

Ram

1500

2002



Dodge



RAM 1500

Meet the New Mayor of Truckville.



If only all Mayors carried such a powerful platform. The argument he's driving home is to do what you want — which brings us to the 2002 Dodge Ram 1500. With



new full-size rear doors on Quad Cab.[™] Powerful and quieter new engines. The full-size 8-foot, and the new full-size 6'3" beds. As for safe streets, count on impressively larger brakes, three-point seat belts for all passengers (except front-center seat on Quad Cab), and available side-curtain air bags. Another convention here in Truckville is to take control of your life, with new rack-and-pinion steering, a new torsion bar front independent suspension on 4WD models, and new available power-adjustable pedals. And since he feels everyone needs their own space,


you'll find designed-in features,[®] like great under-seat storage, and an available flat-load steel floor on Quad Cab. Finally, any friend of the New Mayor

of Truckville is going to be a big wheel. Ram's standard 17-inch and available 20-inch wheels let you stand tall above the competition — and become a model citizen of Truckville

Dodge Ram 1500 Quad Cab SLT 4x4 in Black





 To see a QTVR on Ram's exterior,
go to www.4adodge.com — keyword: **ramexterior**

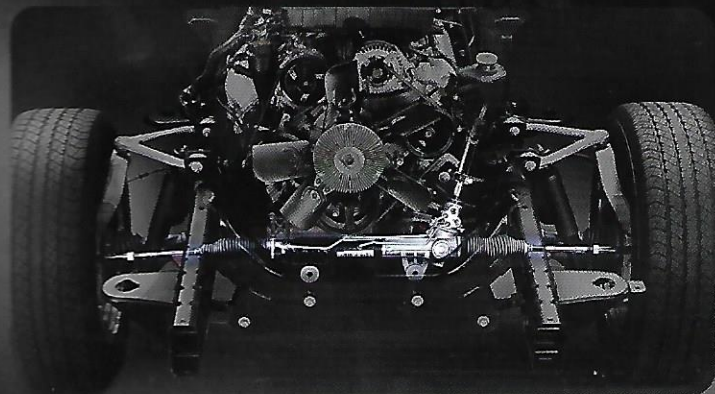
That's Mister New Ram to

Mind your manners.

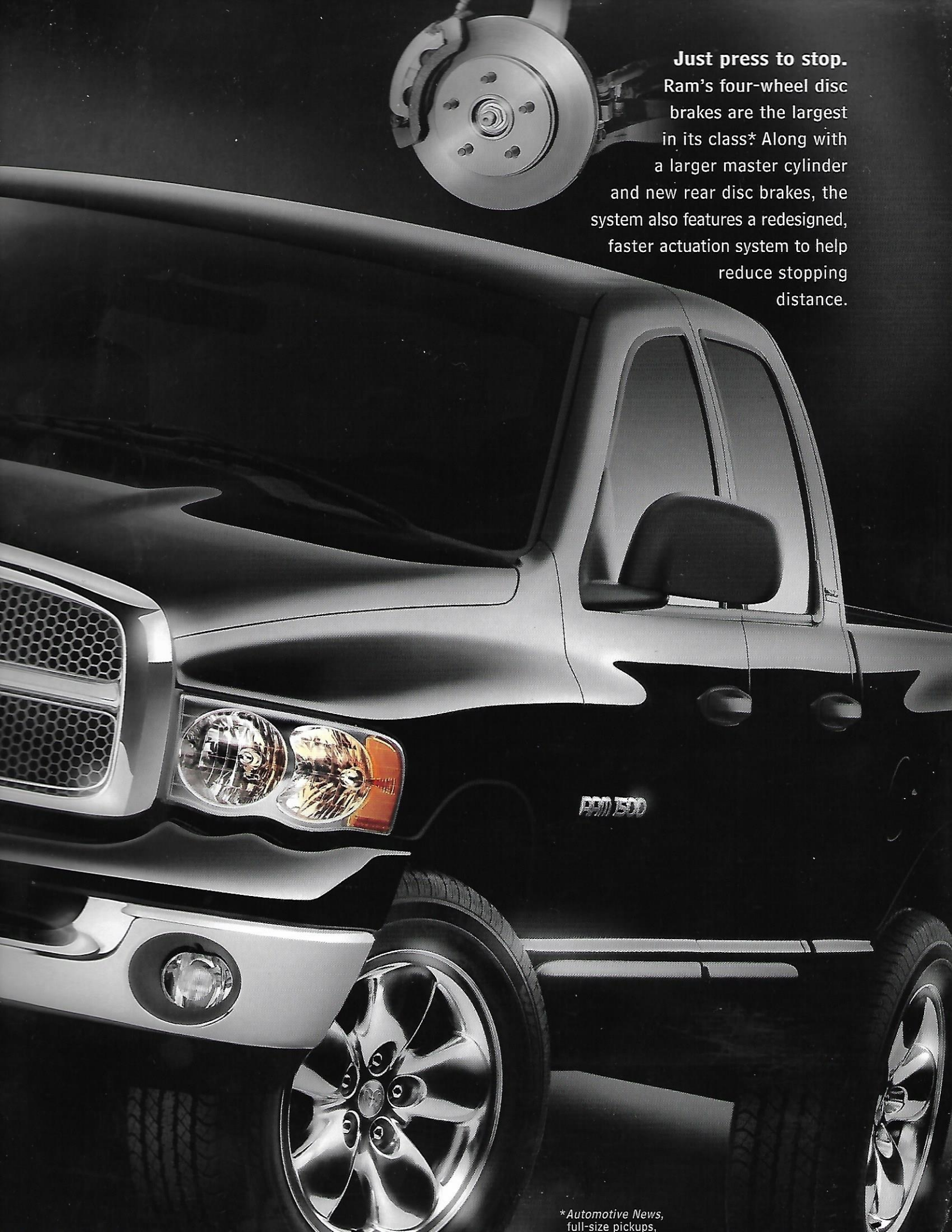
For a full-size pickup, this Ram has superb road manners. Credit goes to a wealth of improvements, including a new independent front suspension system on 4x4 models, and balanced front and rear spring rates. All help raise Ram's handling to the level of a premium SUV.

you.

Turn right here, and you've left the others. The Next Ram is the first full-size 4WD pickup in the Dodge family to offer rack-and-pinion steering, for precise, crisp handling.



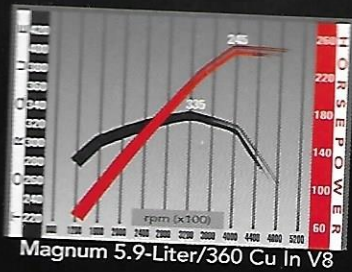
A spark of genius. A new electronic transfer case switch on Ram SLT Plus gets you from 2WD to 4WD, simply by letting you turn a three-position switch on the instrument panel.



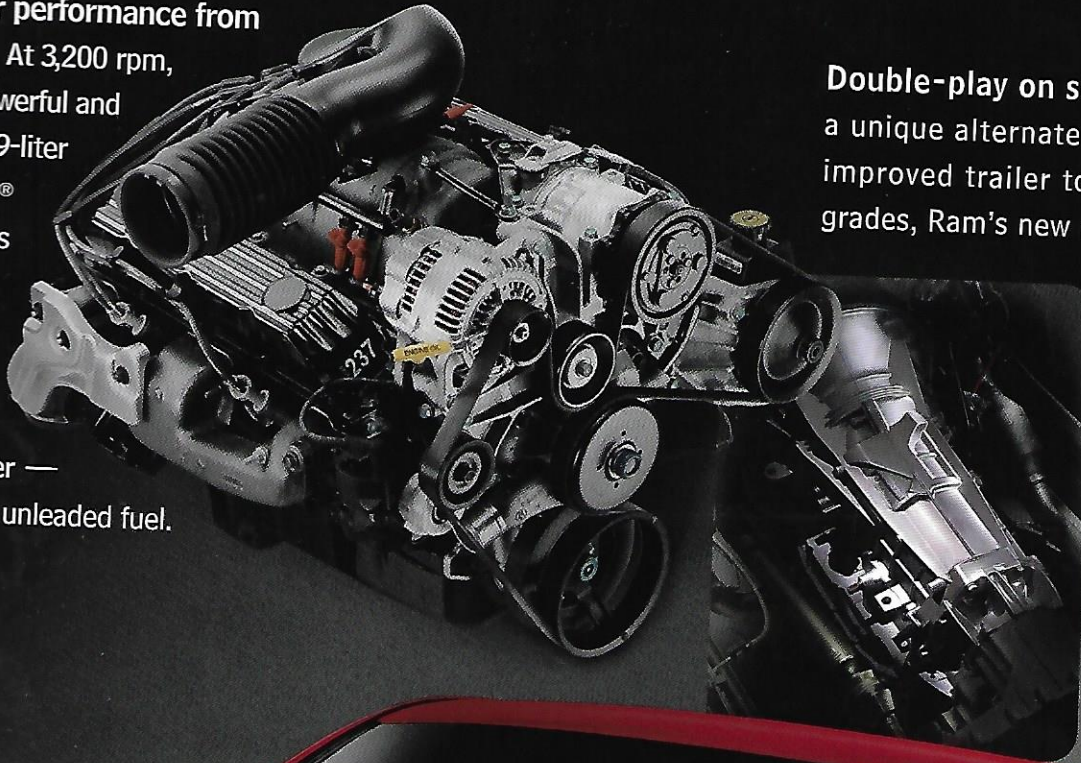
Just press to stop.
Ram's four-wheel disc brakes are the largest in its class*. Along with a larger master cylinder and new rear disc brakes, the system also features a redesigned, faster actuation system to help reduce stopping distance.

