

# 1996 Dodge Trucks

MAGNUM GAS ENGINES  
CUMMINS TURBO DIESEL  
LINK-COIL SUSPENSION  
AIR BAG\* • ANTILOCK BRAKES  
RAM CHASSIS CAB  
36,000-PSI FRAME  
SHIFT-ON-THE-FLY 4X4  
CLASS I, II, III, IV, & 5TH WHEEL  
MODULAR STORAGE  
DANA 80 REAR AXLE  
DODGE-APPROVED UPFITTERS  
13,600-LB TOWING • 19,000-LB GCWR  
40/20/40 SPLIT-BENCH SEAT  
CNG ENGINES  
JOB-RATED DURABILITY  
EXCLUSIVE V10 POWER  
LONG-HAUL DEPENDABILITY



The New Dodge

## America's Truck Stop. Going strong.

Attitude. It's the mark of a maverick. The sign of an independent thinker who has enough confidence to walk the edge without ever looking down.

Attitude is also a mark of courage and imagination. Courage to change the rules when the old rules no longer make sense. Imagination to think ahead. To develop new rules that make so much sense they quickly become the standard.

This kind of attitude and the innovation it inspires are an integral part of every car and truck Dodge puts on the road.

Now, where in the rule book does it say your truck has to be "business as usual?" Where does it mention you have to sacrifice? Compromise? Dread long hauls? Where does it say you have to leave your truck behind when the workday is done?

Here's a full line of pickups, chassis cabs, wagons and vans which have read that old rule book, then overruled. Overengineered and Magnum powered, Dodge job-rated trucks are a heavy-duty tribute to change.

**DAKOTA:** Midsize might from an available Magnum V8.

This is the maneuverable, hauls-up-to-2,600-pounds-of-stuff, take-me-out-on-Saturday-night solution. Beyond comparison with compacts, Dodge Dakota is half packhorse, half quarter horse, and all yours.

**RAM CHASSIS CAB:** The Ram is also available in Chassis Cab models that, with the addition of a job-specific body or bed, can take on the widest range of jobs imaginable.

**RAM:** Name a category and a Dodge Ram can lead the pack. Name a business and Ram can help you pack more in a day. This is simply flat-out full-size

ability — from standard Magnum V6 power to the available 8.0L V10 or Cummins Intercooled Turbo Diesel.

Ram's shape is clean and purposeful. Ram's ride, handling, safety and cab comforts are unsurpassed. Other than that, it's your average truck.

**RAM VANS AND WAGONS:** Work vans. Factory-custom recreational vehicles. Luxury conversions. 15-passenger people movers. Whatever your needs, a Dodge Ram Van or Wagon delivers reliability, safety, comfort and Magnum power by the load.



▼ The Dodge Truck family, from left to right: Dakota SLT Club Cab; Ram 3500 Chassis Cab with stake body; Ram 3500 Dually Pickup; Ram 2500 Tradesman Van.

\* Always wear your seat belt for a fully effective air bag.



# Long before you take one to work, we go to town.

There's a whole world of tests that were done to ensure your Dodge truck offers you years of hassle-free, dependable service.

Load and stress tests, crash tests, parts analyses, fit-and-finish and wind tunnels were just the beginning. Prototype Dodge Rams logged over four million real-world test miles before going into production. That's four times the industry average. So you could say we've

been down a road or two.

Bottom line? Your new Dodge pickup, chassis cab, van or wagon is stronger, more powerful, quieter, safer and more comfortable than anything before it.

Admittedly, that's a lot to ask of any truck. But we can only imagine what you'll ask of a Dodge truck down the road. Who knows, you may even want to go to town. We did.



▲ **Dodge Truck air bag\*** systems have been specially engineered to withstand the rigors of real-world truck use. In a sufficient front-end collision, the air bag restraint system inflates, helps protect you, then deflates, all in a fraction of a second. The Ram's sensing system — which utilizes signals from gold-plated collision sensors in the front fenders and bumper — has been specially tuned to accommodate off-road, snowplowing and towing applications.

