



# RAM

## NEWS RELEASE

### THE RAM 1500 OFFICIALLY ARRIVES IN AUSTRALIA

- **RAM 1500: Factory backed and imported by an official factory appointed importer for the first time**
- **RAM 1500: Legendary 5.7 litre HEMI V8 with 291 kW standard**
- **RAM 1500: Eight speed gearbox, 4WD standard**
- **RAM 1500: Up to 4500 kg towing capacity**
- **RAM 1500: Two Tub lengths, two body sizes, two trim/equipment levels**
- **RAM 1500: Priced from \$79,950 driveaway**

The RAM 1500 quite simply redraws key benchmarks for the fastest growing market sector in the Australia vehicle market, setting new standards for towing capacity, tub size, interior space and comfort and, with the legendary 5.7 litre HEMI V8, it resets the performance yardstick as well as marking the return to the market of the much loved V8 Ute that is an Australian icon.



But, despite all these new benchmarks with an opening driveaway price of \$79,990, the RAM 1500 sits comfortably amongst the key top end utes in the Australia market.

“The RAM 1500 is built and equipped to meet the changing demands of the Australian Ute buyer who are demanding more towing capacity, more space inside and out, and better performance,” says Alex Stewart, General Manager of RAM Trucks Australia. “With a maximum towing capacity of up to 4.5 tonnes, it is a clear full tonne ahead of its rivals and with the legendary Hemi V8 under the bonnet, it has both power and a chassis designed by the world leading experts to safely tow that extra weight. The RAM 1500 has a

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choice of two cab sizes, both which offer a level of space, and therefore comfort, of which other lesser utes may only dream.”

“The space story continues with the tub, again two sizes, with the largest six feet four inches long or nearly two metres long and more than 1.2 metres wide between the wheel arches. Then there are the features that other Utes simply can’t offer such as a choice of axle ratios and the unique and uniquely useful RamBoxes, two 240 litre lockers on either side of the tub that may be used as secure storage or as a pair of ice-filled cool boxes,” says Mr Stewart.



At 5.8 metres long and a little over two metres wide, the RAM 1500 is significantly larger than other Utes in its market sector and this translates into more space inside and outside and a much larger towing capacity. The RAM 1500 is offered with a choice of two cab sizes, the Express with the Quad Cab and the Laramie with the Crew Cab. Although the Quad is the smaller of the two, an interior volume of 3.3 cubic metres still places it ahead of majority of conventional Utes, while impressive levels shoulder and hip room make it a comfortable place to be, front or back. The Laramie has a full crew cab with 3.5 cubic metres of interior space with a rear seat leg room length of more than a metre, it is as spacious in the back as the front.

The different cab sizes are not the only things that separate the RAM 1500 Express and the RAM 1500 Laramie. Each is styled, tailored and equipped to meet the very different needs and desires of their prospective owners. The 1500 Express with its colour matched grille, bumpers and trim is clearly the sporty member of the family, something that can be enhanced further with the Black Pack which, as the name suggests, turns everything to black. Sporty doesn’t mean basic, or stripped, as the leather lined dashboard attests, along with its comprehensive equipment list.

Meanwhile the RAM Laramie with its traditional RAM chrome grille and tasteful use of chrome highlights clearly indicates its intent to offer a unique blend of total luxury with a hard-working ethos of all-round capability. From its heated and cool ventilated front seats, its heated steering wheel and rear seats to its use of leather, deep pile carpeting and an equipment list that puts some luxury cars to shame, the RAM 1500 Laramie simply has it all – and knows how to use it.

Under the bonnet of the RAM 1500 is a legend. The Hemi name comes from its hemispherical combustion chambers which gives an efficient combustion chamber with an excellent surface-to-volume ratio, with minimal heat loss to the head, and allows for two large valves. It was first developed for the P-47 Thunderbolt fighter aircraft and M47 Patton battle tank before finding its way under a whole raft

American muscle and motorsport cars. The latest Hemi continues to power racing cars and muscle cars, as well as the RAM 1500 and matches the timeless Hemi design with the latest technology including a coil-on-plug distributorless ignition system, Variable valve timing (VVT) and two spark plugs per cylinder to shorten flame travel leading to more consistent combustion and reduced emissions. Its also now a smart engine to save fuel with Multi-Displacement System (MDS) is used in some versions which can shut off two cylinders on each bank under light load to improve fuel economy. The engine bay also features active grille shutters, which only allow the right amount of cool air to enter engine bay. This means more consistent engine temperatures, faster warm up from cold starts and less aerodynamic drag.