*Automotive News, full-size pickups.

Ramm



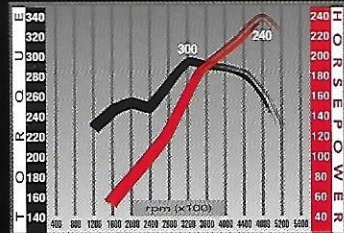
Superior performance from regular. At 3,200 rpm, Ram's powerful and proven 5.9-liter Magnum® V8 churns out 335 lb-ft of torque and 245 horsepower — on regular unleaded fuel.



Double-play on second. Now featuring a unique alternate second gear ratio for improved trailer towing when climbing grades, Ram's new multispeed overdrive automatic transmission for the 3.7- and 4.7-liter Magnum engines easily achieves 120,000 miles* under normal driving conditions, without so much as an adjustment or overhaul.

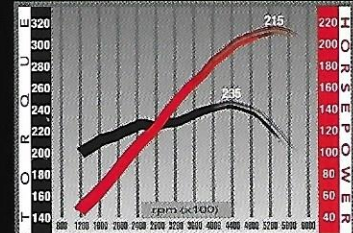


inition.

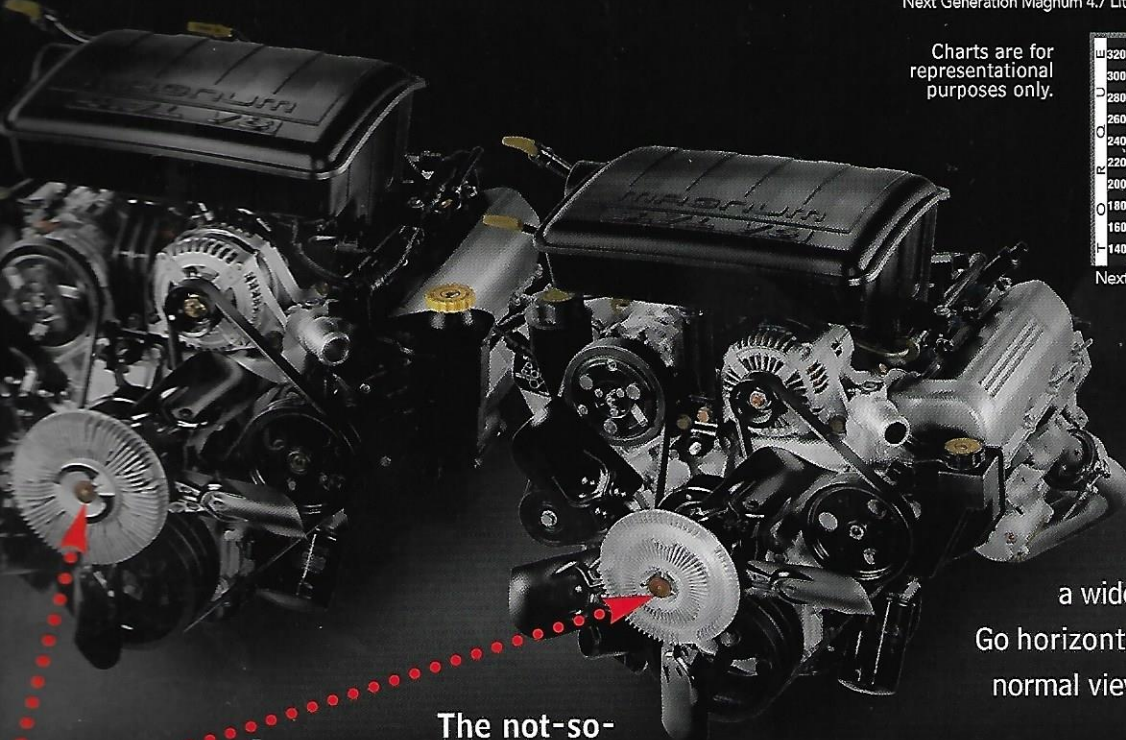


Next Generation Magnum 4.7 Liter/287 Cu In V8

Charts are for representational purposes only.



Next Generation Magnum 3.7-Liter/226 Cu In V6



On the flip side, Ram's towing mirrors flip over to vertical for a trailer view, while a smaller inset mirror provides

a wide angle.

Go horizontal for normal viewing.



The not-so-little engines that could.

And do. The Next Ram boasts two

all-new engines. The 3.7-liter Magnum V6 produces 20 percent more peak power than the previous 3.9-liter V6, while the 4.7-liter Magnum V8 replaces the 5.2-liter V8 — yet offers comparable peak power and torque, and faster acceleration.

All conditions equal, these new engines were designed to last 25 percent longer than the engines they replace.

Two new Next Generation Magnum engines



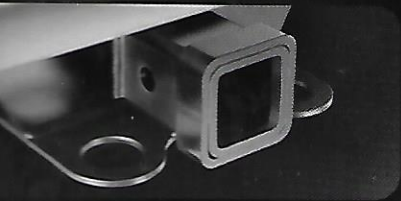
An unyielding frame of mind.

The science of "architruecture."

It's based on hydroforming — the use of high-pressure water to form new tubular frame components which are stronger, lighter, and more accurate than welded or stamped members. It's

a process that reduces mass by 40 percent — while increasing durability and controlling vibrations.

New, quieter
136-ampere
• alternator



A total class act. The Next Generation Ram 1500 available Class IV hitch receiver is integrated with the standard Class III hitch, eliminating installation of a separate bolt-on assembly. The design results in significant weight savings to the truck.