\* Always wear your seat belt for a fully effective air bag.



◀ **Dodge Ram 3500 Maxiwagon** shown in Dark Red Metallic with Light Gray accent features SLT decor and 15-passenger seating.



◀ **Dodge Ram 1500 Laramie SLT Club Cab** short bed shown in Flame Red and Light Driftwood Satin Glow.



◀ **Dodge Dakota Club Cab Super SLT 4x4** shown in Moss Green and Light Kiwi with optional Magnum 5.2-liter V8 — a powerful argument for a midsize truck.

◀ **Dodge Ram 2500 4x4** shown in Emerald Green and Light Driftwood Satin Glow.

# "Godzilla lives here."

—FOUR WHEELER

Forget Tokyo. If you want fire-breathing torque, meet the monstrous gas truck engines from Dodge. Meet the Magnums.

From Dakota's new I-4 2.5L to Ram's unstoppable 8.0L V10, every Magnum engine shares the stump-yanking, highway-hauling torque curve that every work truck should deliver without fail.

Better yet, every Magnum offers a healthy dose of durability to boot, including a single serpentine accessory drive belt and sequential multipoint electronic fuel injection. Magnum V8s and V10 add: heavy-duty powdered metal fulcrums on rocker arms; ten-bolt rocker arm covers and silicone gaskets for long-term sealing; aluminum intake manifold to maximize