When the active grille shutters are closed, airflow is redirected over and around the front of the truck, enhancing aerodynamic performance rather than creating turbulence in the engine compartment. Engine coolant temperature and vehicle speed determine shutter position. The shutters remain closed when less engine cooling is required, and aerodynamic drag is most significant; the system will open the shutters when the truck's cooling demands require additional airflow, for example traveling up a hill or pulling a trailer in high-temperature environments.



Behind the wheel of the Hemi power RAM 1500 this translates into effortless performance that, thanks to its eight-speed gearbox, is delivered smoothly and efficiently, all the while accompanied by the emotive V8 burble.

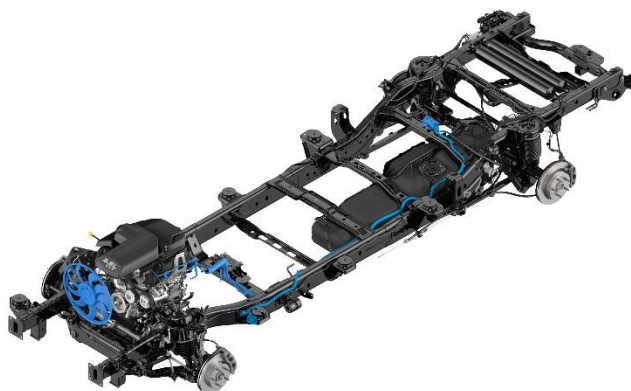
Owners will appreciate an innovative rotary e-shift dial for RAM 1500 trucks that controls the TorqueFlite eight-speed transmission that replaces both column and floor shifters. The exclusive rotary e-shift dial enables intuitive operation with a direct and confident feel, even with gloves on. The convenient, dash-mounted, easy-to-understand and operate system provides total control of the sophisticated eight-speed transmission and is Ram Truck's innovative approach to electronic shifters. This new design allows quick blind-shift transitions from "Reverse" to "Drive" when towing or navigating out of mud, snow or busy parking lots and crowded worksites. The new rotary e-shift dial also yields space for more functional and usable storage in the console.



The Ram 1500 features electric power steering (EPS). By using an electric motor to power the truck's rack and pinion steering system, the engine is relieved from the task of a constantly turning a hydraulic pump, improving fuel efficiency up to 1.8 percent and adding 5 horsepower. Also, the introduction of EPS reduces complexity by removing the previous hydraulic pump, high-pressure hydraulic hoses and cooling apparatus. This greatly streamlines manufacturing and maintenance. With EPS, each Ram 1500 model can be specifically calibrated to optimize steering effort and precision regardless of body or powertrain configuration. Additionally, EPS senses constant input from the driver, for example a crown in the road, and compensates for improved comfort.

A not inconsiderable part of the RAM 1500's excellent towing ability is built on the foundations of its

advanced separate chassis and sophisticated suspension which is mounted on it.



The front rails are 20 per cent stronger thanks to the use of high-strength steel while portions of the frame are hydroformed for dimensional accuracy (hydroforming reduces the amount of welding that leads to distortion), and side rails are fully boxed for both strength and durability. The front frame section incorporates advanced, high-strength steel that maintains overall

strength and durability and to further improve NVH, new larger body mounts are located on the front frame rails and at the C-pillar.

The Ram 1500 uses an exclusive multi-link, coil-spring rear suspension and this innovative rear suspension provides improved ride and handling characteristics with no loss of capability. A coil-spring design centralizes and absorbs bumps and impacts, while reducing the amount of friction in the spring system and it is some 20 kilos lighter than a leaf-spring configuration.

The front independent suspension combines upper control arms, aluminum lower control arms and retuned geometry with coil springs for improved responsiveness and handling while robust ball joints on the front suspension yield greater durability and are engineered with improved sealing methods.



Four-wheel disc brakes are standard on all Ram 1500 Truck models. The front rotors measure 13.2 inches (336 mm) in diameter and are clamped with dual-piston calipers, while rear rotors are 13.8 inches (352 mm) and utilize single-piston calipers. ABS brakes lead a whole phalanx of electric chassis assistance packages that reduce the chances of a road accidents by a significant margin.

