

1981 RAM TOUGH

DODGE PICKUPS



**THIS IS THE YEAR OF
THE DODGE RAM PICKUP.
THE TOUGHEST PICKUP
WE'VE EVER BUILT.**

Consider the all-new Dodge pickup for 1981. It's the toughest of a long line of tough Dodge pickups. Also the best looking. And certainly the most comfortable. With a long list of convenience and appearance options that add to its overall value. Dodge offers a wide choice of hardworking pickups that includes two- and four-wheel-drive models. . . Conventional, Club and Crew Cabs and Sweptline or Utiline cargo boxes. Or, if you prefer, the Dodge chassis cab will take a variety of special bodies to meet your job, including wrecker or stake bodies. You name it. Everything from the economy-minded Ram 50 to the six-passenger D350 Crew Cab. And they are all Ram Tough.

NEW AERODYNAMIC STYLING.

The exterior design, from grille to tailgate, has been aerodynamically shaped and smoothed to enhance appearance and to lower aerodynamic drag. Even the Sweptline tailgate has been redesigned, with new precise caliper latches for effortless operation.

STEP UP TO COMFORT.

A working man deserves a tough truck, but he also deserves comfort and convenience. And Ram Tough Dodge pickup interiors see to that. As you settle behind the wheel in foam-padded comfort, you'll notice the new instrument panel with easy-to-read instrumentation and controls well within the driver's reach. Interesting convenience touches include a built-in dash map light, roomy glove box, and big, distinctive instrument graphics that are easy to read.

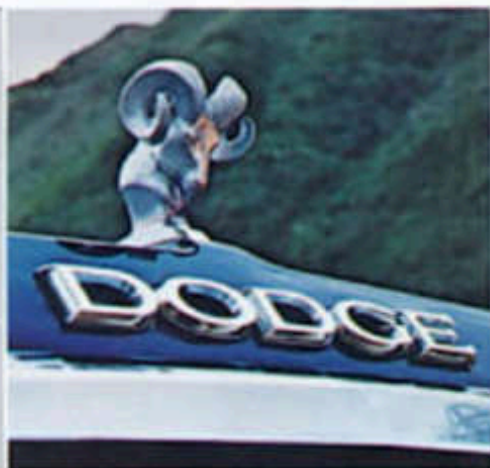
YEAR OF THE CHOICE, TOO.

When Dodge says choice, Dodge means choice. With four interior trim levels, plus the new Big Horn Package. Three cab types. Two types of pickup boxes, Sweptline and Utiline, both available in 6½- and 8-foot lengths. Two-wheel- and four-wheel-drive models. Your Dodge Truck dealer has a Ram Tough 1981 Dodge pickup just right for you.

PROVED RAM TOUGH FEATURES.

Dodge's Ram Tough pickup is built to be dependable. The New Chrysler Corporation is so sure of Dodge pickup quality engineering and construction, it offers a 30-Day/1,000-Mile (whichever comes first) Satisfaction Money-Back Guarantee that's available at many dealers. See page 9 of this catalog for details.

About this catalog: We have tried to make it as complete as possible. And we hope you find it useful. However, some of the pricing, color of the photographs you find here may have been updated. Also, some of the equipment shown is described throughout this catalog as available at extra cost. For complete buy details and you should see him for market information before ordering.



Royal S.E. leather bench seat (above). Finished in luxurious leather, this three-passenger bench seat is available in Conventional Cab pickups with the optional Royal S.E. Package only. It is offered in Cashmere, Red.



The new XM-1 tank and the new 1981 Dodge Ram Royal S.E. pickup truck. Both built tough for America's toughest jobs. Both built by The New Chrysler Corporation.



RAM TOUGH CREW CAB AND CLUB CAB GO TO GREAT LENGTHS FOR YOU.

CREW CAB

When you've got a job that requires a six-passenger truck, this is the pickup that can do it. Crew Cab. The four-door pickup that's available in a choice of two wheelbases: the 149-inch and the 165-inch models. The 149-inch wheelbase models have a 6½-foot Sweptline pickup box; the others have 8-foot boxes. The 165-inch wheelbase is also available with dual rear wheels.

CLUB CAB

If you're looking for 34 cubic feet of in-cab storage space, you've come to the right pickup. The two-door Club Cab also offers optional fold-down rear seats that increase its passenger carrying capacity to five. The Club Cab features a split-back bench seat that provides easy access to the rear area. Like all Dodge pickups for 1981, it's all new and Ram Tough through and through.