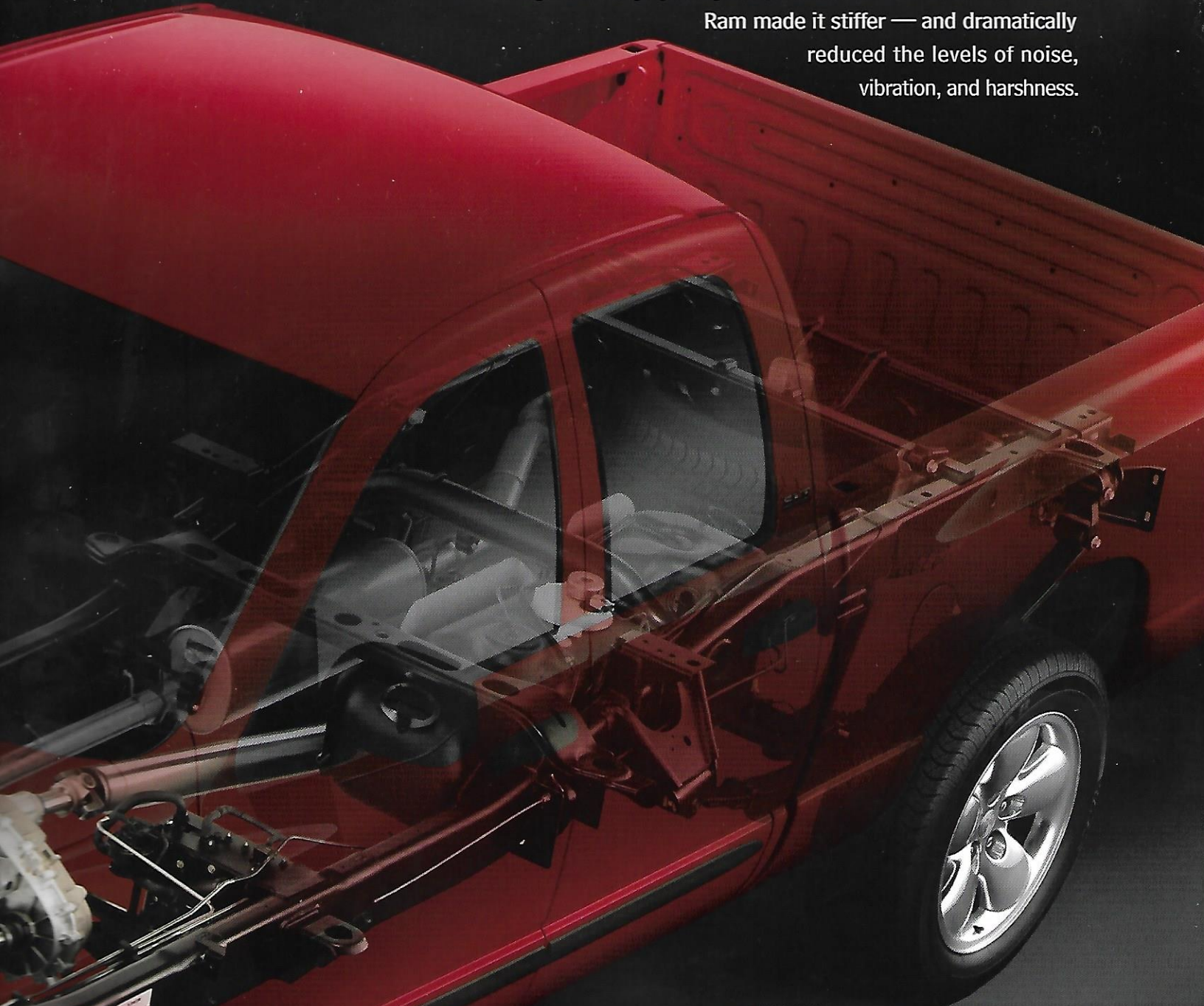
Bringing up
(and down) the rear.

Cargo beds feature a high-strength steel floor, double-wall construction, removable tailgate, and divide into two or three sections. New lowered clearance means easier loading.

Above: a protective bedliner for the Next Ram, available as a factory-installed option.



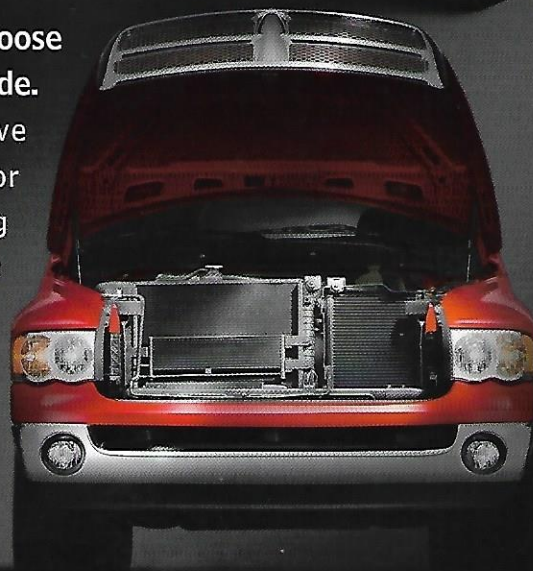
We'll say this very quietly. Improvements to the frame of 2002 Ram made it stiffer — and dramatically reduced the levels of noise, vibration, and harshness.



**Choose
your side.**


An innovative mounting of the radiator next to the air conditioning condenser yields multiple benefits: better acceleration when the air conditioner is on, quieter operation at idle, with lower radiator temperatures and faster cooling of the interior.

Ground clearance ranges from 8.0 to 9.3 inches



Dodge Ram 1500 Quad Cab SLT in Flame Red, with Mopar* Accessories:
Tubular Grille Guard, Aluminum Side Steps, and Cargo Bed Side Rails



 To see more Ram accessories,
go to www.4adodge.com — keyword: **ramaccessories**



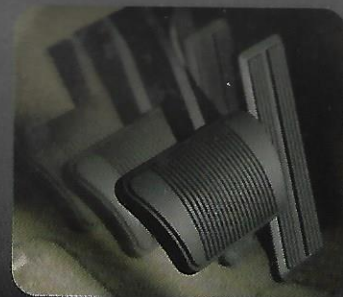
Ram rules as the longest-lasting full-size pickup on the road!†

*These products are designed solely to enhance the appearance of the vehicle. Since their safety characteristics are limited, they are not intended to prevent injury or damage in the event of an accident.

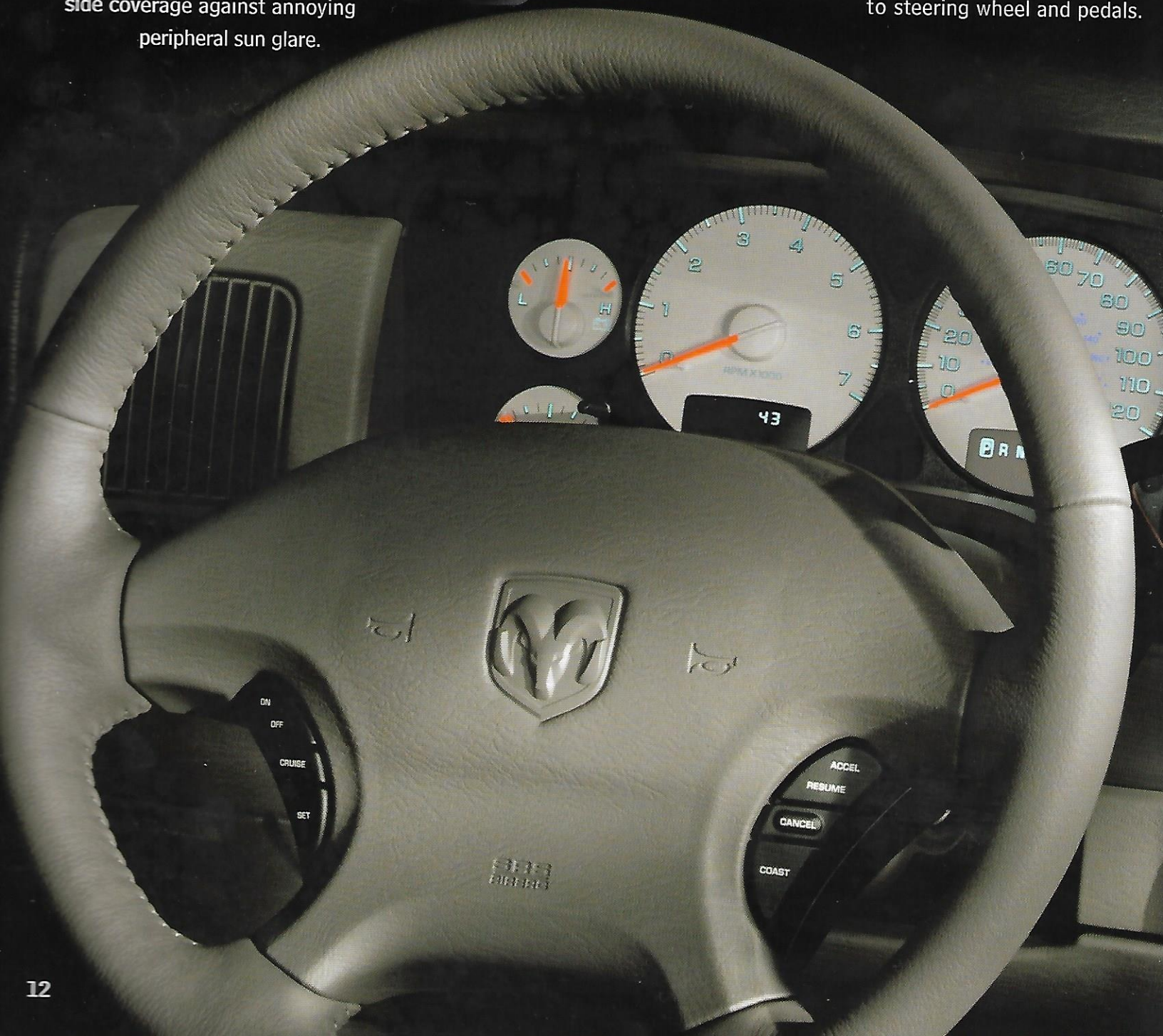


Stretch out in the shade. Ram's thoughtful design includes new cloth-covered sun visors with sliding extensions, for full side coverage against annoying peripheral sun glare.

