

RAM TOUGH

'85 DODGE PICKUPS





D350 Royal SE Crew Cab with Prospector option dual rear wheel

D350 Sweptline with dual rear wheel option



D150 Royal SE

DODGE — SERIOUS ABOUT TRUCKS

We're talking tough for '85 — Ram Tough.

And Dodge Ram Tough Pickups are serious trucks — serious about work — serious about play. That's because at Chrysler, we're

VALUE PACKED

HAULERS

dedicated to building the kind of trucks that will give you unbeatable value for years to come. Good looking, hard-wearing trucks that aren't afraid to mix it up.

Whether smooth-sided Sweptline, or step-type Utiline, conventional cab, or crew cab, it doesn't stop there. Each of these outstanding performers can be tailor-made to your exact needs, from an almost endless list of optional features.

D250 Sweptline: Don't let the good looks and attractive trim fool you. This one means business, a light heavyweight, it takes up to 1,583 kg (3,490 lbs).

D100 Miser: Priced right for sharp appearance and comfort. From the side-striping and full wheel covers to its cloth trim and carpeting, this super welterweight delivers value with a special flair.

D350 Royal SE: The top ranked heavyweight with the power to throw around a 2,624 kg (5,785 lbs) payload, with the style and class of a champion.

D350 Crew Cab: Another tough heavyweight with seating for six and cargo up to 2,340 kg (5,160 lbs).

D150 Prospector: When it comes to good looks, comfort, hardwork and value, this truck is a winner.



D150 Sweptline with Prospector package and aftermarket accessories

D250 Sweptline with Prospector package



Pickup with snow preparation package and aftermarket plow

HARD WORKING, FUN LOVING 4x4

Chrysler has been in the business of making rugged, hardworking 4x4 vehicles for fifty years. In the science of choosing the right powertrain and suspension, that translates into a lot of engineering know-how going into each tough Dodge Power Ram.

MORE POWER

TO YOU

And no matter where the action is, or under what conditions — the job site, at the beach, in the backwoods, plowing snow, or taking the trail bikes to the trails, Power Ram is more than equal to any task. Versatility, Ram Tough construction and power to spare — three great reasons to choose Power Ram. Here are some more:

- choose your Dodge 4x4 for the people and cargo carrying capacity that you need — 3 man conventional cab, or 6 man crew cab, choice of wheelbase 2,921 mm (115 inch) to 3,785 mm (149 inch), Sweptline, or Utiline box and up to a GVWR of a whopping 3,860 kg (8,510 lbs)
- synchronized transfer case for high and low 4 WD can be shifted from 2 WD to 4 WD and vice versa while the vehicle is in motion (up to 90 km/h)
- sliding gear front axle disconnect — a state-of-the-art system that replaces the conventional automatic locking front hubs found on most 4x4 vehicles today — eliminating the need for the vehicle to be stopped and backed up to disengage the front axle from four wheel drive
- heavy-duty drive axles
- heavy-duty leaf spring suspension
- choose between three proven Chrysler built engines and have ample power on hand for all your hauling and pulling needs.



D150 Royal Power Ram 4x4



THE TOUGHNESS COMES STANDARD

Engines — Chrysler's fuel-efficient 3.7 litre (225 CID) Slant-Six engine comes standard on D100 and W100 Misers as well as D150, W150 and D250 models. The proven, hard working 5.2 litre (318 CID) is standard on the W250, W350 and D350. V8 engines are available on all models and when used on trucks with GVWR above 2,720 kg (6,000 lbs) they may be operated on either unleaded or lower cost regular gasoline. **Chrysler's Propane Option** • Available on pickup with 2.44 m (8 foot) box • Factory installed • Fully operational on propane as delivered • Higher compression 5.2 litre (318 CID) engine • Cylinder head with exhaust seats, exhaust valves, piston rings, distributor, and fuel system, specifically engineered for propane-only operation.