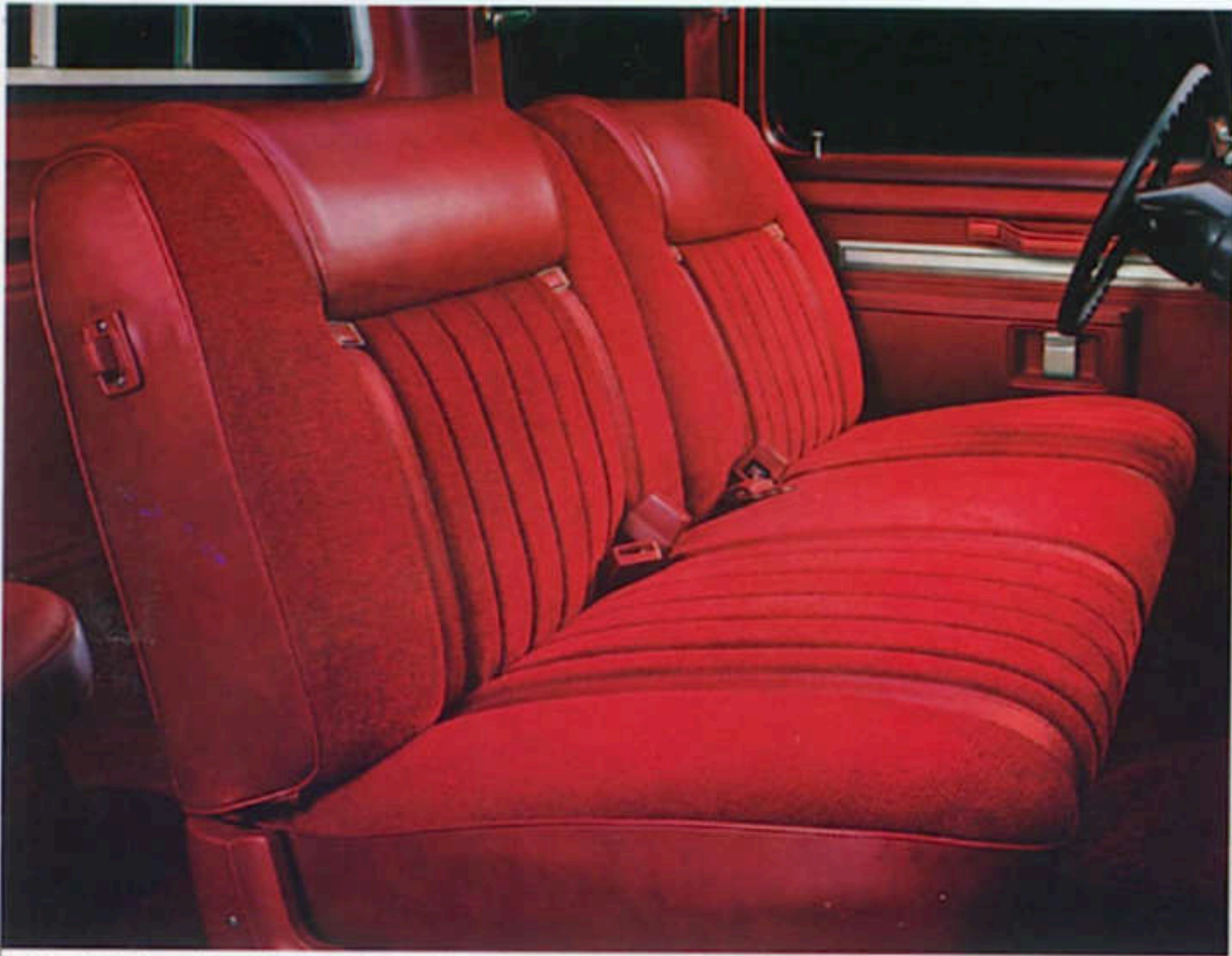


D250 Crew Cab Ram Royal shown in Drape Yellow



D150 Club Cab Ram Royal shown in Copper Brown Metallic and Cashmere

RAM TOUGH DODGE PICKUPS ARE SOFTIES INSIDE



Royal S.E. bench seat. Deluxe cloth-and-vinyl bench seat is standard on Royal S.E. models and is also available as an option with the Royal Package. It comes in three colors: Blue, Cashmere, Red. A split-back bench seat is used in the Club Cab models.



Custom S.E. bench seat. This handsome, durable cloth-and-vinyl bench seat is standard with the Custom S.E. Package and optional with the Custom pickup interior. Available in Blue, Cashmere, Red.



Deluxe low-back bucket seats. These deluxe all-vinyl low-back bucket seats are available as an option on all Conventional and Club Cab models except those with the standard Custom trim. Available in Black, Blue, Cashmere, Red. Included is a lockable console and removable beverage chest.



Big Horn Package. Express your individuality with the Big Horn Package which includes Ram's Hide vinyl low-back bucket seats with simulated lamb's wool trim. A lockable console with a beverage chest is included.



Royal bench seat. A deluxe all-vinyl bench seat is standard with the Royal Package and also standard in the Custom Club Cab pickup with the addition of the split-back feature. It is optional with the Royal S.E. Package and the Custom S.E. Package. Available in Black, Blue, Cashmere, Red.



Custom bench seat. A three-passenger all-vinyl bench seat that is available in Black, Blue, Cashmere, Red. It is durable and easy to keep clean.



W150 Power Ram Custom SE with Macho Package shown in Black and Cashmere.

1981 DODGE POWER RAMS. OUR RAM TOUGHEST.



Dodge has more than 45 years of experience in building four-wheel-drive trucks. And this year, Dodge Power Ram comes on stronger than ever with new styling, new appearance packages and a thoughtful part-time four-wheel-drive system that lets you also enjoy the advantage of two-wheel-drive economy. The Macho Power Ram shown above offers a distinctive two-tone paint scheme, bold body striping, orange painted spoke road wheels, raised outline white letter steel-belted radial tires, a roll bar and lots more. Or, if you prefer, order a step-side box Utiline Power Ram.

The convenient part-time four-wheel-drive system means that with the transfer case selector in the "Two Wheel High" mode you drive with rear power only. When the system is in two-wheel drive, the front axle is disconnected and not in operation. Thus, the running friction losses and noises originating from full-time four-wheel drive are eliminated. Either way, with two-wheel drive or four-wheel drive, you've got more than 40 years of 4WD know-how riding with you.

Optional fuel tank. All pickup body Power Rams offer a large standard 20-gallon fuel tank. An optional 30-gallon tank in place of standard is available for all models except 131-inch wheelbase, 8-foot box Utiline pickups.

Dodge engines. The key to Power Ram performance. Standard, 3.7-liter (225 CID) Slant Six on W150 115-inch and 131-inch wheelbase Conventional Cab pickups . . . optional, 5.2-liter (318 CID) two-barrel V-8 (standard on W150 Club Cab and W250 Conventional Cab pickups) . . . optional, 5.2-liter (318 CID) four-barrel V-8 (standard on W250 Club and Crew Cab pickups and chassis cabs) . . . optional, 5.9-liter (360 CID) V-8 (standard on W350 and W450 chassis cab models).

Suspension. Leaf spring front suspension. 1,640-pound capacity front springs are standard on all W150 models and W250 131-inch wheelbase Conventional Cab pickups. 1,800-pound capacity front springs are standard on W250 Club Cabs, and 1,840-pound capacity are standard on Crew Cabs.

Frame built of 36,000 psi carbon steel with seven frame crossmembers puts a firm foundation under tough truck performance. Drop-frame design allows for lower cab mounting, easy entry and exit.

The rear axle. You get a durable 7,500-pound capacity axle with W350 and W450 models.

A choice of two transmissions. The rugged NP435 four-speed manual transmission is standard on all Power Ram models.

Our famous three-speed Torque-Flite automatic transmission is optional.



THE 1981 DODGE POWER RAM CHASSIS.

1,800-pound capacity heavy-duty front springs are optional on W150 models and W250 131-inch wheelbase Conventional Cab pickups. 2,100-pound capacity heavy-duty front springs are optional on W250 Club Cab pickups, and 2,250-pound springs are optional on Crew Cab pickups.

Power steering. Integral power steering with rotary valve actuation for easy handling. Power steering is standard equipment on all Dodge four-wheel-drive vehicles.



THERE'S A RAM TOUGH DODGE PICKUP RIGHT FOR YOUR HOME ON THE ROAD.



D150 Ram Custom SE shown in Graphic Yellow

For people who like to play as hard as they work, Dodge makes a full range of rugged pickups ready for conversion to camper units. So before the purchase of any type of camper unit, we suggest you get its specifications and go over them with your Dodge Truck dealer. He'll tell you what pickup model and equipment Dodge recommends to haul your camper safely and legally. Dodge also offers two complete Trailer Towing Packages. Or ask about the availability of "Fifth-Wheel" trailer towing through your Dodge Truck dealer. However you go. Wherever you go. You can put your trust in a Ram Tough Dodge pickup.

- A. Dodge Sweptline pickup truck with pop-up tent trailer.
- B. Dodge Sweptline pickup truck with camper top.
- C. Dodge Sweptline pickup with Fifth Wheel trailer.



D150 Ram Royal shown in Daystar Blue Metallic and Nightwatch Blue



D350 Club Cab Ram Royal shown in Medium Crimson Red and Pearl White



RAM TOUGH-ON-THE-JOB WORK TRUCKS



The toughness of the 1981 Dodge pickup trucks is exceeded only by their versatility. In addition to the standard pickups and Power Rams, Dodge offers the chassis cab which can take a wide variety of other kinds of bodies. Some are not factory installed but can be arranged through your dealer.