Feel the heat. Along with the heated leather seating surfaces, Ram SLT Plus front seat backs feature Preferred Suede® with embossed Ram logo.



Put your foot down. New, available power-adjustable pedals give Ram owners finger-tip ease to find the right seating position relative to steering wheel and pedals.



You know who's in charge here.




It's all over the others. Two new overhead consoles are available. For SLT, include an improved Compass Mini-Trip Computer (CMTC) while SLT Plus combines the features of the CMTC, and adds the comprehensive Electronic Vehicle Information System (EVIC — with dozens of valuable readouts), and the HomeLink® Universal Remote Transceiver, with separate buttons for three different home security systems, including a garage door opener.

New available
overhead consoles provide
instant information





Seating surface
lifts for even
more storage.

The image shows the interior of a vehicle, specifically the rear passenger area. There are two leather seats with a light tan or beige color. The seats have a quilted pattern on the backrests and a smooth finish on the seat cushions. A center console is visible between the seats, which is the focus of the text. The console has a handle and a speaker grille. The overall lighting is dim, highlighting the texture of the leather and the contours of the seats.

Ram's new center
armrest/business
console functions
five different ways.



40/20/40
front seat

60/40 rear seat

Get a hold of just how smart this is.



It's just so logical. The Next Generation Ram is pure street smarts in motion. A new four-spoke steering wheel features a user-friendly shape that's easier on the hands, and which allows a better view of the instrumentation. Another new and notable convenience: dual cup holders that have adjustable arms to secure almost any container.

Angle is right. New steering wheel-mounted radio control switches are now angled forward on the back of the steering wheel for easy operation. (Available only on optional Premium radio.)

At rider. Ram's revised power door switches and power window and mirror switches are illuminated, so you can see them at night.

Check your pockets. New passenger seatback storage offers convenient accessibility for papers of all kinds. (Included on passenger seats with power seating.)



Hold 'em. New grab handles for the driver and front and back seat passengers assist while entering and exiting.



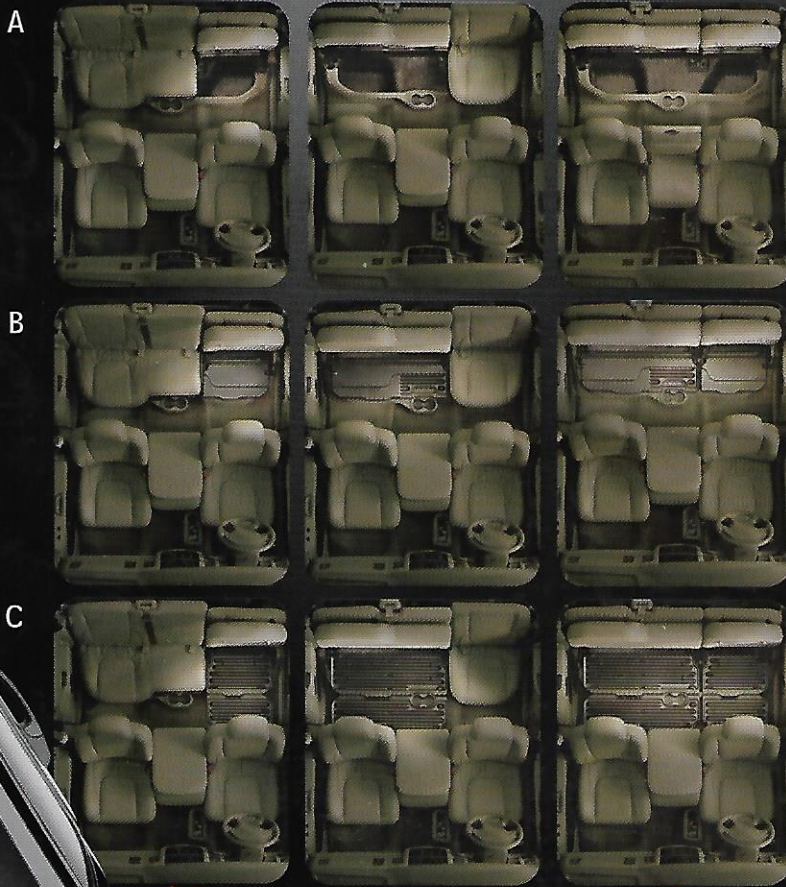
The 100 percent solution. New rear windows on Ram Quad Cab lower fully into the door panel, to bring tears of joy to your dog's eyes.

Baggage claim. Quad Cab is the ticket, with an available rear 60/40 seat that folds up for fast, convenient storage, while smartly designed hooks hold plastic shopping bags.



New, forward-hinged rear doors open 85 degrees

Around here, 85° is way above normal.



It's nine to one, and we're leading. These photos show the versatility of 2002 Ram Quad Cab. In row (A), the flat-load steel floor is in the up position, showing seating and under-seat storage capabilities. Row (B) shows how the 60/40 seating works when the steel floor is halfway down. Bottom row (C) shows the steel floor completely folded out, for maximum use of Quad Cab storage space.

...els so right.
...ng in and out of
...m is as easy as ever.

New, forward-hinged, full-size rear doors on Quad Cab open up wide ... to nearly a right angle. Even Ram regular cab has new, super-wide doors — for enormous convenience.

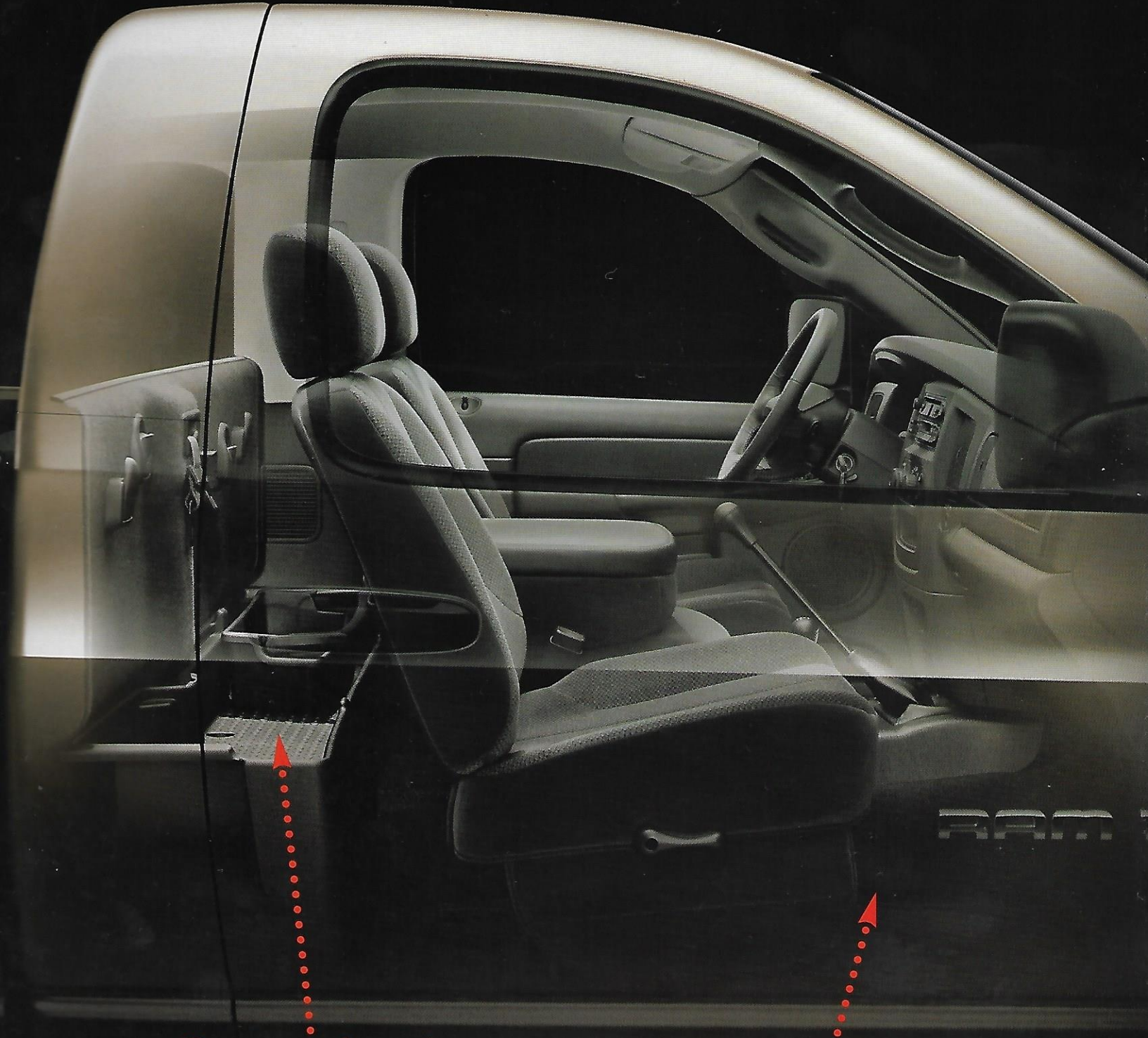
It's five-in-one, and right in the middle.