Independent Front Suspension (two wheel drive models only) — Ride-in car-like comfort even over the roughest roads.

Front Springs — Are computer matched to the load requirements of each Dodge Ram Pickup. A wide range of front spring capacities available. Up to 869 kg (1,915 lbs) on the D350 with optional dual rear wheel package.

Radial Tires — Long wearing steel-belted radial tires provide good handling and improved fuel economy. Standard equipment for D100 and W100 Miser models, also D150 and W150. Available with mud and snow treads.

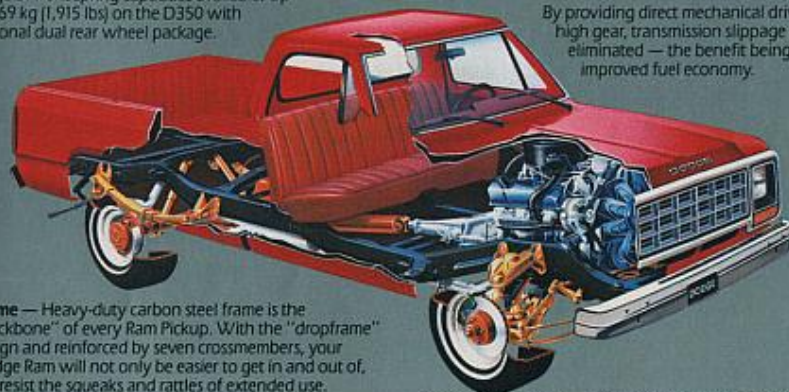
Panoramic Windshield & Rear Window — Wide-view windshield and cab-wide backglass provide almost unrestricted vision while reducing blindspots.

Cooling Fan Drive — A fluid-coupled drive fan provides maximum engine cooling, while reducing engine drag.

Energy Absorbing Steering Column — This piece of standard equipment and its integral column lock, is both a proven safety and theft preventative feature.

Lock-Up Torque Converter — Dodge Truck's heavy-duty 3-speed Torqueflite transmission which is available as optional equipment on most Dodge Rams, comes equipped with a lock-up torque converter when used with the fuel efficient 3.7 litre (225 CID) Slant-Six and some applications of the 5.2 litre (318 CID) V8 at lower GVW's.

By providing direct mechanical drive in high gear, transmission slippage is eliminated — the benefit being improved fuel economy.



Frame — Heavy-duty carbon steel frame is the "backbone" of every Ram Pickup. With the "dropframe" design and reinforced by seven crossmembers, your Dodge Ram will not only be easier to get in and out of, but resist the squeaks and rattles of extended use.

Rear Axle — Computer matched to load requirements, up to a maximum of 3,402 kg (7,500 lbs) capacity on D350 models with dual rear wheel option.

Power Front Disc Brakes — Safe, sure, fade-free stops every time with these power assisted front disc brakes. (standard)

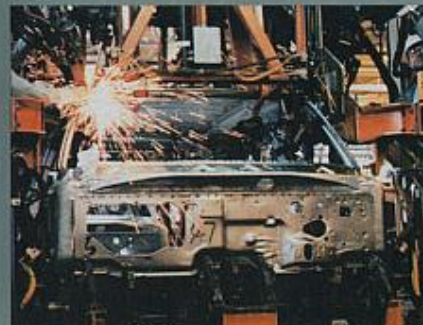
Shock Absorbers — Computer selected to provide maximum ride comfort and suspension durability. Super duty, heavy load shocks, with oversize pistons, are available on most models.

Rear Suspension — Rear leaf springs are matched to load requirements: from 730 kg (1,610 lbs) on the D100 Miser to a beefed up 1,619 kg (3,570 lbs) on D350 Pickups with dual rear wheel option.

Maintenance-Free Battery — No more need to check fluid levels with this completely sealed, power packed battery.

Sweptline Tailgate — Easy to remove without tools — even easier to operate, with one hand opening and closing.