A. Stakes. An 8-foot stake body is available on the D250, D350 and W250. The 9½-foot body is available on the D350, D450, W350 and W450. A 12½-foot stake body is available on the D350 and D450.

B. Special bodies. To determine which chassis cab is right for your job application, decide first whether you'll need a two-wheel-drive or part-time four-wheel-drive truck. Then pick the wheelbase your special body will require. Your choice includes 131, 135, 149 or 159 inches. Next, the gross vehicle weight you'll need—from 8,550 pounds on D250 to 11,000 pounds on W450.

C. Sno-Commander Package. The Sno-Commander is a complete and factory-installed snow removal package. It is available on the Dodge W150 and W250 131-inch wheelbase Conventional Cab and 149-inch wheelbase Club Cab part-time four-wheel-drive pickups. This tailor-made package includes a power angling blade with positive instrument-panel-mounted fingertip controls that easily raise and lower the plow blade and angle it to discharge snow left or right. Other standard equipment includes a seven-way control valve, power lift, and plow lights. A **heavy-duty Sno-Commander Package** is also available on the W250 131-inch wheelbase Conventional Cab pickup. Sno-Commander Packages require certain minimum equipment at extra cost. Ask your dealer for complete details.

D. Retriever. This complete wrecker provides a factory-installed 5-ton capacity winch, rapid-shift winch control, tow bar with sling and towing chains, large-capacity deck-mounted tool box, sentry signal switch panel, and power take-off assembly.

E. D350 Dyna-Trac. Designed for the heavy pickup loads. Dual rear wheels, a 6,900-pound rear axle and a Gross Vehicle Weight rating of 10,000 pounds. Either the D350 with 131-inch wheelbase Conventional Cab, the D350 149-inch wheelbase Club Cab, or the D350 165-inch wheelbase Crew Cab may be ordered with Dyna-Trac dual rear wheels and 10,000-pound GVW rating. The buyer may order his pickup equipped with either the optional Camper 10,000 Package or a factory designed and installed Trailer Towing Package.



ANATOMY OF A RAM TOUGH DODGE TRUCK

Ram Tough in Dodge Trucks starts with the very foundation—the truck frame. Dodge pickup frames are made of 36,000 psi carbon steel, reinforced by seven carbon steel crossmembers which add torsional rigidity and stability to the frame. But toughness isn't the only thing built into Dodge Trucks. Each truck also incorporates a great deal of practical and useful engineering design. For instance, in light-duty 150 through 450 models, the frame side rails drop in the section under the cab area. This lowers cab floor and steps, making it easier for driver and passengers to get in and out.

Dodge Truck suspensions are Ram Tough, too. The suspension system of every Dodge Truck is job-rated to handle the

load for which the vehicle is rated. The independent front suspension provides easier handling and a smooth ride—a degree of driving control, ease of steering and riding comfort generally expected of a passenger car rather than a truck. The Dodge independent front suspension can be adjusted on the equipment used for passenger car front end alignment.

Body construction is Ram Tough. Dodge cab roofs are double-walled steel, with a layer of sound-deadening insulation between panels. The Sweptline box offers double-wall toughness, too. This helps keep inside dents from showing on the outside walls. And there are no exposed bolt heads on the Sweptline box floor to damage cargo or to rust.

Independent front suspension smooths bumps by allowing each front wheel to "step" over them individually. (Two-wheel-drive models.)

Husky rear suspension provides spring capacities from 1,270 pounds on D150 to 3,650 pounds on dual rear wheel D350 pickups to suit your kind of hauling.

Standard smooth action shock absorbers, front and rear, contribute to smooth performance. (Front only on D350.)

Sweptline tailgates can be removed quickly, without tools. Convenient new caliper latches provide for effortless, one-hand opening and closing of the tailgate.

Job-rated rear axle under the load; up to 6,900-pound capacity in the dual rear wheel (Dyna-Trac) D350 pickups.

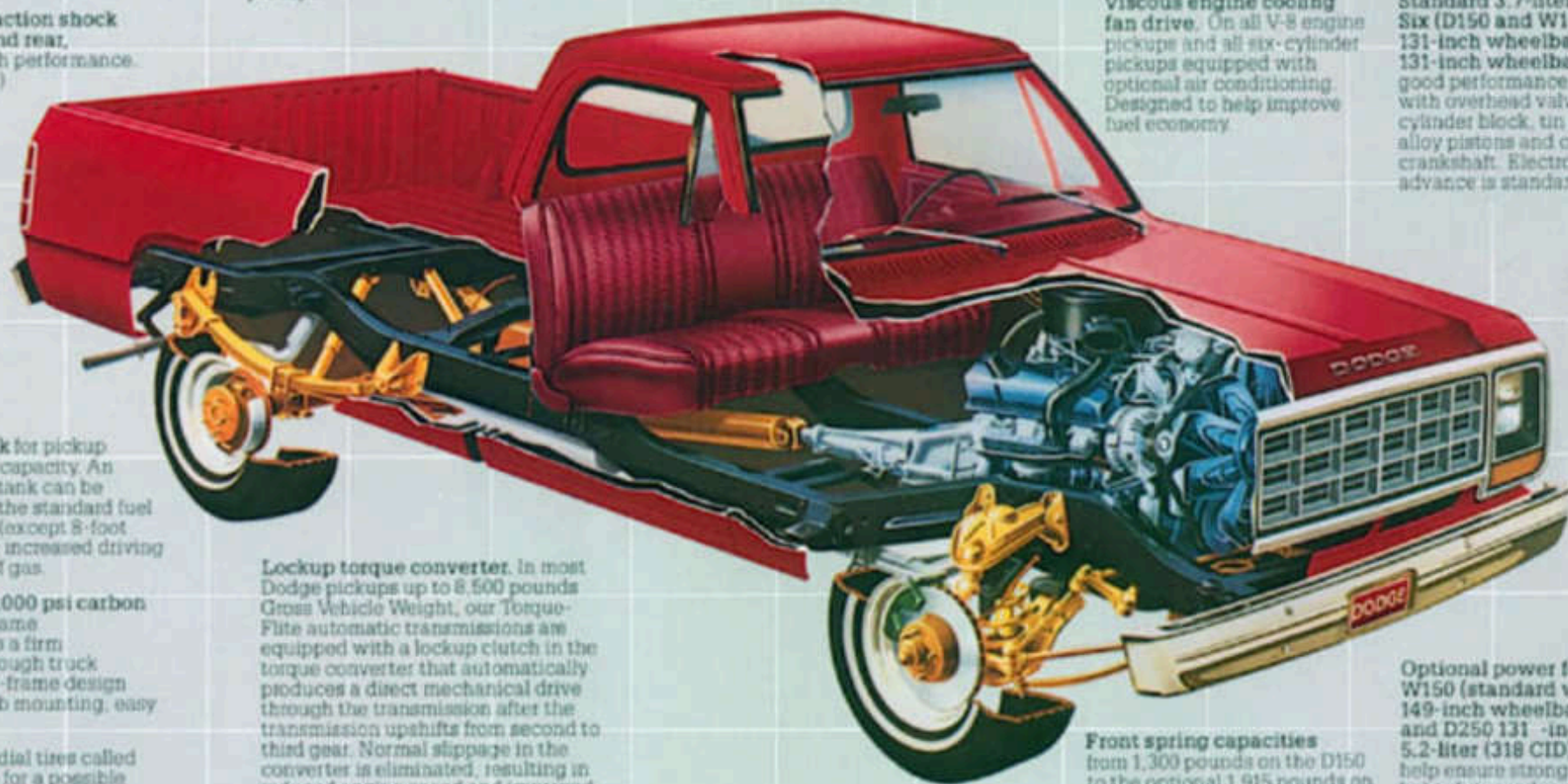
Manual steering ease stems from recirculating steel ball design which reduces friction. Power steering is optional for the two-wheel-drive pickups; standard on part-time four-wheel-drive Power Ram pickups.