The RAM 1500 is the latest in a long line of Pick-up Trucks that have become legends in North America, but it has taken Australian expertise to make the RAM 1500 fully available in Australia. The right-hand drive RAM 1500 has been designed and developed in Australia and refined for Australian requirements. It is built in North America and then remanufactured on a brand-new state of the art production line in Melbourne. This process means production quality and consistency. An Australian market RAM 1500 is built specifically for this market, imported by the factory appointed distributor, remanufactured to right hand drive in Melbourne and then sold through a nationwide dealer network.



“Our aim has always been that, so far as the customer is concerned, buying and owning a RAM, be it the new 1500 or its heavy-duty brothers, the 2500 and 3500, should be absolutely no different from buying any other mainstream vehicle,” says Alex Stewart, General Manager of RAM Trucks Australia. “This means everything from production line quality and consistency of product, to a national dealer network, a factory supported warranty, through to back up of a full parts and accessory warehouses in Sydney and Auckland that can deliver parts to anywhere in the country within 24 hours.”

“The RAM 1500 resets the ability, value and style measures for the Australian Ute market,” says Mr Stewart. “We fully expect it to have as dramatic effect on RAM sales in Australia as it has done in the USA, where the RAM brand has enjoyed eight years of consecutive growth, making RAM a significant player in the top end of the Australian Ute market.”

## The RAM 1500

### Equipment and Trim

	RAM 1500 Express	RAM 1500 Laramie
<b>EXTERIOR</b>		
Grille, Colour matched	●	N/A
Grille, Chrome	N/A	●
Badges, Chrome	●	●
Tub length	6'4"	5'7"
Side Steps – Black, cab length	●	N/A
Side Steps – Chrome, cab length	N/A	●
Wheels – 20-inch alloy	●	N/A
Wheels – 20-inch alloy chrome	N/A	●
Bumpers	Colour matched	Chrome
Heavy Duty Tow bar	●	●
Bed liner, spray in	●	●
Load tray illumination	●	●
Tonneau cover, soft	Opt	Opt
<b>SAFETY</b>		
Airbags, driver, front passenger, front side and curtain	●	●
Fog Light, front	●	●
Stability Control	●	●
ABS Brakes	●	●
Traction Control	●	●
Electronic Brakeforce Distribution	●	●
Trailer sway control	●	●
Hill Start Assist	●	●
Collapsible steering column	●	●
Front seat belt adjustment	●	●
Child seat attachments, number	3	3
Cruise Control	●	●
Electro-chromatic Rear View Mirror	N/A	●
Heated door mirrors	●	●
Parking Sensors, front	N/A	●
Parking sensors, rear	●	●
Tyre pressure monitoring	●	●
Rear mud flaps	●	●
Rain sensing wipers	N/A	●
Adjustable Pedals, Power	N/A	●
<b>INTERIOR</b>		
Number of seats	5	5
Upholstery	Cloth	Leather
Telematics – uConnect 3, five-inch touch screen	●	N/A
Telematics – uConnect 4, 8.4-inch touch screen	N/A	●
Telematics – Apple CarPlay and Android Auto	N/A	●

	RAM 1500 Express	RAM 1500 Laramie
Telematics – Bluetooth connections	●	●
Speaker number	6	10
Steering Wheel Switches with Telephone	●	●
Steering Wheel mounted audio controls	NA	●
Auxiliary 12V Power Outlets	●	●
SatNav	N/A	●
Auxiliary 12V Power Outlets, rear	N/A	●
Floor Mats - All Positions	●	●
Power windows, front and rear	●	●
Seats, heated and ventilated	N/A	●
Seats, rear, heated	N/A	●
Steering wheel, heated	N/A	●
<b>CONVIENCE AND COMFORT</b>		
Remote keyless entry	N/A	●
AirCon, manual	●	N/A
AirCon, climate control	N/A	●
Rear Air vents	N/A	●
Remote start	N/A	●