This Ram offers a writing surface, a center armrest, compartmental storage space to hold cell phones or a laptop computer (top photo), an instant third front-row seat — with more available storage space underneath (lower).



Interior Dimensions in Inches

	Regular	Quad Cab™		Regular	Quad Cab™		Regular	Quad Cab™
Headroom			Shoulder Room			Seat adjustment (Fore to aft)		
Front —	40.9	40.8	Front —	67	67	Door opening width (Front/Rear)	33.4	33.1/19.9
Rear —		40	Rear —		66.7	Steering wheel to cushion	6.6	6.6
Leg Room			Hip Room					
Front —	41	41	Front —	65.1	65.1			
Rear —		36.4	Rear —		64.6			
			Interior Volume					
			Front —	65.1	65.0			
			Rear —		56.1			
			Total —	65.1	121.1			



Ram regular cab:
Best-in-class behind-the-seat storage for a half-ton pickup

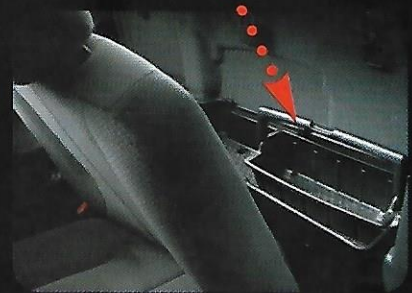
New Ram regular and Quad Cab:
Best-in-class interior room

Storage that puts the competition away.



At the top, there's only room for one. Ram's longer cab translates into larger inner space, more seat travel, and best-in-class behind-the-seat storage. In fact, Ram's leadership for front-seat leg, hip, and shoulder room translates into best-in-class interior room for both regular and Quad Cab models.

Look in back to see forward thinking. On SLT and SLT Plus regular cabs, you'll find this new rear bin, designed to hold items like power tools or other job-related items. The bin mounts securely in the fitted floor tray, or it can hang from the center molded hook on the cab-back panel.



Form and function. New Ram regular cab models now offer larger and more versatile cab-back storage, including this new

We're hooked on practicality.


Evenly spaced on the carpeted cab-back panel are three utility hooks, an ideal means to hang shopping bags, ropes, or fishing nets. The panel also features child seat top tether anchors — with two on regular cab, three on Quad Cab models.

standard fitted floor tray, designed to hold many tools of the trade — and large enough to easily accommodate three 5-gallon buckets.



Dodge Ram 1500 Regular Cab SLT 4x4 with Sport Appearance Group
in Graphite Metallic with Mopar Hood Shield in Matching Body Color



 To price and equip a new Ram,
go to www.4adodge.com — keyword: **rampriceandequip**



RAM 1500

Our cleats
have clout.

More innovative thinking
from the designers at
Dodge: four new cargo
bed cleat tie-downs for
fast easy operation when
securing cargo.

Now you can get away with anything.

Take to your bed
and get to work.
Whether you use

Ram for personal pleasure or tough work needs, the cargo beds
on the Next Ram 1500 now make loading, hauling, and carrying a breeze.
Consider the ramifications: the 8-foot bed (below), and a new 6'3" bed,
for a practical, yet "garage-able" pickup. As always, Ram gives you the capability



to compartmentalize all beds.



Properly secure all cargo.

It's a personal thing. Customize your Ram 1500 with
factory-installed accessories, like the soft tonneau
(above, top) or protective items like a hood shield or a
tough bedliner. From the many accessories available from Mopar,
you can outfit your Ram with add-ons — like a diamond-plate toolbox,
aluminum bed rails, or your choice from dozens of other products. For
more on Mopar, see your
friendly Dodge dealer.

Put on your thinking cap. For protected,
covered storage, think about this: a custom-
designed bed cap from Leer* gives your Ram
pickup even greater versatility and security.



*Available from Leer, a division of Truck Accessory Group, Inc., who is solely responsible for its bed caps and provides a warranty. Your dealer can assist you in finding a proper bed cap and having it installed.

Notes and explanations: The maximum trailer tow ratings shown represent the greatest possible maximum trailer weight allowable for that power train and model combination. See your dealer for specific information relating to every transmission and axle ratio combination available. •GVWR – Gross vehicle weight rating: Maximum allowable GVW. •GVW = Total weight of a truck with cargo (including camper body), driver and passengers, fuel, water, equipment, etc. •GCWR – Gross combination weight rating: Maximum allowable GCW. •GCW = Total weight of a fully equipped truck and trailer with cargo, driver and passengers, fuel, water, equipment, etc. To determine payload, subtract the curb weight from the GVWR. •These maximum trailer tow ratings are designed to provide acceptable performance for normal conditions of temperature, grade, and altitude. •Extreme conditions will require selection of a higher axle ratio or a larger engine. •Maximum trailer weight ratings include cargo and fluids in the trailer, 150 pounds for the driver and must be decreased by the weight of: optional equipment, trailer hitch, cargo in the truck, and passengers other than the driver. To determine the maximum trailer weight, subtract the curb weight and 150 pounds (allowance for driver) from the GCWR. Maximum engine cooling option may be required to achieve maximum trailer weight rating and GCWR. •Tongue weight: To determine the maximum trailer tongue weight, multiply the gross trailer weight by 10% or 15% for each combination. The recommended tongue weight is between 10% and 15% of the trailer weight. However, the maximum tongue weight on a Class III (the bumper ball) is limited to 500 pounds, and Class IV (the receiver hitch) to 1,000 pounds. This requirement overrides any recommended GTWR, between 10% and 15% of gross trailer weight (GTW). Additionally, the gross axle weight rating and gross vehicle weight rating should never be exceeded. •Use synthetic axle lubricant with the trailer tow group. •Dodge trucks, when used to tow trailers over 2,000 pounds of loaded weight, must be properly equipped; trailers over 1,000 pounds of loaded weight must have their own brakes. Trailer tow restrictions may apply. See your retailer for details.

Ram 1500 Maximum Payload and Towing Specifications

Model	Engine	Rear Axle Ratio	GVWR (Pounds)	Maximum Payload (Pounds)	Maximum Trailer Weight Rating (Pounds)	Maximum GCWR (Pounds)
Regular Cab 4x2	3.7L Magnum V6	3.50, 3.9	6350	1850	3800	8500
	4.7L Magnum V8	3.90	6350	1800	7750	12500
	5.9L Magnum V8	3.90	6350	1690	8650	13500
Regular Cab 4x4	4.7L Magnum V8	3.90	6350	1540	7450	12500
	5.9L Magnum V8	3.90	6350	1420	8400	13500
Crew Cab 4x2	4.7L Magnum V8	3.90	6650	1770	7400	12500
	5.9L Magnum V8	3.90	6650	1660	8350	13500
Crew Cab 4x4	4.7L Magnum V8	3.90	6650	1520	7150	12500
	5.9L Magnum V8	3.90	6650	1390	8100	13500

The specs speak for themselves.

Look at the numbers, and it's clear: Ram is all about capability and capacity, with longer wheelbases, stronger engines, and longer overall length.



Built to lead the running. New trucks deserve new accessories. These Premium Running Boards with Accent Kit from Mopar include front air dam, front valance, rear valance, accent pieces for the rear wheels, with chip-and-scratch-resistant steel running boards.



3,350-pound towing capability*

*Quad Cab, when properly equipped.



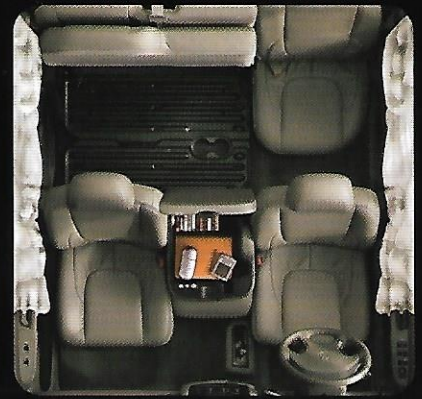
The inside story:
high-strength steel
side-impact protection
door beams

The Mayor is big on safety. It's the little things that count: like the new three-point seat belts for the middle front seat in regular cab, and the middle rear seat in Quad Cab.