Built Tough to Stand Up to the Ravages of Canada's Climate — Chrysler is leading the way in the fight against rust. And we're doing it in many important ways. One of the most effective means to control the start and the spread of corrosion is the use of galvanized steel. Lots of it. On Ram Pickups, the floor pan, rocker panels, cowl top, outer hood panel, inner and outer fenders, doors, pickup box panels, cab back, pickup box floor and tailgate panels — all are made from galvanized steel. But Chrysler doesn't stop there. Each truck body is then bathed in a multi-stage cleansing and phosphate process that leaves a protective film on the surface. After several coats of surface primer, the finish coats of tough, high-gloss acrylic enamel are carefully applied, giving your Ram Pickup a beautiful, long-lasting exterior.



WHEN PERFORMANCE MEANS EVERYTHING

Vehicle 'downtime' is a nuisance that no one likes to worry about. And because of Dodge Ram's reputation for requiring only basic maintenance to keep on going year after year, more Ram Pickups are being pressed into service all

BUILT TOUGH FOR TOUGH WORK

over North America each year — as part of transportation fleets, for construction companies, resource exploration, snow removal, excavation, farming, towing and many other work and recreational uses. Dodge Pickups and Chassis-Cab models have achieved an enviable record for versatility over the years. With recreational adaptation, it's easy to rig a camper top, a boat, or trailer to one of these hard playing trucks. In fact, a Dodge Pickup with 3,327 mm (131 inch) wheelbase will accept any standard camper unit. On the other hand, Dodge Pickups and Chassis-Cabs can be built to accept work bodies and special equipment packages that you can have tailor-made for your job requirements. Some examples are: the Dodge Retriever — the ultra complete wrecker with a 4,500 kg (5 ton) capacity — and locally-sourced stake or box-van bodies. Many of these units may also be equipped with an optional dual rear wheel package in the higher weight classifications. Among other things, it's this kind of versatility, flexibility in design and modest operating costs, that plays an important part in the popularity enjoyed by Ram Pickups.

OPTIONS



Air Conditioning — sweltering heat is a thing of the past with the air conditioning and ventilation package.

Deluxe Heater — with high-output bi-level air delivery for extra refinement in summer ventilation or winter heating.



Power Windows — fingertip convenience gets side windows open and closed effortlessly.



AM/FM/IX Stereo Radio — sensational sounds from this premium quality radio that features cassette and AM stereo.

OPTIONAL PACKAGES

Royal SE Decor Package — premium appearance and comfort features result in distinctive style and car-like interior luxury.

Light Package — features halogen sealed beam headlamps for improved night vision, along with special courtesy lighting throughout the cab.

Prospector Packages — provide you with a choice as to the level of luxury most suitable to you — at the most suitable price.

Snow Preparation Package — a package of beefed up mechanical and electrical components recommended for Ram Pickup 4x4's intended for snowplowing application. Plow and related items not included.

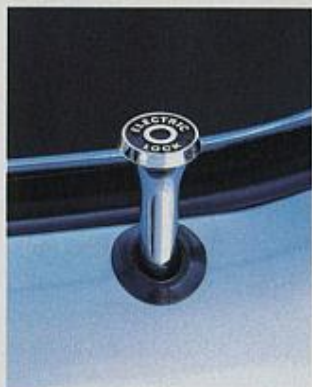
Trailer Towing Preparation Package — special heavy-duty mechanical components have been selected to deal with the greater load demands created by trailer towing. You add the hitch and wiring of your choice.



Automatic Speed Control — a must for long-range trips and extended highway driving.



High Capacity Fuel Tank — extends your driving range considerably with its 114 litre (25 imp. gal.) tank.



Power Door Locks — provide an extra measure of convenience and safety.



Dual Exterior Low-Mount Mirrors — great for looks, even more important for extra safety.



Sliding Rear Window — fully locking and a great idea for helping air circulation.



