plus a slide down ladder rack and three sets of four-tiered steel shelving units	0 ⁽⁸⁾		
Trailer Towing Group — 136-amp alternator, 750-amp battery, auxiliary automatic transmission oil cooler and heavy-duty engine cooling (not available with 3.9L V6)	0	0	0
Transmission			
— 3-speed automatic	S	S	S
— 4-speed automatic with overdrive	P	P	P
Transmission Cooling — Auxiliary, auto. transmission only	0	0	0
Vehicle Theft Security System	0	0	0
Wheels (Set of 4)			
1500			
— 15" Painted steel with black center caps	S	S	
— 15" Styled steel (5) with chrome center caps	0	P	S
— 15" Chrome steel with chrome center caps	0	0	0
— 15" Styled aluminum with painted center caps		0	0
2500/3500			
— 16" Painted steel (5) with black center caps	S	S	S
— 16" Chrome steel with chrome center caps	0	0	0
Windows — Power (included in Power Convenience Group)	P	P	P
Wiper System — Windshield, 2-speed intermittent	S	S	S

We'd like to continue this relationship.

Our commitment to your satisfaction begins the moment you consider buying a Dodge car, truck, or minivan. From that moment on, we work hard to develop a one-on-one relationship that will carry you successfully through your purchase experience and continue to delight you throughout your years of Dodge ownership.

We nurture this valued relationship through a variety of relationship-building programs including:

CustomerOne Chrysler Corporation and its dealers have made a long-term commitment to outstanding customer service. More than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history. It's called Customer One and it establishes one unbreakable rule: Treat every customer with the honesty and respect they deserve.

Owner Communications

When you purchase or lease a new Dodge car, truck, or minivan from a participating dealer, you will receive the *Customer One* newsletter, sent to you each January, April and July; and the *Customer One* magazine will be delivered to you each October, as well as service coupons and timed service reminders.

3/36 Customer One Care™ Plan

Your Dodge vehicle is covered by Chrysler Corporation's 3/36 Customer One Care Plan.*

CustomerOne e Care This coverage includes a 3-year or 36,000-mile Bumper-To-Bumper Limited Warranty as well as roadside assistance for 3 years or 36,000 miles. Call 1-800-521-2779 for 24-hour, 7-day-a-week emergency road service.† A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty covers the repair of exterior sheet metal perforated by corrosion. Restrictions apply. See your dealer for details.

* Excludes wiper blades, clutch and brake linings, brake rotors and drums, normal maintenance items and tires (covered by their own manufacturer's warranty).
† Road service provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)

CHRYSLER Service Contracts Additional protection for Dodge owners is available through optional Chrysler Service Contracts. These service plans are available in a variety of time and mileage combinations to meet your driving needs. Ask your dealer for more information or call 1-800-442-2666.

CHRYSLER FINANCIAL Chrysler Financial offers a full range of automotive financing which provides flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable. They include the College Graduate Program and Gold Key Lease short-term financing. Ask your salesperson for details.



The New Dodge

Commercial Finance Program Chrysler Financial's new Commercial Finance Program offers several finance and lease options to small and midsize businesses, municipalities, and small fleet operators. "Line of Credit" financing is also available under this program. Please see your dealer for details. Also, commercial operators of eligible Dodge trucks and vans can learn about our Dodge On The Job program by calling **ON THE JOB** 1-800-WORK-RAM.

Chrysler Lease Plans Chrysler Financial's Gold Key Lease has the flexibility to fit your vehicle choice and your lifestyle. If the idea of driving the vehicle you want and paying less for it sounds great, ask about Gold Key Lease.

Mopar CUSTOMER CARE To keep your Dodge vehicle performing at its optimum, make sure it's serviced regularly at your Dodge dealership, where first-rate mechanics have access to a complete stock of Mopar replacement parts and the sophisticated equipment today's cars demand.

MOBILITY Cash reimbursement is available for qualified adaptive driving devices on 1998 Dodge vehicles. Ask your dealer or call Automobility Headquarters at 1-800-255-9877.

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From top to bottom: Viper GTS, Neon, Dakota, Cargo Van, Grand Caravan, Avenger, Ram Quad Cab™ Pickup, Stratus, Durango, and all-new Intrepid.

For more information on any Dodge car, truck, or minivan, call 1-800-4-A-DODGE. Or visit the Dodge Web site at www.4adodge.com

We're thinking ahead.

Sure, we're thinking years down the road, about everything you can imagine that has to do with cars, trucks and minivans. Alternate fuels.

Exotic materials. New configurations. We're exploring new safety technology, suspension systems, engine dynamics, ergonomics. But no matter how far ahead we're thinking we always come back to one basic, very unscientific premise: Make it look good, make it feel good, make it interesting and exciting to drive.



The New Dodge