Safety.

In Truckville, you get it from all sides.



Truckville. Talk about a safe neighborhood. Use new Ram as a family vehicle, and you'll see how well we look after your children. Child seat top tether anchors are standard; so are the child-protection rear door locks on Quad Cab models.

Our sides come in first. Dodge Ram 1500 is the first pickup truck in its class to augment its standard air bags* with available supplemental side-curtain air bags, for an additional degree of occupant safety.



Crumple zones

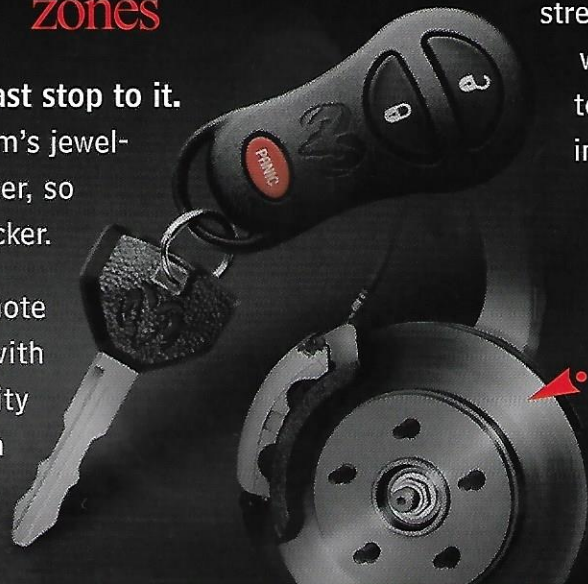
Insist on resistance. Ram's new hydroformed frame helps protect you and your passengers with improved strength to resist frontal impacts — with designed-in "crumple zones" to help absorb impact energy.

Bigger, better 4-wheel disc brakes

Put a fast stop to it. New Ram's jewel-

like taillamps are larger and brighter, so drivers behind you can respond quicker.

Right when you need it: The Remote Keyless Entry System is standard with SLT Plus and optional in the Security Group on SLT. The "panic" button initiates attention-grabbing horn beeps, and flashes the turn signals.



*Always use seat belts. See complete

Standard features and options

Your guide to Truckville.



Ram 1500 Sport 4x4 Regular Cab

Ram 1500 ST 4x4 Quad Cab



Ram 1500 SLT 4x4 Quad Cab

Ram 1500 SLT Plus 4x4 Quad Cab (8-foot bed)

- Features of the 2002 Dodge Ram 1500 Pickups includes:
- Air Bags*** — Next Generation driver and front-passenger. Passenger side on/off switch on regular cab
 - Conditioning**
 - Paint** — Gray (not available with Sport Appearance Group and 20-inch Wheel and Tire Sport Group)
 - Alternator** — 136-ampere
 - Wheels** — Rear, semi-floating
 - Alternator** — 600-ampere
 - Anti-Lock Brakes** — Automatic transmission only
 - ABS** — Power-assisted four-wheel disc with rear-wheel antilock (standard four-wheel antilock on SLT Plus)
 - Steps** — Bright, front with step pad, rear step-type. (Body color with Sport Appearance Group and 20-inch Wheel and Tire Sport Group)
 - Cargo Box** — Double-wall construction with high-strength steel floor, stake pockets, four tie-down cleats, two-tier loading and bulkhead provision
 - Child Seat Top Tether Anchors** — User-ready, at each passenger seat position (center and right side position on regular cab) to minimize aftermarket child seat movement (rear seat only in Quad Cab)
 - Interior** — Floor, includes two cup holders (with manual transmission; not available with automatic transmission)
 - Center console** — Center business console, includes a coin holder and storage area for a laptop computer, cellular phone, cassettes or compact discs, and other miscellaneous items
 - Corrosion Protection** — Extensive use of galvanized steel sheet metal, full-body antichip coating, and electro-coated frame
 - Interior Holders**
 - Lower instrument panel-mounted (two) (with automatic transmission)
 - Floor console-mounted (two) (with manual transmission)
 - Floor-mounted (two) (Quad Cab)
 - Fuel Tank** — 26-gallon on short-bed and 35-gallon on long-bed models
 - Paint** — Tinted
 - Instrument Cluster** — Speedometer, trip odometer, tachometer, indicator lamps for 4x4 operation, antilock brake, seat belt cluster lamp (stays on after engine start until driver buckles up), air bag, low oil, gauges for oil pressure, maintenance required and check engine, and overdrive switch (automatic transmission only)
 - Interior** — Dash liner, floor tunnel
 - Interior** — Cargo lamp with integrated center high-mounted stoplamp, underhood lamp
 - Interior** — Dome lamp
 - Interior** — Glove box (SLT and SLT Plus)
 - Interior** — Engine hours (located in instrument cluster and read through the odometer)

Mirrors

— Exterior, dual manual, 6 x 9-inch black (ST models)

Power Accessory Outlet — 12-volt, located in instrument panel

Shoulder Belts — Height-adjustable driver and front outboard passenger

Regular Cab

— Unibelt three-point restraint system (including center position)

— Height-adjustable driver and outboard passenger

Quad Cab

— Unibelt three-point restraint system except front seat center position is a lap belt

Spare Tire — Full-size

Steering — Power-assisted rack-and-pinion

Steering Wheel — Four-spoke sport

Storage

— Cab back panel storage system (regular cab)

— Rear underseat compartment (Quad Cab)

Sun Visors — Driver and front-passenger, sliding, cloth covered with map pocket

Suspension

— Heavy-duty front and rear shock absorbers and front stabilizer bar

— Front, independent coil spring (4 x 2 models)

— Front, independent torsion bar (4x4 models)

— Rear, longitudinal leaf springs

Tailgate — Removable with quick-release latches

Transfer Case — Manual shift-on-the-fly (4x4)

Transmission — Five-speed manual (not available with 5.9-liter engine)

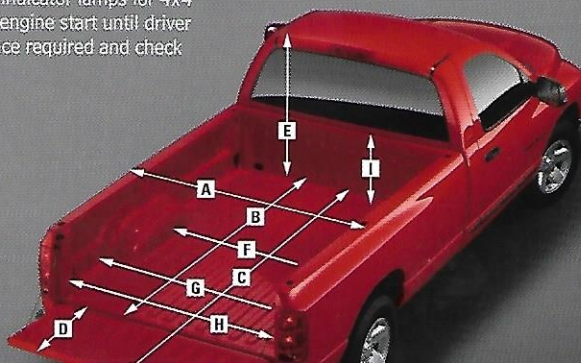
Wheels and Tires — 17-inch

Winch — Tire carrier

Window — Rear door full-drop-down glass

Wiper System — Windshield, two-speed with speed-sensitive intermittent mode

* Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under can be in the front seat only with the passenger air bag turned off when correctly using an infant or child restraint system, or a seat belt that is right for their age and size.



Dodge Ram 1500 Cargo Box Dimensions

	6'3" Box	8' Box
A Maximum Width at Outside of Fender	79.6	79.6
B Maximum Length at Floor	75.9	96.4
C Front of Box to End of Open Tailgate	100.0	122.0
D Open Tailgate	19.3	19.3
E Box Floor to Top of Cab	44.3	44.2
F Width between Wheelhouses	51.0	51.0
G Maximum Width at Floor	66.4	66.4
H Width of Tailgate Opening	63.4	63.4
I Depth of Box	20.1	20.1
Cargo Volume (cu ft)	57.7	73.9

Standard features and options

Your guide to Truckville.