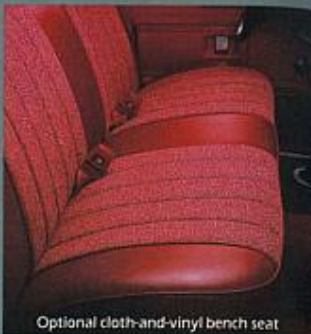
Rear Step Bumper — good looking and practical, heavy-duty bumper that accepts a ball-hitch for light towing.



Skid Plate — built especially for the Power Ram. Protects your transmission and transfer case against rocks and debris.



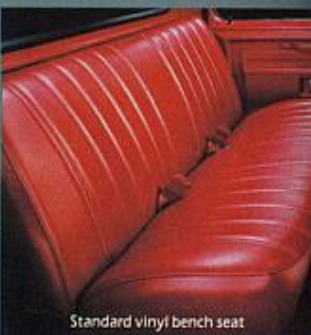
Intermittent Wipers — with variable delay feature, allows you to regulate your wiper speed to suit the rainfall.



Optional cloth-and-vinyl bench seat



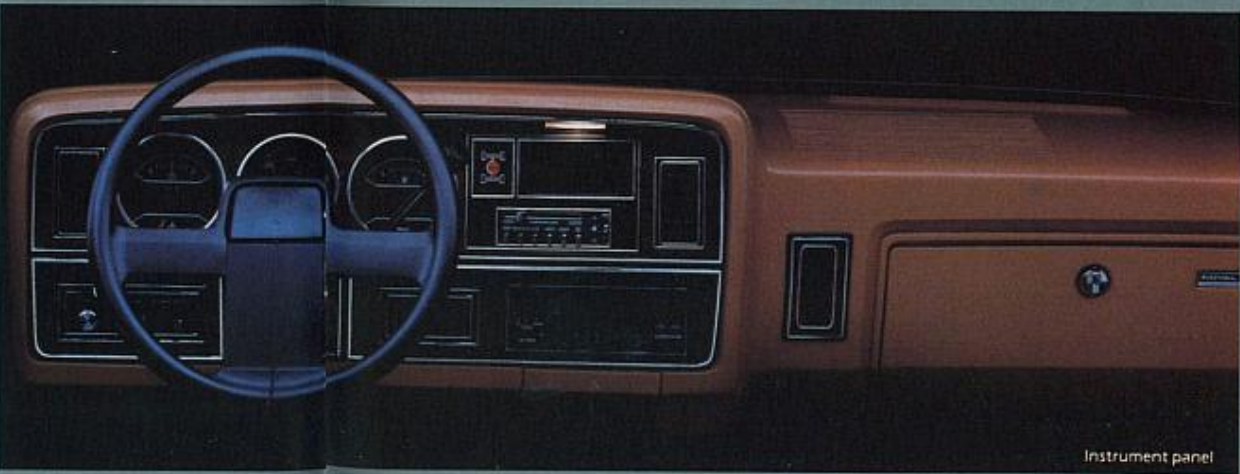
Optional deluxe vinyl bench seat



Standard vinyl bench seat



Premium cloth-and-vinyl bench seat standard on Royal SE models



Instrument panel

MORE THAN BASIC TRANSPORTATION

Nowadays, pickup owners are demanding more than just basic transportation from their vehicles. Gone are the days of the old, rock-hard bench seat. Gone are the days of drab, stark interiors. And gone are the days

THE INSIDE

STORY

when vital performance information was conveyed by a speedometer, gas gauge and a series of coloured lights. At Chrysler, we think you have the right to expect more — much more. That's why every one of our available interior combinations was designed with both the driver's comfort and convenience in mind.

- **Easy to Read Instrument Panel** — Sporty and easily-legible instruments are all clustered directly in front to keep you in touch with what's going on
- **Easy to Reach Controls** — All major controls are placed well within reach to distract you as little as possible while driving
- **Extra Comfortable Seating** — Sit back and enjoy the comfort of full foam luxury. Choose from an impressive selection of durable seating styles — colour-keyed to accentuate the exterior of your new Ram Pickup.