Big windshield for a wide view of the road ahead. Rear window is angled to reduce glare and reflection.

Smooth, proved transmission performance. A four-speed manual overdrive transmission is standard on D150 115-inch and 131-inch wheelbase pickups, with an NP-435 four-speed transmission standard on D150 133-inch and 149-inch wheelbase Club Cab pickups, all D250 and D350 pickups, and all W150 and W250 Power Ram pickups. The three-speed TorqueFlite automatic transmission is optional on all these models.

Viscous engine cooling fan drive. On all V-8 engine pickups and all six-cylinder pickups equipped with optional air conditioning. Designed to help improve fuel economy.

Standard 3.7-liter (225 CID) Slant Six (D150 and W150 115-inch and 131-inch wheelbases and D250 131-inch wheelbase). Designed for good performance and durability, with overhead valves, 30-degree tilt cylinder block, tin plated aluminum alloy pistons and cast iron crankshaft. Electronic spark advance is standard on 225 engines.



Standard fuel tank for pickup trucks is 30-gallon capacity. An optional 30-gallon tank can be ordered in place of the standard fuel tank for all models (except 8-foot Utiline pickups) for increased driving range per tankful of gas.

Frame built of 36,000 psi carbon steel with seven frame crossmembers puts a firm foundation under tough truck performance. Drop-frame design allows for lower cab mounting, easy entry and exit.

P-metric tires. Radial tires called "P-metric" provide for a possible increase in fuel economy due to reduced rolling resistance as compared with bias-belted tires.

Lockup torque converter. In most Dodge pickups up to 8,500 pounds Gross Vehicle Weight, our Torque-Flite automatic transmissions are equipped with a lockup clutch in the torque converter that automatically produces a direct mechanical drive through the transmission after the transmission upshifts from second to third gear. Normal slippage in the converter is eliminated, resulting in reduced engine speed and improved fuel economy* at cruising speeds.

*1991 EPA estimates were unavailable at the time this catalog was printed. Ask your dealer about current information regarding mpg ratings.

Halogen high beam headlamps. Optional halogen high beam system increases high beam lighting output by 25 percent over the standard system.

Sure-stopping disc brakes up front, designed for easy operation, reliability, fade resistance.

Front spring capacities from 1,300 pounds on the D150 to the optional 1,915 pounds on dual rear wheel D350 ensure the right capacity for top performance.

Standard energy-absorbing steering column adds to driver protection. With steering column lock to discourage theft.

Optional power for D150 and W150 (standard with 133-inch and 149-inch wheelbase Club Cabs) and D250 131-inch wheelbase: 5.2-liter (318 CID) V-8. Extra pull to help ensure strong performance in light-duty work or recreational hauling. And to meet heavy loading or towing requirements, a 5.2-liter (318 CID) four-barrel V-8 or an even bigger 5.9-liter (360 CID) four-barrel V-8 are available.



Galvanized steel—the key to rust protection.

Extensive testing and experience have shown that galvanized steel does an excellent job of protecting Dodge Trucks against moisture and rust penetration. Galvanized steel is strategically located in critical areas of a Dodge pickup. Areas in the pickup box such as side walls, wheel wells and inner surfaces of the tailgate. In addition, the cab

and pickup boxes are prepared for the primer coat by a six-stage phosphate treatment. Finally, a high-gloss acrylic enamel paint is used to complete the durable quality exterior. That's Ram Tough durability. It's an important part of The New Chrysler Corporation's commitment to build, back and service better products.

Engine specifications

Engines with light-duty emissions for models of 8,500-lb GVWR and below. All states except California.

Engine	2.7-liter	5.2-liter ($\geq 4,500$ lb all trucks)	5.2-liter ($< 4,500$ lb all auto. trucks)	5.2-liter	5.9-liter
Piston Displacement (cu in.)	225	318	318	318	360
No. of Cylinders	6	8	8	8	8
Carburetor	1-001	2-001	2-001	4-001	4-001
Bore and Stroke	3.43 x 4.125	3.91 x 3.31	3.91 x 3.31	3.91 x 3.31	4.00 x 3.58
Compression Ratio	8.4 to 1	8.5 to 1	8.5 to 1	8.5 to 1	8.0 to 1
SAE Net Horsepower @ RPM	95 @ 3,600	125 @ 4,000	140 @ 3,600	170 @ 4,000	175 @ 4,000
SAE Net Torque (lb-ft) @ RPM	170 @ 1,600	240 @ 2,000	240 @ 2,400	245 @ 2,000	260 @ 2,000

Engines with light-medium-duty emissions for models of 8,500-lb GVWR and below. California.

Engine	2.7-liter	5.2-liter	5.9-liter
Piston Displacement (cu in.)	225	318	360
No. of Cylinders	6	8	8
Carburetor	1-001	4-001	4-001
Bore and Stroke	3.43 x 4.125	3.91 x 3.31	4.00 x 3.58
Compression Ratio	8.4 to 1	8.5 to 1	8.0 to 1
SAE Net Horsepower @ RPM	90 @ 3,600	160 @ 3,600	180 @ 4,000
SAE Net Torque (lb-ft) @ RPM	165 @ 1,200	240 @ 2,000	260 @ 2,000

Engines with heavy-duty emissions for models of 8,500-lb GVWR and above.