Ram 1500 Sport 4x4 Regular Cab



Ram 1500 ST 4x4 Quad Cab



Ram 1500 SLT 4x4 Quad Cab



Ram 1500 SLT Plus 4x4 Quad Cab (8-foot bed)



Features of the 2002 Dodge Ram 1500 Pickups include:

- Next Generation driver and front-passenger. Passenger side on/off switch on regular cab
- Air conditioning
- Gray (not available with Sport Appearance Group and 20-inch Wheel and Tire Sport Group)
- Alternator — 136-ampere
- Rear, semi-floating
- Battery — 600-ampere
- Electronic Park Interlock — Automatic transmission only
- ABS — Power-assisted four-wheel disc with rear-wheel antilock (standard four-wheel antilock on SLT Plus)
- Bumpers — Bright, front with step pad, rear step-type. (Body color with Sport Appearance Group and 20-inch Wheel and Tire Sport Group)
- Cargo Box — Double-wall construction with high-strength steel floor, stake pockets, four tie-down cleats, two-tier loading and bulkhead provision
- Seat Top Tether Anchors — User-ready, at each passenger seat position (center and outboard position on regular cab) to minimize aftermarket child seat movement (rear seat only in Quad Cab)
- Floor console
- Floor, includes two cup holders (with manual transmission; not available with automatic transmission)
- Center business console, includes a coin holder and storage area for a laptop computer, cellular phone, cassettes or compact discs, and other miscellaneous items
- Rust Protection — Extensive use of galvanized steel sheet metal, full-body antichip coating, and electro-coated frame
- Cup holders
 - Lower instrument panel-mounted (two) (with automatic transmission)
 - Floor console-mounted (two) (with manual transmission)
 - Floor-mounted (two) (Quad Cab)
- Fuel Tank — 26-gallon on short-bed and 35-gallon on long-bed models
- Tinted windows
- Instrument Cluster — Speedometer, trip odometer, tachometer, indicator lamps for 4x4 operation, antilock brake, seat belt cluster lamp (stays on after engine start until driver presses up), air bag, low oil, gauges for oil pressure, maintenance required and check engine, and overdrive switch (automatic transmission only)
- Instrumentation — Dash liner, floor tunnel
- Interior
 - Cargo lamp with integrated center high-mounted stoplamp, underhood lamp
 - Dome lamp
 - Glove box (SLT and SLT Plus)
 - Engine hours (located in instrument cluster and read through the odometer)

Mirrors

- Exterior, dual manual, 6 x 9-inch black (ST models)

Power Accessory Outlet

- 12-volt, located in instrument panel

Shoulder Belts

- Height-adjustable driver and front outboard passenger

Regular Cab

- Unibelt three-point restraint system (including center position)

- Height-adjustable driver and outboard passenger

Quad Cab

- Unibelt three-point restraint system except front seat center position is a lap belt

Spare Tire

- Full-size

Steering

- Power-assisted rack-and-pinion

Steering Wheel

- Four-spoke sport

Storage

- Cab back panel storage system (regular cab)

- Rear underseat compartment (Quad Cab)

Sun Visors

- Driver and front-passenger, sliding, cloth covered with map pocket

Suspension

- Heavy-duty front and rear shock absorbers and front stabilizer bar

- Front, independent coil spring (4x2 models)

- Front, independent torsion bar (4x4 models)

- Rear, longitudinal leaf springs

Tailgate

- Removable with quick-release latches

Transfer Case

- Manual shift-on-the-fly (4x4)

Transmission

- Five-speed manual (not available with 5.9-liter engine)

Wheels and Tires

- 17-inch

Winch

- Tire carrier

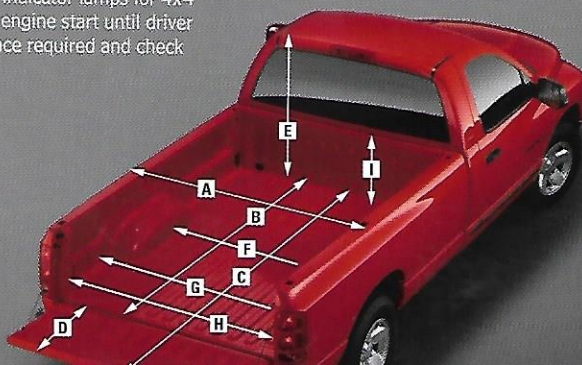
Window

- Rear door full-drop-down glass

Wiper System

- Windshield, two-speed with speed-sensitive intermittent mode

* Certified to the Federal Regulations that allow less forceful front air bags. Always use seat belts. Children 12 and under can be in the front seat only with the passenger air bag turned off when correctly using an infant or child restraint system, or a seat belt that is right for their age and size.



Dodge Ram 1500 Cargo Box Dimensions

	6'3" Box	8' Box
A Maximum Width at Outside of Fender	79.6	79.6
B Maximum Length at Floor	75.9	96.4
C Front of Box to End of Open Tailgate	100.0	122.0
D Open Tailgate	19.3	19.3
E Box Floor to Top of Cab	44.3	44.2
F Width between Wheelhouses	51.0	51.0
G Maximum Width at Floor	66.4	66.4
H Width of Tailgate Opening	63.4	63.4
I Depth of Box	20.1	20.1
Cargo Volume (cu ft)	57.7	73.9



17" styled steel wheel with chrome center cap, standard on ST



17" steel chrome wheel, standard on SLT, available on SLT Plus and ST



17" cast aluminum wheel with chrome center cap, standard on SLT Plus



17" cast aluminum wheel with chrome center cap, included with Sport Appearance Group, available on SLT



20" cast aluminum wheel with chrome center cap, included with the Image Group and the 20-inch Wheel and Tire Sport Group

Colors, wheels and accessories

Big wheels, seats of power, and finishing touches.

Option Groups for the 2002 Dodge Ram 1500	ST	SLT	SLT PLUS
Deluxe Convenience Group — Electronic speed control and tilt steering column	0	●	●
Protection Group — Includes transfer case and front suspension skid plate (4 x 4 models)		0	
Image Group — Includes Security Group, Premium cloth 40/20/40 bench seat, 3.92 differential with antispin, rear sliding window, fog lamps, Premium sound system, P275/55R20 BSW tires (4 x 2), P275/60R20 BSW on/off-road tires (4 x 4) and 20 x 9-inch cast aluminum wheels (regular cab short wheelbase only) (not available with Sport Appearance Group and 20-inch Wheel and Tire Sport Group)		0	
20-inch Wheel and Tire Sport Group — Includes Sport Appearance Group, P275/55R20 BSW Performance tires (4 x 2) and P275/60R20 BSW on/off-road tires (4 x 4), 20 x 9-inch cast aluminum wheels (short wheelbase only; must have monotone paint)		0	0
Security Group — Includes security alarm, Remote Keyless Entry and Sentry Key® Theft Deterrent (included in Image Group)		0/P	
Sport Appearance Group — Body-color front and rear bumper, body-color grille and fascia, Sport badge and fog lamps		0	0
Trailer Tow Group — Class IV hitch receiver, engine and automatic transmission cooling, 7-pin wiring harness and 7-/4-pin adapter, and 750-amp battery	0	0	0

● = Standard 0 = Optional 0/P = Available within option package noted



High seats for the Mayor. (A) For Ram ST, seat shown in Heavy-Duty Vinyl, Taupe, available in Dark Slate Gray; (B) For Ram ST, seat shown in Deluxe Cloth, Dark Slate Gray, available in Taupe; (C) For Ram SLT, seat shown in Premium Cloth, Navy Blue, available in Dark Slate Gray or Taupe; (D) Available for Ram SLT, seat shown in Premium Leather-trimmed, Taupe, available in Dark Slate Gray. Note: For SLT Plus, leather-trimmed seat with Preferred Suede and embossed Ram logo, see page 12.



Flame Red



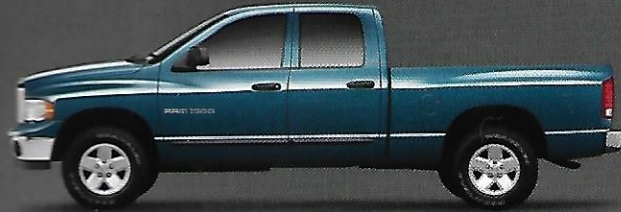
Black



Dark Garnet Red Pearl Coat



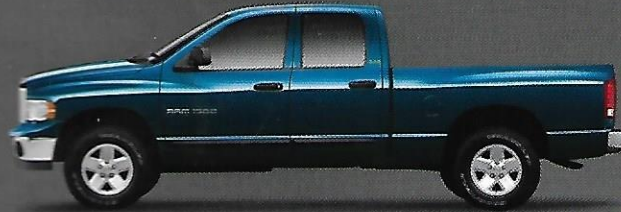
Graphite Metallic



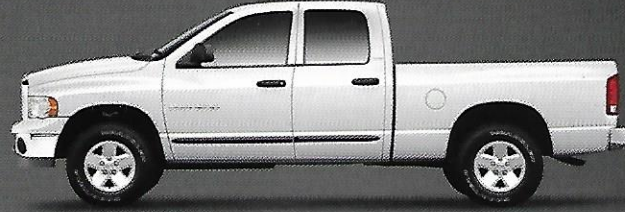
Atlantic Blue Pearl Coat



Bright Silver Metallic



Patriot Blue



Bright White



Forest Green Pearl Coat



Light Almond Pearl Metallic



Flame Red/Bright Silver Metallic — one of nine different two-tone combinations now available for the 2002 Ram.