Royal SE Cloth Bench Seat — With premium cloth and vinyl seat, and surrounding trim to match, Royal SE provides the ultimate in pickup luxury.

Deluxe Vinyl Bench Seat — Comes standard on Custom Crew Cab models, or optional on 3-man cab models equipped with the Royal SE package.

Custom Vinyl Bench Seat — Durable, easy-clean all vinyl 3-passenger seat is standard equipment.

Custom Cloth Bench Seat — Attractive, durable cloth and vinyl bench seat is optional with the custom decor package.

COMPACT IN SIZE — BIG ON VALUE

The same toughness you get in our full-size Dodge Pickups, is also built into our Ram 50 and Power Ram 50 series. These great looking, hard-wearing compact trucks are precision manufactured for Chrysler by Mitsubishi Motors Corporation — the Master Truckbuilders of Japan.

LIGHTWEIGHT

CHAMPIONS

As good looking inside as they are outside, these trucks are a big favourite with buyers who demand vehicles that are equally suited for work and play. And despite their trim size, there's lots of room for both people and cargo — with a payload capacity that's more than impressive. But overall, it's really a combination of trim size, sturdy, lightweight construction and a choice from one of two peppy, 4 cylinder engines, that allow our Ram 50 and Power Ram 50 models to achieve such outstanding fuel economy and brisk performance.

Ram 50 Pickups: Ram 50 Custom and Ram 50 Royal are popular choices for truck buyers who demand versatility from their vehicles. Passenger car ride, comfort and maneuverability make everyday driving a pleasure — while the standard 2.6 litre 4 cylinder engine (2.3 litre turbodiesel engine optional on Royal) has power to spare for on-the-job performance.

Power Ram 50: Both the four wheel drive Power Ram 50 Custom and Power Ram 50 Royal work hard and play hard, but really come into their own when the road ends and nature takes its course. At the heart of the matter is the hard charging 2.6 litre 'Silent Shaft' 4 cylinder engine. Optional on Royal is the 2.3 litre turbodiesel. Underneath, heavy-duty independent front suspension gives you increased ground clearance and excellent front-wheel traction on rugged terrain.



Ram 50 Custom



Power Ram 50 Royal with aftermarket accessories

EQUIPPED FOR THE LONG RUN

Ram 50 Custom: Is one tough, good looking little truck — value-packed with a generous list of standard features: • 2.6 litre 4 cylinder 'Silent Shaft' gasoline engine • 5-speed manual overdrive transmission • power front disc brakes

FEATURE ATTRactions

• 3-man bench seat in vinyl, with cloth option • adjustable steering column • tinted glass • styled steel wheels ... to name only a few.

Ram 50 Royal: Is a truck for the person who wants the utility and versatility of a Ram 50, but would like to have an added touch of luxury in his vehicle. With high-back cloth covered bucket seats and deluxe deep pile carpeting, you get the feeling of being in an expensive passenger car. Combined with the extra large (68 litre/15.0 gal.) fuel tank, long runs are equally enjoyable in the Ram 50 Royal, as going around the block.

Power Ram 50 4x4: Is a terrific choice for the compact truck owner who needs his machine for more than driving on paved roads. Each Power Ram 50 Custom comes equipped with an impressive list of standard features that make rough terrain driving a breeze: • highback bucket seats in vinyl • 2-speed transfer case • automatic locking hubs • power steering • front and rear mud guards • GR78 x 15 inch BSW tires.

Power Ram 50 Royal 4x4: Combines all the great comfort and luxury features of a Ram 50 Royal, with the all-weather, all-terrain features of a Power Ram 50 Custom — at a cost which other vehicles in its class find hard to beat.