Engine	5.2-liter	5.9-liter (49 states)	5.9-liter (California)
Piston Displacement (cu in.)	318	360	360
No. of Cylinders	8	8	8
Carburetor	4-001	4-001	4-001
Bore and Stroke	3.91 x 3.31	4.00 x 3.58	4.00 x 3.58
Compression Ratio	8.0 to 1	8.6 to 1	8.2 to 1
SAE Net Horsepower @ RPM	160 @ 4,000	180 @ 3,600	170 @ 4,000
SAE Net Torque (lb-ft) @ RPM	220 @ 3,200	270 @ 2,000	265 @ 2,400

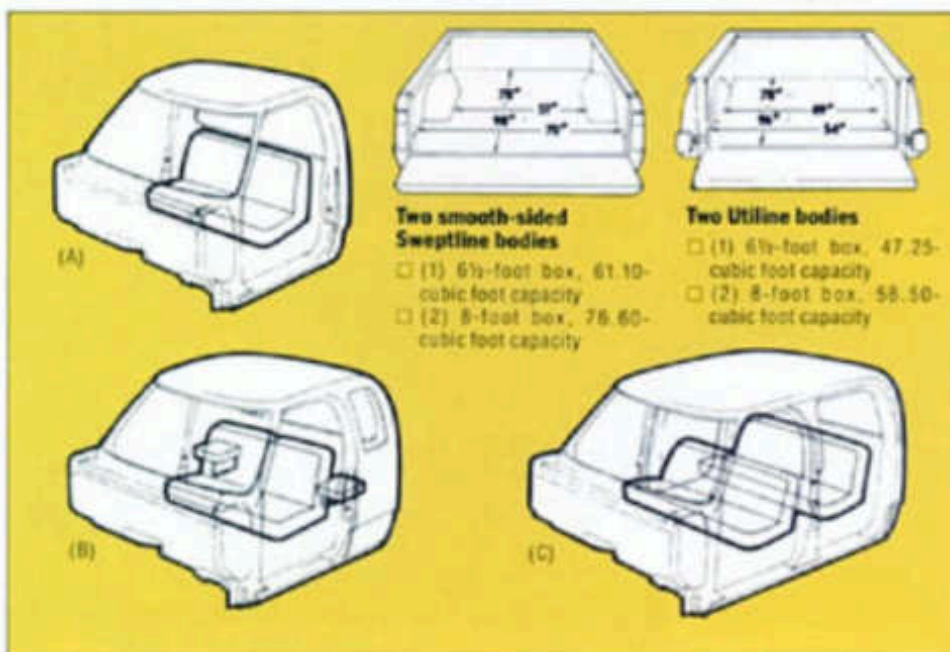
Interior cab dimensions

	CONV CAB (A)	CLUB CAB (B)	CREW CAB (C)	
			FRONT	REAR
Head Room	40.00"	40.00"	40.00"	40.00"
Hip Room	65.00"	65.00"	65.00"	65.00"
Shoulder Room	64.24"	64.24"	64.24"	64.24"
Seat Adjustment— fore and aft	4.50"	4.50"	4.50"	—
Leg Clearance— seat to steering wheel (max.)	6.08"	4.86"	6.08"	—
Steering Wheel to Seatback (max.)	15.85"	15.28"	15.65"	—

Wheelbases and exterior dimensions

Models	Wheelbase	Overall length w/o rear bumper	Overall width (max.)
D150 Conv Cab	115"	190.78	79.5
D150 Conv Cab	131"	210.78	79.5
D150 Club Cab ⁽¹⁾	133"	208.78	79.5
D150 Club Cab ⁽¹⁾	149"	228.81	79.5
D250 Conv Cab	131"	210.78	79.5
D250 Club Cab ⁽¹⁾	149"	228.81	79.5
D250 Crew Cab ⁽¹⁾	149"	224.78	79.5
D250 Crew Cab ⁽¹⁾	165"	244.78	79.5
D350 Conv Cab ⁽¹⁾	131"	210.78	79.5 ⁽²⁾
D350 Club Cab ⁽¹⁾	149"	228.81	79.5 ⁽²⁾
D350 Crew Cab ⁽¹⁾	165"	244.78	94.2

⁽¹⁾ Utiline pickup is not available on this model.
⁽²⁾ 94.2 inches overall width with dual rear wheels.



CUSTOM BUILD A DODGE TO MEET YOUR EXACT NEEDS.

If you've got a tough job to do, we can make it easier by matching the right truck to it. For example, you can choose from three cab types: the Conventional, the Club and the Crew Cab. Back at the business end, we can give you a choice of four pickup boxes including two smooth-side Sweptline and two Utiline styles. They are available in 6½- and 8-foot lengths. Wheelbases start at 115 inches for the D150 and go all the way up to 165 inches on the D250 and D350 Crew Cabs.

Two-wheel-drive pickups are available in three models: the D150, D250 and D350. Part-time four-wheel-drive pickups are available in the W150 and W250 models. GVW's range up to 10,000 pounds including the total weight of a fully equipped truck with driver, passengers, accessories, fuel, water and allowable cargo. Trim levels offered are the optional Big Horn, Royal S.E., Royal, Custom S.E. and the standard Custom.

Optional decor packages

CUSTOM S.E. PACKAGE (not available on Club Cab or Crew Cab models)

Exterior: Bright windshield molding • Bright backlight molding • Bright drip rail molding • Plaque on front fender with "Leaping Ram" and "Custom S.E." • Bright taillamp bezels.

Interior: Bench seat—color keyed with hinged seat back and cloth and vinyl trim • Nameplate on instrument panel—"Custom S.E.—Engineered Ram Tough" • Bright seatback hinge cover • Front door bright trim applique and pull strap • Carpeting with underlayment, color keyed • Unibelt restraint system, color keyed • Cigar lighter

ROYAL PACKAGE (available on all models)

Exterior: Bright windshield molding • Bright backlight molding • Bright drip rail molding • Bright quarter window molding on Club Cab models • Plaque on front fender with "Leaping Ram" and "Royal" • Bright taillamp bezels • Upper and lower tailgate molding (Sweptline pickups)

Interior: Bench seats, color keyed with hinged seat-back and deluxe vinyl trim • Nameplate on instrument panel "Royal—Engineered Ram Tough" • Two jump seats (Club Cab Sweptline pickups) • Bright seatback hinge cover—front seat (Convertible Cabs), rear seat (Crew Cab) • Front door bright trim applique and pull strap (carpeting on lower portion of door) • Woodgrain instrument cluster face-plate • Steering wheel horn pad (black) with woodgrain insert • Carpeting with underlayment, color keyed • Cigar lighter • Bright door sill scuff plates—front door only • Unibelt restraint system—color keyed • Soft headliner—color keyed (NA Crew Cabs) • Garnish trim over windshield, front pillar, door header, quarter trim panel upper and over backlight—color keyed—(NA Crew Cab) • Cowl side trim panels—color

keyed • Dome lamp mounted center of roof (Club Cab) • Insulation under hood panel

ROYAL S.E. PACKAGE (not available on Crew Cab models)

Exterior: Bright windshield moldings • Bright backlight molding • Bright drip rail molding • Plaque on front fender with "Leaping Ram" and "Royal S.E." • Ram's Head hood ornament • "Dodge Ram" nameplate on Sweptline pickup tailgate • Flipout quarter window with banded glass (Club Cab pickups) • Bright taillamp bezels (Sweptline pickups) • Tailgate moldings—upper and lower (Sweptline pickups) • Dual horns • Grille—bright aluminum with chrome plastic insert and headlamp door • Power steering • Bright tailgate applique panel (Sweptline pickups)

Interior: Bench seats, color keyed with hinged seatback and deluxe cloth and vinyl trim • Nameplate on instrument panel "Royal S.E.—Engineered Ram Tough" • Two jump seats (Club Cab Sweptline pickups) • Bright seatback hinge cover—front seat • Front door woodgrain trim applique, assist strap and carpeting on lower portion • Steering wheel horn pad (black) with woodgrain insert • Leather-wrapped steering wheel (black) • Carpeting with underlayment, color keyed • Gauges—oil pressure and engine temperature • Trip odometer • Cigar lighter • Bright door sill scuff plates—front door only • Unibelt restraint system, color keyed • Soft headliner, color keyed (NA Crew Cab) • Garnish trim over windshield, front pillar, door header, quarter trim panel upper and over backlight—color keyed (NA Crew Cab) • Cowl side trim panels—color keyed • Dome lamp mounted center of roof (Club Cabs) • Rear side and back trim panels—color keyed (Club Cabs) • Insulation under hood panel

Special exterior paint options and optional two-tone paint procedures.