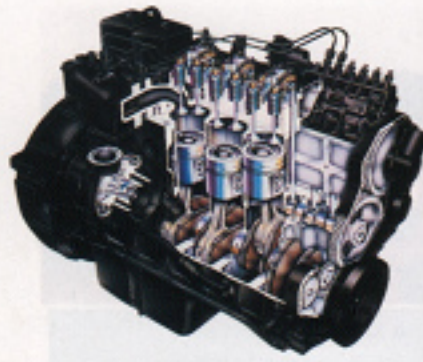
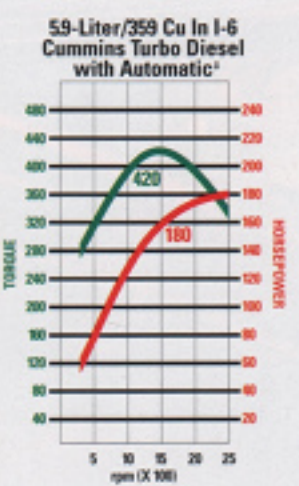
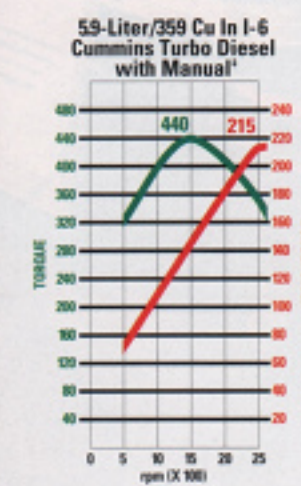
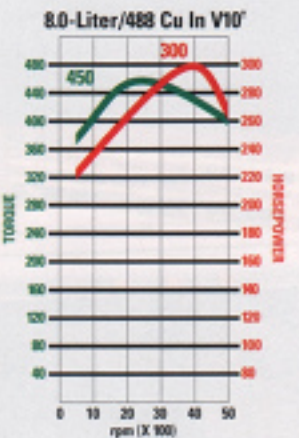
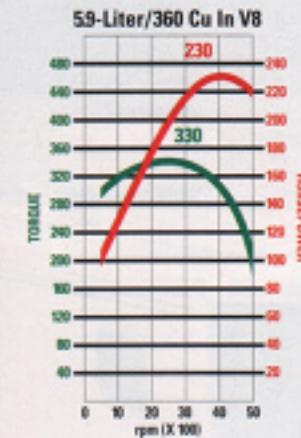
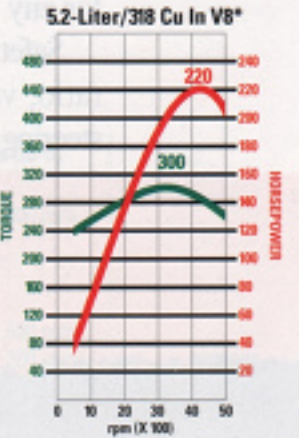
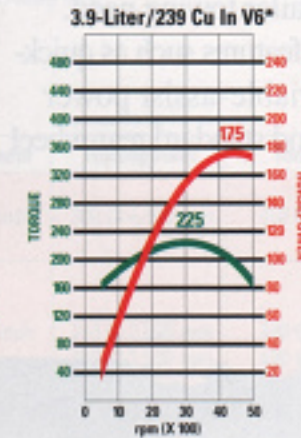
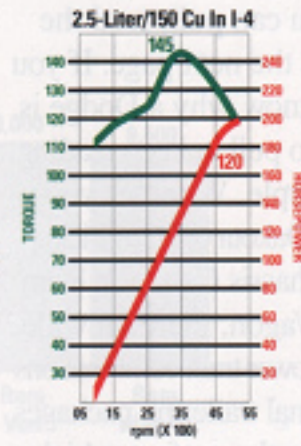
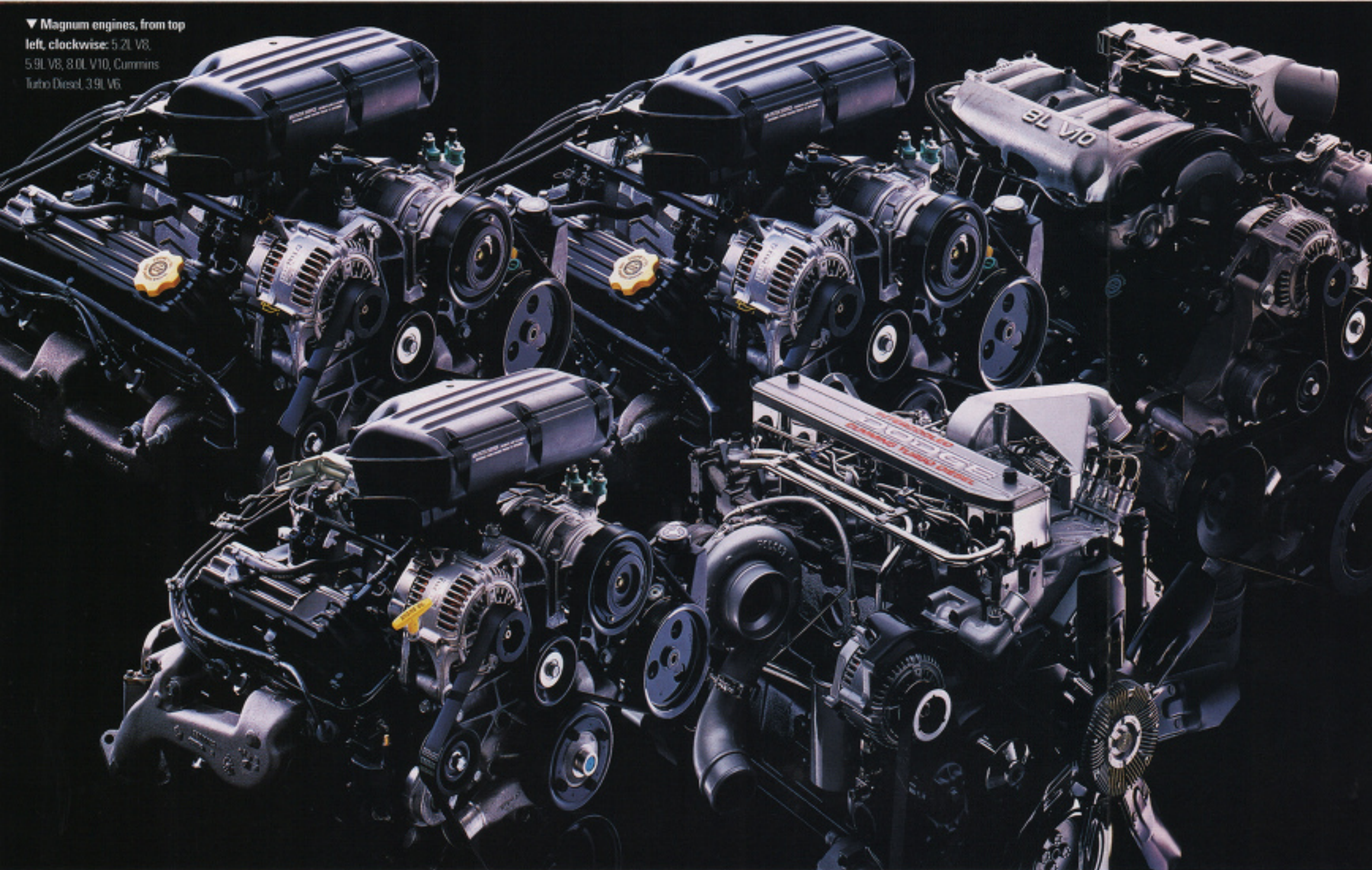
airflow; high-flow exhaust manifold to minimize back pressure; and short-stem valves so it all happens lightning fast. Simply put, Magnum design has come a long way; a powerful argument for technology.