Highback cloth bucket seats (Standard on Royal models)



Optional AM/FM/IX stereo radio



Intermittent washer/wiper control (Standard with Premium package)

OPTIONS AND ACCESSORIES

Some accessories for Ram 50 and Power Ram 50 available from your Chrysler Canada Dealer are: step bumper • engine block heater • digital clock • vinyl bodyside mouldings • mud flaps/splash guards • radio and cassette sound systems • snow tires • sport bar • wheel trim rings.

Availability varies with model. Ask your Dealer for details.

OPTIONAL PACKAGES

Most factory-installed options are combined in packages as follows:

Ram 50 Custom 4x2: • automatic transmission, power steering, cloth trim. • Double wall cargo box, SBR tires, 68 litre fuel tank, AM radio, tinted glass, cargo light, cigarette lighter, day/night mirror.

Power Ram 50 Custom 4x4: • Double wall cargo box, AM radio, tinted glass, cargo light, cigarette lighter, day/night mirror.

Ram 50 Royal 4x2 and Power Ram 50 Royal 4x4: • Tachometer, console with gauges, full interior trim, sport steering wheel, variable intermittent wipers, AM/FM radio, power steering (standard on 4x4), side striping, chrome wide-spoke wheels, raised white letter tires.

RAM 50 / POWER RAM 50 SPECIFICATIONS

		TWO WHEEL DRIVE	
		Ram 50 Custom	Ram 50 Royal
GVWR* (Std)	kg	1,860	1,860
	lb	4,100	4,100
PAYLOAD ⁽¹⁾	kg	650	640
	lb	1,430	1,405
BRAKES		Power front vented disc, rear drum, proportioning valve	
ELECTRICAL	Alternator	45A	45A ⁽⁴⁾
	Battery	410A (maintenance-free)	410A (maintenance-free) ⁽⁵⁾
FUEL TANK		57 litre (12.5 Imp. gal.) ⁽³⁾	68 litre (15.0 Imp. gal.)
STEERING	Recirculating Ball type	Manual ⁽¹⁾	Manual ⁽²⁾
SUSPENSION, Independent	Front	Coil	Coil
	Rear	Leaf	Leaf
TIRES		6.00 x 14	185R 14
		Bias-ply (14")	Steel-belted radial (14")

		FOUR WHEEL DRIVE	
		Power Ram 50 Custom	Power Ram 50 Royal
GVWR* (Std)	kg	2,030	2,030
	lb	4,475	4,475
PAYLOAD ⁽¹⁾	kg	655	655
	lb	1,445	1,445
BRAKES		Power front vented disc, rear drum, load-sensing valve	
ELECTRICAL	Alternator	45A	45A ⁽⁴⁾
	Battery	410A (maintenance-free)	410A (maintenance-free) ⁽⁵⁾
FUEL TANK		68 litre (15.0 Imp. gal.)	
STEERING	Recirculating Ball type	Power	Power
SUSPENSION, Independent	Front	Torsion bar	Torsion bar
	Rear	Leaf	Leaf
TIRES		GR78 x 15"	GR78 x 15"
		Steel-belted BSW radial tires	Steel-belted radial BSW radial tires

*GVWR: Gross Vehicle Weight Rating (maximum permissible weight of vehicle, fully laden.) NOTE: See your Dodge Dealer for complete drive train/equipment restrictions and availability details.

⁽¹⁾ Payloads should be reduced by weight of occupants and any other optional equipment.

⁽²⁾ Power steering optional — not available with manual transmission on Ram 50 Custom.

⁽³⁾ 68 litre fuel tank available in option package.

⁽⁴⁾ 50A with optional turbodiesel package.

⁽⁵⁾ 700A with optional turbodiesel package.