Optional filigree pin tape stripes. This distinctive striping includes gold or white thick-and-thin pinstripes on hood, body side, wheel lip and tailgate. Tailgate stripes, including Dodge Ram decal, are in reflective tape material.

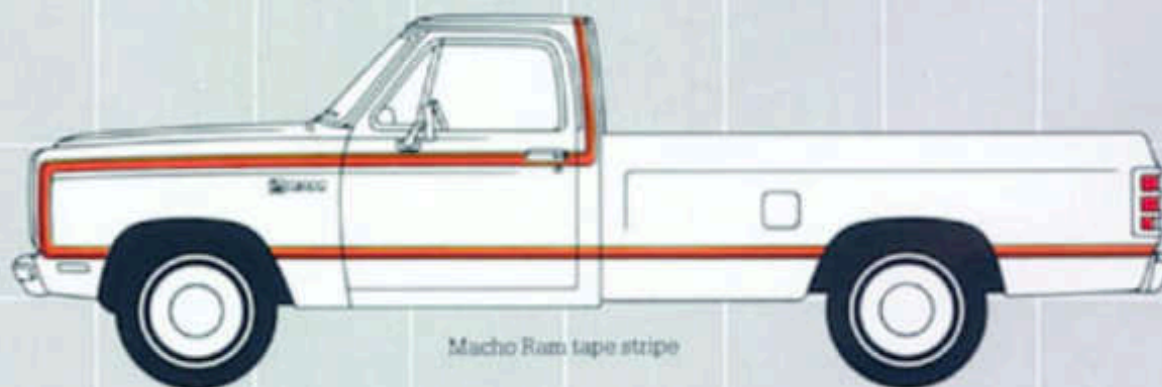
Macho-Ram sport stripe. A striking combination of black and orange color with upper front and door stripes, lower body-side tape stripes, over-roof stripes and reflective tape stripe with Dodge Ram decal on tailgate. 4WD side decals are included with W150 and W250 models.



Paint procedure PXS



Paint procedure PXD



Macho Ram tape stripe

OPTIONS AND ACCESSORIES

For export markets certain models, engines, and equipment may not be available. Please check local dealer for details.



Shown above is the **Royal S.E. Instrument Panel** which is handsome, functional and very complete. Smart styling features include a leather-wrapped steering wheel with black horn pad and woodtone insert, woodtone instrument panel faceplate and bright trim. The instrument cluster features an oil pressure gauge, engine temperature gauge, trip odometer and cigar lighter. This particular panel for four-wheel-drive models also shows the 4WD indicator light. Also shown are optional digital clock, air conditioning and AM/FM stereo with cassette tape player.

Selected optional equipment for pickups

- Air conditioning • Alternator: 63 amp, 117 amp • Batteries: 59-amp hour/375-amp Cold Crank; 70-amp hour/430-amp Cold Crank (Maintenance-Free); 85-amp hour/500-amp Cold Crank Long-Life • Bumpers—front and rear: painted, bright; rear hitch type: painted; rear step type • Cigar lighter • Clock: electric • Cooling maximum • Cooling: auxiliary; transmission oil to air • Fuel tank: 30-gallon • Gauges: oil pressure, engine temperature and trip odometer • Glass: tinted—all windows • Headlamps: halogen • Headliner • Heaters: deluxe; engine block • Horns: dual electric • Lights: clearance and identification: front • Lock: in-cab-actuated hood release • Mats: rubber (accessory type) • Mirrors, dual exterior: low-mount—bright 6-inch by 8-inch; low-mount extended—bright 7½-inch by 10½-inch; West Coast—white painted 7-inch by 16-inch • Moldings: upper, lower, upper and lower • Power assists: door locks—electric; power steering (standard on four-wheel-drive models); power windows—electric; front doors only • Radios: AM/FM; AM/FM stereo; AM/FM stereo with cassette tape player; AM/FM stereo with eight-track tape player; AM/FM stereo with 40-channel CB transceiver; AM/FM stereo with Search-Tune • Seats: flip-type with Club Cab models • Shock absorbers: heavy-duty front and rear • Sky Lite sun roof • Spin the carrier: underbody or inside body • Speed control: automatic • Sport bar • Stabilizer bar: front • Steering column: tilt type • Steering wheel: sport, 15-inch diameter, four-spoke • Unibelt restraint system: color-keyed (combined lap and shoulder belts for driver and front passenger seats) • Wheels—Road type, 15-inch by 7-inch (four); aluminum radial ribbed; chrome disc—five slot, painted steel spoke—white • Wheel covers: bright, Premium • Window: rear sliding; rear quarter flip-out for Club Cabs • Windshield wipers: two-speed with intermittent wipe