## The RAM 1500

### Technical Specification

	RAM 1500 Express	RAM 1500 Laramie	RAM 1500 Laramie
Axle ratio	3.92	3.21	3.92
Body style	Quad Cab	Crew Cab	Crew Cab
Tub length (feet/inches)	6'4"	5'7"	5'7"
Layout	Longitudinal, front engine, transfer case		
Construction	Ladder-type frame, steel cab, double-wall steel		
ENGINE			
Type and Description	5.7-LITER HEMI® 16-VALVE V-8 90-degree V-8, liquid-cooled		
Displacement	345 cu. in. (5654 cu. cm)		
Bore x Stroke	3.92 x 3.58 (99.5 x 90.9)		
Valve System	Variable cam timing, pushrod-operated overhead valves, 16 valves, hydraulic lifters with roller followers		
Fuel Injection	Sequential, multi-port, electronic, returnless		
Construction	Deep-skirt cast-iron block with cross-bolted main bearing caps, aluminum alloy heads with hemispherical combustion chambers		
Compression Ratio	10.5:1		
Power (SAE Net)	395 hp (291 kW) @ 5,600 rpm		
Torque (SAE Net)	407 lb.-ft. (556 Nm) @ 3,950 rpm		
Max Engine Speed	5,800 rpm		
Fuel Requirement	Unleaded mid-grade, 89 octane (R+M)/2 — recommended Unleaded regular, 87 octane (R+M)/2 — acceptable		

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	RAM 1500 Express	RAM 1500 Laramie	RAM 1500 Laramie
<b>Axle ratio</b>	3.92	3.21	3.92
<b>Oil Capacity</b>	7.0 qt. (6.6 liter)		
<b>Coolant Capacity</b>	14.0 qt. (13.33 liter)		
<b>Emission Controls</b>	Three-way catalytic converters, heated oxygen sensors and internal engine features		
<b>Emission Standard</b>	Euro 5		
<b>TRANSMISSION</b>			
<b>Type</b>	Adaptive electronic control, automatic or ERS manual control. Five clutchpack design with only two open clutches in any gear. Torque converter lock with turbine torsional damper for low lock-up speeds in 1st through 8th gear		
<b>Gear Ratios</b>			
1 <sup>st</sup>		4.71	
2 <sup>nd</sup>		3.14	
3 <sup>rd</sup>		2.10	
4 <sup>th</sup>		1.67	
5 <sup>th</sup>		1.29	
6 <sup>th</sup>		1.00	
7 <sup>th</sup>		0.84	
8 <sup>th</sup>		0.67	
Reverse		3.30	
Final Drive	3.92	3.21	3.92
Overall Top Gear ratio	2.63	2.15	2.63
Transfer case shift mechanism	Electric part time BW 44-44	Electric full time on demand BW 44-44	
Available speeds		2	
Operating modes	2WD High; 4WD Auto; 4WD High, Locked; Neutral; 4WD Low, Locked		
Low range ratio		2.64	
Front Axle		ZF 215 mm	
Rear Axle		C232	
<b>ELECTRICAL SYSTEM</b>			
Architecture		PowerNet	
Alternator		180 amp	
Battery	Group 65, low-maintenance 730 amp		
<b>SUSPENSION/STEERING</b>			
Front	Upper and lower "A" arms, coil springs, twin-tube shock absorbers, stabilizer bar.		
Rear	Five-link with track bar, coil springs, stabilizer bar, twin-tube shock absorbers, solid axle		
Steering	Electric power assisted		
Overall steering ratio	17.9:1	19.1:1	19.1:1
Steering turns lock to lock	3.3	3.5	3.5
Turning circle kerb to kerb	13.9 m	12.1 m	12.1 m