DIMENSIONS	mm	inches	
OVERALL LENGTH:	Ram 50	4,690	184.6
	Power Ram 50	4,690	184.6
OVERALL WIDTH:	Ram 50	1,650	65.0
	Power Ram 50	1,650	65.0
OVERALL HEIGHT:	Custom—	1,540	60.6
	Ram 50	1,610	63.4
	Royal—	1,520	59.8
	Power Ram 50	1,610	63.4
BOX LENGTH (inside at floor):	Ram 50	2,070	81.5
	Power Ram 50	2,070	81.5
BOX WIDTH (inside at floor):	Ram 50	1,630	64.2
	Power Ram 50	1,630	64.2
GROUND CLEARANCE:	Ram 50	172	6.8
	Power Ram 50	193	7.6

MODEL	ENGINES	TRANSMISSIONS	
		5-speed manual	3-speed auto.
RAM 50 CUSTOM	2.6 L	X	—
		—	X ⁽¹⁾
RAM 50 ROYAL	2.6 L	X	—
		2.3 L	—
	Turbodiesel ⁽²⁾	X	—
POWER RAM 50 CUSTOM	2.6 L	X	—
POWER RAM 50 ROYAL	2.6 L	X	—
		2.3 L	—
	Turbodiesel ⁽²⁾	X	—

⁽¹⁾ Automatic transmission is combined in an option package with power steering and cloth bench seat.

⁽²⁾ Turbodiesel package includes 50 A alternator, 700 A maintenance-free battery, block heater.

JOB-RATED PERFORMANCE

As it becomes increasingly difficult to find trucks capable of doing more than one job well, Dodge Pickups will keep coming through for years to come. That's because, when you plan tough, it's a lot easier to build tough. Certainly it's this principle

PAYLOAD

PAYOFF

and our fifty years of truck manufacturing know-how that go into each Ram Pickup. The important key to buying the right truck is determining what your needs are going to be — in terms of people carrying, cargo volume and cargo carrying capacity. Then your Dodge Truck Dealer can help you best determine which Dodge vehicle would be most suited for the job at hand. This is what payload performance is all about. Hard-working, job-rated Dodge Pickups are available in a broad range of weight classes — commonly known as GVWR (gross vehicle weight rating) which is the weight of the truck itself (curb weight) PLUS allowable payload. Payload consists of the weight of the driver, any passengers, and the weight of your maximum intended cargo. Next, the size and length of the pickup box becomes an important consideration because the length of the pickup box has an important bearing on the truck's wheelbase. Your Dodge Truck Dealer will have all the information you need to plan and make the right choice. After all, we build them better; we back them better; the toughness is standard.

QUALITY BUILT '85 DODGE



At Chrysler, quality isn't just something we talk about, it's a corporate policy ... a policy that's backed by a comprehensive, long-term quality control program.

We're proud to make this claim because it's a reflection of the enormous financial commitment Chrysler has made to the future — in updating manufacturing facilities with the most up to the minute production techniques, processes and equipment. Tough talk? Yes. But could you expect anything less from a company that puts its reputation on the line with every vehicle it builds? We've earned our reputation of providing value for the money, building a reliable truck, constant technical innovation and backing it with excellent warranty protection.

OPTIONAL CHRYSLER SERVICE CONTRACTS

Chrysler Canada Ltd.'s Service Contracts are available for most new Chrysler Canada Ltd. vehicles.

These optional Service Contracts provide protection against rising service and parts costs for specified repairs beyond the time and metrage limitations of the New Vehicle Limited Warranty.

These contracts have a \$25 deductible and provide an allowance for alternate transportation and towing should a failure occur on a covered component. Coverage (except for the alternate transportation allowance) begins when the basic limited warranty expires.

Ask your Dealer for full details.

WE'VE GOT CHRYSLER LeaseAbility

... which means all Dodge Trucks can be leased from any Dodge Truck Dealer — The Leasing Professional.

WARRANTY

See your Dodge Truck Dealer for details.



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Options and accessories illustrated or referred to as optional might be at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications and equipment availability contained herein, see your Dodge Truck Dealer.