About this catalog. Since the time of printing, some of the information in this catalog may have been updated. Ask your dealer for details. Some of the equipment shown or described throughout this catalog is available at extra cost. Specifications, descriptions, illustrative materials and all competitive comparisons contained herein are as accurate as known at the time this publication was approved for printing. DaimlerChrysler Corporation reserves the right to discontinue models at any time, or change specifications without notice or without incurring obligation. All options are required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Dodge dealer.

Note: All claims and/or competitive comparisons made in this catalog are based on half-ton full-size pickup models as categorized by *Automotive News*.



Standard rear seating in Quad Cab is the full-bench seat, available 60/40 split-bench seat. All seat fabric and vinyl surface choices can be applied to Quad Cab rear seat.

Model Lineup—Regular Cab, Quad Cab,SM Pickups

Model Cab	1500				1500			
	Regular Cab		Quad Cab		Regular Cab		Quad Cab	
Drive	4x2		4x4		4x2		4x4	
Wheelbase (in)	120.5	140.5	120.5	140.5	140.5	160.5	140.5	160.5
Pickup Box Length (ft)	6.25	8	6.25	8	6.25	8	6.25	8
GVWR (lb)	3650	6650	6350	6550	6650	6650	6650	6800
Payload (lb) (Maximum)	1850	1850	1540	1540	1770	1570	1520	1450
Standard Tires, Front and Rear	P245/70R17				P245/70R17			
Next Generation 3.7L Magnum SM V6	●	●			●	●		
Next Generation 4.7L Magnum V8	○	○	●	●	●	●	●	●
5.9L Magnum V8	○	○	○	○	○	○	○	○

● = Standard ○ = Optional

Consider starti

Programs to
make your
life better.*

Chrysler Financial

Gold Key Advantage™ products have the flexibility to meet your needs and lifestyle. **Gold Key Lease™** payments are typically lower over the shorter term than conventional financing, with lease-end options depending on whether you keep your vehicle or turn it in and lease a new one. **Gold Key Plus™** is an alternative to leasing for customers seeking low payments and pride of ownership. **Gold Key Conventional Financing** offers competitive financing rates and unlimited mileage, as well as vehicle ownership upon payment completion. The **College Graduate Program** offers special incentives to qualified college graduates. Ask your Dodge dealer for full program details.

Dodge recognizes the unique needs of small businesses. **BusinessLink™** is a full-service program offering special priority service to commercial customers. **BusinessLink™** dealers are committed to selling and servicing your business-related vehicles. Call **1-877-2-THE-LINK** to learn more.

ON THE JOB is a special incentive program for qualified commercial buyers. Small businesses are eligible for cash discounts or allowances on upfit equipment for trucks and vans. To learn more, call **1-877-ON-THE-JOB**.

Commercial Finance Options (CFO). Chrysler Financial can provide special financing terms including TRAC leases, seasonal payment plans, and preferred rates to eligible businesses. Call **1-888-9-CFO-Now** for more information.

The **Automobility** program provides cash reimbursement to qualified retail buyers for adaptive equipment on new Dodge vehicles. For more information, call Automobility Headquarters at **1-800-255-9877**.

Warranty and service you can trust.

Every new Dodge vehicle is covered by a **3-year/36,000-mile Bumper-To-Bumper Limited Warranty†** that includes around-the-

Every Dodge car, truck, van, and sport utility we build is designed to be a working partner for everything you do. That's why we have dedicated teams that carry each new model from conception to completion. And why the design and engineering decisions they make are guided by your right to maximum enjoyment.

Information the way you want it.

Dodge posts the very latest information on products and special offers at www.4adodge.com, and we send it to you in the mail. You can also call us at **1-800-4-A-DODGE**. When you visit your Dodge dealer, be sure to ask about any additional money-saving offers or special financing that may be available on certain models for eligible customers.



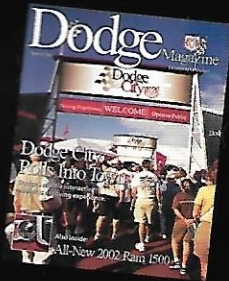
his your line.

clock Roadside Assistance.*
r Dodge dealer about
Service Contracts, and
ustomer Call Center,
you can get practical
advice 24/7.

of Dodge owners like
prioritize their vehicles.
ntually, most vehicles
rts. At Dodge, Mopar is your
e for parts and accessories
pecifically to deliver perfect
inish for your Dodge vehicle.

ccomplishments ou can share.

dge owner, you can take
Dodge's return to
rominence with
entry into the
n Cup Series.
dge Intrepid R/T
is now a force to be
d with in the nation's
popular sport. In the
raftsman® Truck
Dodge tied the record
secutive wins by taking the
first eight races. And for the
on, look



for The Next
Generation Ram to
keep that lead.

To help provide all the
news — and all the benefits
you deserve — there's the
Dodge Magazine. Three
times a year, it lets you
hear from other Dodge
owners, extends special
owner privileges, brings
exclusive service and parts

offers from your Dodge dealer, and
lets you know the latest developments
at Dodge.

One of the most exciting new
developments is the **Dodge Rewards™**
Card, to be introduced

in late 2001. For the
first time there is a
credit card designed
specifically to allow
you to accrue valuable

points toward Dodge
dealership service
and parts every time
you use it. You'll score
extra points when you use
your **Dodge Rewards Card** at a Dodge



dealership. Watch for
more news to come on the **Dodge
Rewards Card**.

With all these ways to help empower
you to follow your dreams, you'll see
that there's a bolder future with
Dodge. Come join us.

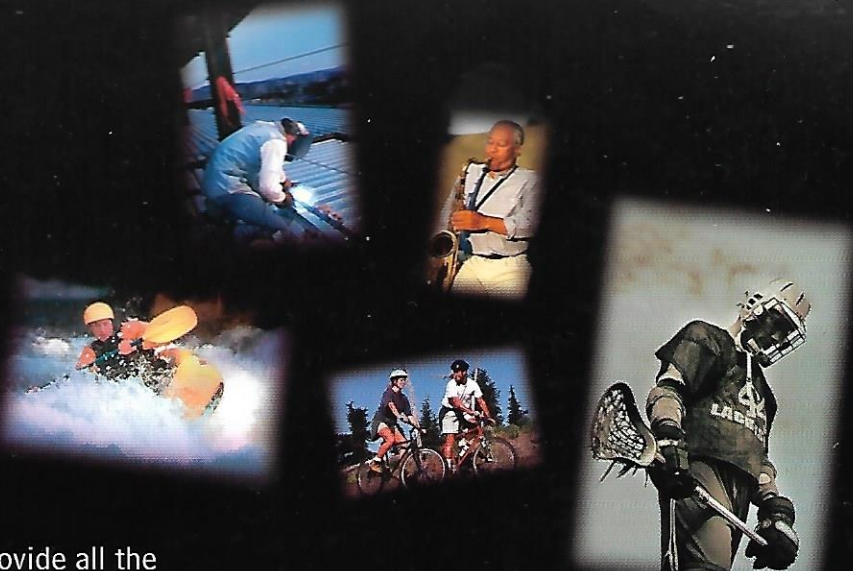
* Chrysler Financial programs, available through
Dodge, are offered subject to availability and
state and local laws. Gold Key Advantage, Gold
Key Lease, Gold Key Plus, and AUTO-PAY are
trademarks of DaimlerChrysler.

† See your dealer for additional details and
a copy of this limited warranty. Covers the
complete vehicle against defects in material and
workmanship. Excludes wiper blades, clutch disc,
brake pads, linings, rotors and drums, normal
maintenance items (these items
are covered against defects for 12
months or 12,000 miles, whichever
comes first) and tires (covered by
their own manufacturer's warranty.)
Some truck power trains are
warranted by their supplier to
DaimlerChrysler Corporation.

*Road service provided by Cross Country Motor
Club, Inc. (In California, Cross Country Motor
Club of California, Inc.)



Dodge





Dodge

The race to keep up with what you do runs at top speed and with no end in sight. How do we do it? With bold vision.

A nonstop passion for making things new. Curiosity that asks you what you're thinking one day. And how you might be made to feel better the next. The result of all this? Pickups that are the most emulated, most talked-about in the truck world. Minivans so ingenious they both define and defy the category — a category Dodge created nearly 20 years ago. SUVs that can cover the distance, carry the crew, and still fit conveniently into your life. And cars designed with the power to turn heads and corners simultaneously. So grab hold, we're running with you wherever you want to go.

You can reach us at 1-800-4-A-DODGE, or on our Web site, www.4adodge.com.