



2014 MODEL YEAR
RAM 1500 LARAMIE
LONGHORN EDITION CREW CAB 4X4

THIS VEHICLE IS MANUFACTURED TO MEET SPECIFIC UNITED STATES REQUIREMENTS. THIS VEHICLE IS NOT MANUFACTURED FOR SALE OR REGISTRATION OUTSIDE OF THE UNITED STATES.

MANUFACTURER’S SUGGESTED RETAIL PRICE OF THIS MODEL INCLUDING DEALER PREPARATION

Base Price: \$49,330

RAM 1500 LONGHORN CREW CAB 4X4
Exterior Color: Bright White Clear Coat Exterior Paint
Interior Color: Canyon Brown / Light Frost Beige Interior Colors
Interior: Premium Filigree Leather Seats
Engine: 5.7-Liter V8 HEMI® MDS VVT Engine
Transmission: 8-Speed TorqueFlite Auto Trans 8HP70

STANDARD EQUIPMENT (UNLESS REPLACED BY OPTIONAL EQUIPMENT)
FUNCTIONAL/SAFETY FEATURES

- Remote Start System
- 32-Gallon Fuel Tank
- ParkView™ Rear Back-up Camera
- ParkSense® Front / Rear Park Assist System
- Trailer Tow with 4-Pin Connector Wiring
- 7 Pin Wiring Harness
- Class IV Receiver Hitch
- Power Adjustable Pedals with Memory
- Security Alarm
- Electric Shift-On-Demand Transfer Case
- INTERIOR FEATURES
- Full Length Premium Floor Console
- Longhorn Interior Accents
- Premium Leather-Wrapped Steering Wheel
- Luxury Front and Rear Floor Mats
- Premium Navigation
- A/C Auto Temperature Control with Dual Zone Control
- Ventilated Front Seats
- Heated Front Seats
- Heated Second-Row Seats
- Heated Steering Wheel
- LED Interior Lighting
- Uconnect® 8.4AN AM/FM/BT/ACCESS/NAV
- Integrated Voice Command with Bluetooth®
- SiriusXM Satellite Radio w/ 1-Yr Radio Subscription
- For More Information, Call 800-643-2112
- HD Radio
- 8.4-Inch Touch Screen Display
- Media Hub (DS, USB, Aux, Charge Only USB)
- Pwr 10-Way Driver Seat w/Memory&Pwr 6-Way Pass Seat

- Power Lumbar Adjust
- 9 Amplified Speakers with Subwoofer
- Memory for Radio, Driver’s Seat, Mirrors and Pedals
- 115-Volt Auxiliary Power Outlet
- EXTERIOR FEATURES
- Bright Door Entry Guards by Mopar®
- Tow Hooks
- Spray-In Bedliner
- Bi-Function Halogen Projector Chrome Headlamps
- P275/60R20 BSW All Season Tires
- 20-Inch x 9-Inch Alum Polished/Gold Inserts Wheels
- Dual Rear Exhaust with Bright Tips
- Power Multi-Function Mirrors with Manual Fold-Away
- Premium Tail Lamps

OPTIONAL EQUIPMENT

- Customer Preferred Package 26K
- Monotone Paint
- 20-Inch x 9-Inch Aluminum Polished / Silver Inserts
- Body-Color Fender Flares
- Bright Front Bumper
- Bright Rear Bumper
- Chrome Tubular Side Steps
- Anti-Spin Differential Rear Axle

DESTINATION CHARGE \$1,195

TOTAL PRICE: * \$50,850

WARRANTY COVERAGE
5-year or 100,000-mile Powertrain Limited Warranty.
3-year or 36,000-mile Basic Limited Warranty.
5-year or 100,000-mile Roadside Assistance; certain restrictions apply.
Ask Dealer for a copy of the limited warranties or see your owner’s manual for details.

5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY

Assembly Point/Port of Entry: WARREN, MICHIGAN, U.S.A.