Sliding rear window



Air conditioning



Power windows



Aluminum radial-ribbed road wheels



Spot bar



AM/FM stereo with cassette tape player



Step-type bumper



Digital clock



Skid plate

PICKUP SPECIFICATIONS

MODEL	D150 PICKUP	D250 PICKUP	D350 PICKUP	W150 PICKUP	W250 PICKUP
Wheelbase (in.)	115 ⁽¹⁾ 131 ⁽¹⁾ 133 ⁽¹⁾ 149 ⁽¹⁾	131 ⁽¹⁾ 149 ⁽¹⁾ 149 ⁽¹⁾ 165 ⁽¹⁾	131 ⁽¹⁾ 149 ⁽¹⁾ 165 ⁽¹⁾	115 ⁽¹⁾ 131 ⁽¹⁾ 133 ⁽¹⁾ 149 ⁽¹⁾	131 ⁽¹⁾ 149 ⁽¹⁾ 149 ⁽¹⁾
Std. Max. GVW (lbs)	4,800 6,010	6,500 8,550	9,000 10,000	6,050	6,900 8,550
Payload—Max. (lbs) ⁽²⁾	2,425 2,470 2,250 2,120	4,445 4,360 4,215 3,960	5,890 5,340 5,115	2,075 1,945 1,845 1,700	4,170 3,955 3,660
Axle, Front Capacity (lbs)—Std	3,300	3,300 4,000 (std on Crew Cab)	4,000	3,500	3,500 4,500 (std Crew Cab)
Axle, Rear Capacity (lbs)—Std	3,550 3,600 (std on Club Cab)	5,500 6,200 (std on Crew Cab)	6,200 6,900 (std on Crew Cab)	3,600	5,500
Brakes—Size (in.) Front disc Rear drum Vacuum Booster	11.75 x 1.25 10 x 2.5 10.5" single diaphragm (opt on 4,800-lb GVW)	12.82 x 1.19 12 x 2.5 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.0" dual diaphragm	11.75 x 1.25 10.0 x 2.5 10.5" single diaphragm	12.82 x 1.19 12 x 2.5 9.0" dual diaphragm
Electrical Alternator Batteries	48-amp 48-amp hr/325-amp Cold Crank	48-amp 48-amp hr/325-amp Cold Crank	48-amp 48-amp hr/325-amp Cold Crank 59-amp hr/375-amp Cold Crank (Crew Cab)	48-amp 48-amp hr/325-amp Cold Crank	48-amp 48-amp hr/325-amp Cold Crank
Engine—Std	3.7-liter (225 CID) Slant Six (std Conv Cab) 5.2-liter (318 CID) 2-bbl V-8 (std Club Cab) ^(*)	3.7-liter (225 CID) Slant Six (std Conv Cab) ^(*) 5.2-liter (318 CID) 2-bbl V-8 (std Club Cab) ^(*) 5.2-liter (318 CID) 4-bbl V-8 (std Crew Cab)	5.2-liter (318 CID) 4-bbl V-8 (Conv and Club Cab) 5.9-liter (360 CID) 4-bbl V-8 (Crew Cab) 5.9-liter (360 CID) 4-bbl V-8 (Conv and Club Cab)	3.7-liter (225 CID) Slant Six (std Conv Cab) ^(*) 5.2-liter (318 CID) 2-bbl V-8 (std Club Cab) ^(*) 5.2-liter (318 CID) 2-bbl V-8 (Conv Cab) ^(*) 5.2-liter (318 CID) 4-bbl V-8 (all models) 5.9-liter (360 CID) 4-bbl V-8 (all models)	5.2-liter (318 CID) 2-bbl V-8 (Conv Cab) ^(*) 5.2-liter (318 CID) 4-bbl V-8 (Club & Crew) 5.2-liter (318 CID) 4-bbl V-8 (Conv Cab) ^(*) 5.9-liter (360 CID) 4-bbl V-8 (all models)
Opt	5.2-liter (318 CID) 2-bbl V-8 (Conv Cab) ^(*) 5.2-liter (318 CID) 4-bbl V-8 (all models) 5.9-liter (360 CID) 4-bbl V-8 (all models)	5.2-liter (318 CID) 2-bbl V-8 (opt Conv Cab) ^(*) 5.2-liter (318 CID) 4-bbl V-8 (opt Conv Cab & Club Cab) 5.9-liter (360 CID) 4-bbl V-8 (opt all models)			
Springs, Front (lbs) Std cap. @ ground	1,300—115" wb 1,400—131" wb 1,500—133" wb 1,600—149" wb	1,500—131" wb 1,600—149" wb ⁽¹⁾ 1,650—149" wb ⁽¹⁾ 1,915—165" wb ⁽¹⁾	1,650—131" wb ⁽¹⁾ 1,49" wb ⁽¹⁾ 1,915—165" wb ⁽¹⁾	1,640	1,540—Conv Cab 1,800—Club Cab 1,840—Crew Cab
Springs, Rear (lbs) Std cap. @ ground	1,270—115" wb 1,31" wb 1,670—133" wb 1,49" wb	2,175—131" wb ⁽¹⁾ 2,725—149" wb ⁽¹⁾ 3,650—149" wb ⁽¹⁾ 3,650—165" wb ⁽¹⁾	3,650	1,820	2,725
Transmission—Std	4-speed manual overdrive (Conv Cab) 4-speed manual NP435 (Club Cab)	4-speed manual NP435	4-speed manual NP435	4-speed manual NP435	4-speed manual NP435
Opt	4-speed manual NP435 (Conv Cab) 3-speed automatic (all models)	3-speed automatic	3-speed automatic	3-speed automatic	3-speed automatic
Transfer Case	—	—	—	2-speed NP208	2-speed NP208 2-speed NP205 w/4,500-lb ft. axle
Tires—Std	P195-75R15 (Conv Cab) P235-75R15 (Club Cab)	8.00-16.50 Conv Cab 8.75-16.50 Club Cab 9.50-16.50 Crew Cab	9.50-16.50 8.00-16.50 (dual rear std on Crew Cab)	P235-75R15	8.00-16.50 (Conv Cab) 9.50-16.50 (Club, Crew)
Wheels—Std	15" x 5.50" (Conv Cab) 15" x 6.50" (Club Cab)	16.5" x 6.00" Conv Cab 16.5" x 6.75" Club Cab 16.5" x 6.75" h.d. Crew Cab	16.5" x 6.75" h.d. single rear 16.5" x 6.00" (dual rear std on Crew Cab)	15" x 6.50"	16.5" x 6.00" (Conv) 16.5" x 6.75" h.d. (Club, Crew)

(S) Standard. (E) Extra cost. (*) Maximum payloads are based on models with minimum required load-carrying components. Payloads should be reduced by weight of occupants and any other optional equipment. (1) Conventional Cab. (2) Club Cab. (3) Crew Cab. (4) Not available in California.