	RAM 1500 Express	RAM 1500 Laramie	RAM 1500 Laramie
<b>Axle ratio</b>	3.92	3.21	3.92
<b>BRAKES</b>			
Front	13.2 x 1.1 (336 x 28) vented disc with 2.13 (54) two-piston pin-slider caliper and ABS Swept Area 292 sq. in. (1884 sq. cm)		
Rear	13.8 x 0.87 (350 x 22) disc with 2.13 (54) single-piston pin-slider caliper and ABS Swept Area 274 sq. in. (1768 sq. cm)		
Power Assistance	Dual-rate, tandem diaphragm vacuum		
<b>WHEELS AND TYRES</b>			
Wheels	Alloy 20 inch	Alloy 20 inch	Alloy 20 inch
Tyres	275/60R20	275/60R20	275/60R20
Spare Tyre	Full Size	Full Size	Full Size
<b>DIMENSIONS inches (mm)</b>			
Length	229.0 (5816)	229.0 (5816)	229.0 (5816)
Width	79.4 (2018)	79.4 (2018)	79.4 (2018)
Height	77.7 (1975)	77.5 (1968)	77.5 (1968)
Wheelbase	140.7 (3573)	140.7 (3573.5)	140.7 (3573.5)
Track, Front	68.2 (1732.3)	68.6 (1743.2)	68.6 (1743.2)
Track, Rear	67.5 (1714.7)	68.0 (1727.4)	68.0 (1727.4)
Turning Circle	45.5 (13.9)	39.8 (12.1)	39.8 (12.1)
Ground Clearance			
Front Axle	9.2 (232.7)	9.2 (232.7)	9.2 (232.7)
Rear Axle	8.6 (219.5)	8.6 (219.5)	8.6 (219.5)
Open Tailgate to Ground	34.9 (885.3)	34.9 (885.3)	34.9 (885.3)
Pickup Body Height	20.1 (511.1)	20.0 (508.6)	20.0 (508.6)
Approach Angle (degrees)	17.8	17.8	17.8
Departure Angle (degrees)	25.4	24.7	24.7
Ramp Breakover Angle (degrees)	20.5	20.5	20.5
Fuel-Tank Capacity	32-gal. (121-liter)	26-gal. 98 liter	26-gal. 98 litre
Tub	6'4"	5'7"	5'7"
SAE volume, cu. ft. (cu m)	57.5 (1.6)	50.3 (1.4)	50.3 (1.4)
Length at Floor, Tailgate Closed	76.3 (1939)	67.4 (1712)	67.4 (1712)
Cargo Width	66.4 (1687)	66.4 (1687)	66.4 (1687)
Distance Between Wheelhouses	51 (1295)	51 (1295)	51 (1295)
Depth	20.1 (511)	20.0 (509)	20.0 (508)
Tailgate Opening Width in. – (mm)	60.4 (1535.3)	60.4 (1535.3)	60.4 (1535.3)
Interior Space	Quad Cab	Crew Cab	Crew Cab
Number of seats	5	5	5
Headroom, front, inch (mm)	41.0 (1041.4)	41.0 (1041.4)	41.0 (1041.4)
Legroom, front	41.0 (1041.4)	41.0 (1041.4)	41.0 (1041.4)
Shoulder room, front	66.0 (1676.4)	66.0 (1676.4)	66.0 (1676.4)
Hip room, front	63.2 (1605.3)	63.2 (1605.3)	63.2 (1605.3)
Seat travel, front	9.0 (230.0)	9.0 (230.0)	9.0 (230.0)
Seat recline range, front (degrees)	56 (38 Rwd, 18 Fwd)	56 (38 Rwd, 18 Fwd)	56 (38 Rwd, 18 Fwd)

	RAM 1500 Express	RAM 1500 Laramie	RAM 1500 Laramie
<b>Axle ratio</b>	3.92	3.21	3.92
Headroom, rear	39.7 (1008.4)	39.9 (1013.5)	39.9 (1013.5)
Legroom, rear	34.7 (880.9)	40.3 (1023.3)	40.3 (1023.3)
Shoulder room, rear	65.7 (1668.8)	65.7 (1668.8)	65.7 (1668.8)
Hip room, rear	62.9 (1598.3)	63.2 (1605.3)	63.2 (1605.3)
Interior volume - front	64.2 (1.8)	64.2 (1.8)	64.2 (1.8)
Interior volume - rear	52.4 (1.5)	61.1 (1.7)	61.1 (1.7)
<b>WEIGHTS</b>			
Towing, Maximum unbraked	750 kg	750 kg	750 kg
Towing, Maximum braked	4500 kg	3500 kg	4500 kg
Payload, tub	912 kg	885 kg	855 kg
Gross Vehicle Mass	3330 kg	3330 kg	3330 kg
Max Gross Combination Mass	TBC	TBC	TBC
Front axle Load (Maximum)	TBC	TBC	TBC
Rear Axle Load (Maximum)	TBC	TBC	TBC
Roof load	TBC	TBC	TBC
<b>PERFORMANCE</b>			
Fuel Consumption, Combined	12.2 l/100 km	9.9 l/100 km	12.2 l/100 km
Fuel consumption, Urban	TBC	TBC	TBC
Fuel consumption, Extra urban	TBC	TBC	TBC
Co2 Emissions	TBC	TBC	TBC
<b>WARRANTY/SERVICE</b>			
Warranty	Three years/100,000 km		
Roadside Assist	Three years		
Service Intervals	12 months/12,000 km		



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