VIN: 1C6-RR7PT8ES-347293 L4-VON: 3774 S.L. 0423



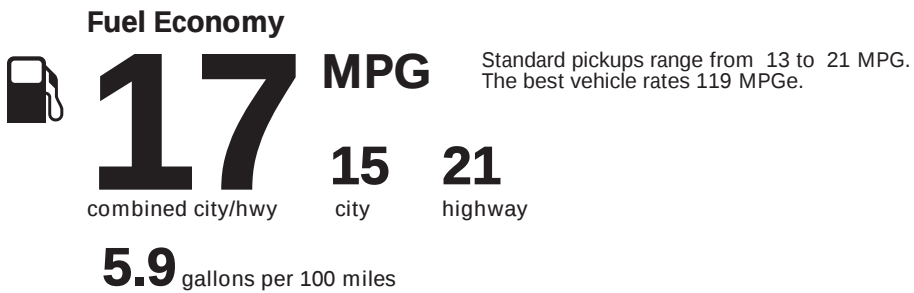
THIS LABEL IS ADDED TO THIS VEHICLE TO COMPLY WITH FEDERAL LAW. THE LABEL CANNOT BE REMOVED OR ALTERED PRIOR TO DELIVERY TO THE ULTIMATE PURCHASER.
* STATE AND/OR LOCAL TAXES IF ANY, LICENSE AND TITLE FEES AND DEALER SUPPLIED AND INSTALLED OPTIONS AND ACCESSORIES ARE NOT INCLUDED IN THIS PRICE. DISCOUNT, IF ANY, IS BASED ON PRICE OF OPTIONS IF PURCHASED SEPARATELY.

For more information visit: www.ramtrucks.com
or call 1-866-RAMINFO

Chrysler Group LLC

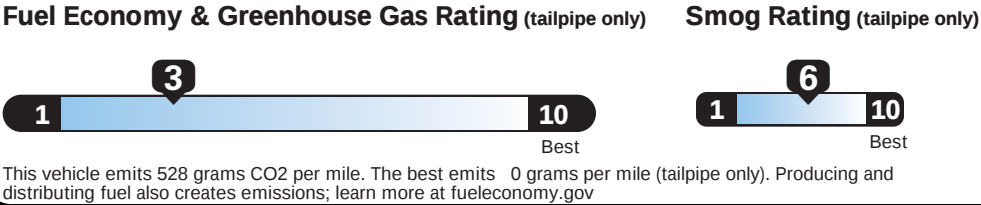
EPA DOT Fuel Economy and Environment

Gasoline Vehicle



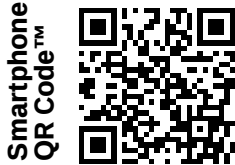
You spend \$4,500 more in fuel costs over 5 years compared to the average new vehicle.

Annual fuel cost \$3,200



Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 23 MPG and cost \$11,500 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.50 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

fuel economy.gov
Calculate personalized estimates and compare vehicles



GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★★★★
Based on the combined ratings of frontal, side, and rollover.
Should ONLY be compared to other vehicles of similar size and weight.

Frontal Crash Driver Passenger ★★★★★
Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar size and weight.

Side Crash Front seat Rear seat ★★★★★
Based on the risk of injury in a side impact.

Rollover ★★★
Based on the risk of rollover in a single-vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)
www.safercar.gov or 1-888-327-4236

The safety ratings above are based on Federal Government tests of particular vehicles equipped with certain features and options. The performance of this vehicle may differ.

PARTS CONTENT INFORMATION

FOR VEHICLES IN THIS CARLINE:
U.S./CANADIAN PARTS CONTENT: 66 %
MAJOR SOURCES OF FOREIGN PARTS CONTENT:
MEXICO: 23 %
NOTE: PARTS CONTENT DOES NOT INCLUDE FINAL ASSEMBLY, DISTRIBUTION, OR OTHER NON-PARTS COSTS.
FOR THIS VEHICLE:
FINAL ASSEMBLY POINT:
WARREN, MICHIGAN, U.S.A.
COUNTRY OF ORIGIN:
ENGINE: MEXICO
TRANSMISSION: GERMANY

Snow Plow Prep Disclaimer
This vehicle not factory equipped for Snow Plow installation - See dealer for details.