Chassis Cab Specifications

MODEL	D250 CHASSIS CAB	D350 CHASSIS CAB	D450 CHASSIS CAB	W250 CHASSIS CAB	W350 CHASSIS CAB	W450 CHASSIS CAB
Wheelbase (in.)	131 ⁽¹⁾	131 ⁽¹⁾ 135 ⁽¹⁾ 149 ⁽¹⁾ 159 ⁽¹⁾	135 ⁽¹⁾ 159 ⁽¹⁾	131 ⁽¹⁾	135 ⁽¹⁾	135 ⁽¹⁾
Std. Max. GVW (lbs)	7,500 ⁽¹⁾ 8,550	9,000 10,000	10,500	8,550	10,000	11,000
Payload—Max. (lbs) ⁽²⁾	4,815	5,210 6,100 5,735 6,020	6,535 6,530	4,550	5,590	6,555
Axle, Front Capacity (lbs) Std	3,300	4,000	4,000	3,500	4,500	4,500
Axle, Rear Capacity (lbs) Std	5,500	6,200—131" wb 7,500—135", 149", 159" wb	7,500	5,500	7,500	7,500
Brakes—Size (in.) Front disc Rear drum Vacuum Booster	12.82 x 1.19 12 x 2.5 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.0" dual diaphragm	12.82 x 1.19 12 x 3.0 9.5" dual diaphragm
Electrical Alternator Batteries	48-amp 48-amp hr/325-amp Cold Crank	48-amp 48-amp hr/325-amp Cold Crank (131" wb) 59-amp hr/375-amp Cold Crank (135", 149", 159" wb)	48-amp 59-amp hr/375-amp Cold Crank	48-amp (S) 48-amp hr/325-amp Cold Crank (S)	48-amp (S) 59-amp hr/375-amp Cold Crank	63-amp (std) 70-amp hr/430-amp Cold Crank
Engine—Std	5.2-liter (318 CID) 4-bbl V-8	5.2-liter (318 CID) 4-bbl V-8 (131" wb) 5.9-liter (360 CID) 4-bbl V-8 (135", 149", 159" wb) 5.9-liter (360 CID) 4-bbl V-8 (131" wb)	5.9-liter (360 CID) 4-bbl V-8	5.2-liter (318 CID) 4-bbl V-8	5.9-liter (360 CID) 4-bbl V-8	5.9-liter (360 CID) 4-bbl V-8
Opt	5.9-liter (360 CID) 4-bbl V-8			5.9-liter (360 CID) 4-bbl V-8		
Springs, Front (lbs) Std cap. @ ground	1,600	1,650—131" 1,35" 1,49" wb 1,915—159" wb	1,650—135" wb 1,690—159" wb	1,800	1,940	1,940
Springs, Rear (lbs) Std cap. @ ground	2,725	3,650	3,650 (incl. 900-lb axle on 135" wb)	2,725	3,650	3,650
Transmission—Std	3-speed automatic	4-speed manual NP435	4-speed manual NP435	4-speed manual NP435	4-speed manual NP435	4-speed manual NP435
Opt	4-speed manual NP435	3-speed automatic	3-speed automatic	3-speed automatic	3-speed automatic	3-speed automatic
Transfer Case	—	—	—	2-speed NP208 2-speed NP205 w/4,500-lb front axle	2-speed NP205	2-speed NP205
Tires—Std	8.75-16.50	9.50-16.50 (131" wb) 8.00-16.50 (dual rear on 135", 149", 159" wb)	8.00-16.50 (dual rear)	9.50-16.50	8.00-16.50 (dual rear)	8.00-16.50 (dual rear)
Wheels—Std	16.5" x 6.75"	16.5" x 6.75" h.d. single rear 16.5" x 6.0" (dual on 135", 149", 159" wb)	16.5" x 6.0"	16.5" x 6.75" h.d.	16.5" x 6.0"	16.5" x 6.0"

(S) Standard. (E) Extra cost. (*) Maximum payloads are based on models with minimum required load-carrying components. Payloads should be reduced by weight of occupants and any other optional equipment. (1) Conventional Cab. (2) Club Cab. (3) Not available in California.

1981 DODGE RAM 50



Ram 50 Royal shown in Medium Blue Metallic



The Ram Tough hauler that knows how to save.

Make no mistake, the Dodge Ram 50 is a worker. It is designed and built by the Mitsubishi Motors Corporation to meet Dodge's high standards of durability, performance and comfort. The Mitsubishi Corporation is respected the world over for superb engineering, quality and design. The Ram 50, for example, features technology seldom matched in other imports. The Ram 50 provides more than enough room in the two-man cab with 4.6 cubic feet of storage space behind the seat. Its list of standard equipment is more than generous and includes tinted glass, an adjustable steering column, even a trip odometer. All Ram 50 pickups do the job with a pickup box that measures almost 7 feet long by more than 5 feet wide. Tubular cargo tie-down bars inside the box keep the payload in its place. The standard Silent Shaft four-cylinder engine and manual transmission deliver smooth, dependable performance. Models include the Ram 50 Custom, Ram 50 Royal, the Ram 50 Sport, and the Ram 50 Big Horn. See the Dodge Import Catalog for complete specifications.

Additional Standard Features

- Air cleaner — dry type
- Antifreeze — protection to minus 20°F
- Ashtray — driver's compartment
- Bumpers — front, bright finish on pickups; painted on Cab and chassis models
- Choke — automatic
- Cleaner air system
- Coolant reserve system
- Dash liner — insulated
- Directional signals — parking and taillamps, front and rear
- Door inner trim panels and armrests (color-keyed)
- Electronic ignition system
- Exhaust emission control system
- Floor mat — black with padding
- Fuel tank — 20-gallon, frame mounted
- Glove box with door
- Grille — aluminum with painted plastic insert and headlamp doors
- Headlamps — single rectangular
- Heater — fresh air with defrosters
- Horn — single, electric
- Hubcaps — bright with single rear wheel

- models
- Hubs — front wheel locking on four-wheel-drive models
- Instrumentation — speedometer, odometer, ammeter, fuel gauge; oil pressure and engine temperature indicator lights
- Instrument panel — padded
- Jack — axle type; all pickups with single rear wheels
- Lights — backup, stop, taillamp and license plate; combined side marker light and reflector (front, two amber; rear combined with taillamps on Sweptline pickups, separate on Upline pickups)
- Mirrors, exterior — dual bright finish short arm, 5-inch by 7-inch for pickups; dual painted long arm 5-inch by 7-inch for Cab and chassis models except D450 and W450, West Coast type on D450 and W450 Cab and chassis models
- Mirrors, interior: 10-inch rear vision for

- pickups
- Oil filter — throwaway type
- Power front disc brakes (except D150 115-inch and 131-inch wheelbases with 4,800-pound GVW)
- Power steering (standard on four-wheel-drive models)
- Radio — AM (pickup models)
- Seat belts — driver and outboard passenger; single reel Unibelt system and center seat belt — rear; three (Crew Cab)
- Seats — all-vinyl, color-keyed, full bench type (front and rear on Crew Cab)
- Shock absorbers, front and rear (front shock absorbers only on D350 and D450)
- Sun visors — driver and passenger, color-keyed
- Traffic hazard warning switch
- Transfer case — two-speed on part-time four-wheel-drive models
- Windshield washers — dual jet
- Windshield wipers — two speed

Standard Safety Features

- Backup lights
- Brake system warning light
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Electric windshield washers and wipers
- Energy-absorbing steering column
- Fade-resistant front disc brakes
- Glare-reduction measures for windshield wipers, instrument panel and steering wheel
- Ignition and steering column lock
- Inside and outside rearview mirrors
- Padded instrument panel and sun visors
- Recessed inside door release handles
- Resilient window crank knobs
- Safety-Rim 15-inch wheels
- Side marker lights and reflectors
- Traffic hazard warning flasher system
- Turn signals
- Unibelt restraining system

Exterior Colors



NOTE: Due to occasional printing imperfections, the colors shown may vary slightly from actual truck. See your Dodge dealer for accurate color chips.

The New Chrysler Corporation's Commitment To Quality.

It starts directly in the factory, where quality specialists test 1981 Chrysler Corporation vehicles every single working day. It doesn't stop there. Vehicles are checked again at shipping points before they reach our dealers and you, our customers. In addition, cars and trucks are selected at random and taken to our proving grounds to be tested for reliability and driveability. It's all part of our plan to produce the best-built Chrysler Corporation vehicles ever offered — cars and trucks you can depend on and enjoy driving for years to come.

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