So choose your truck, add Magnum and hang on. Because any 400-foot reptile can level a city. Hauling it away is best left to Dodge.

► The new Magnum 2.5L I-4 features dual-quench combustion chambers that create more air turbulence for a faster burning air/fuel mixture, thus increasing fuel economy. The short-stroke design of the engine block reduces piston travel for less friction and energy loss, more available power on demand, quieter operation and longer engine life.



▼ Magnum engines, from top left, clockwise: 5.2L V8, 5.9L V8, 8.0L V10, Cummins Turbo Diesel, 3.9L V6



▲ A 5.9L Cummins Intercooled Turbo Diesel is available on select Ram Pickup and Chassis Cab models for high-mileage dependability. Features such as direct-chamber fuel injection, gear-driven front end, and pistons designed for one million mile lives are just a few of the reasons a Cummins diesel will go on much longer than this paragraph.



A 5.2L V8 Compressed Natural Gas engine is available as a Fleet Limited Production Option on selected Ram Pickup, Van, Wagon and Dakota Pickup models. The 5.2L CNG engine produces 200 horsepower at 4,400 rpm and 250 lb-ft of torque at 3,600 rpm. See your salesperson for more information about this environmentally friendly, comparably economical alternative source of power.

\* Power curve for Dakota, Ram Van and Ram Wagon models shown.  
 † Federal ratings shown. California rating to be determined.  
 ‡ In January 1996 the horsepower and torque figures shown for the automatic transmission will also be used for the manual transmission in California.

“... there was still some pedal left in the steepest of situations.”

—TRAILER LIFE

If you want to know how much you can pull, read the charts on the next page. If you want to know why a Dodge is the way to pull it, keep reading.

It's simple. Whether you choose a Dakota or Ram Pickup, a Ram Chassis Cab, or a Ram Van or Wagon, there's a wide range of power train combinations and optional trailering packages that assure the perfect vehicle for any trailer towing need.

Safety features such as quick-ratio, variable-assist power steering and standard rear-wheel

antilock brakes keep the show on the road, while available heavy-duty transmission and cooling systems keep it rolling. Other tow items include a 136-amp alternator, 750-amp battery, heavy-duty flashers, trailer wiring harness and a Class IV trailer hitch receiver.

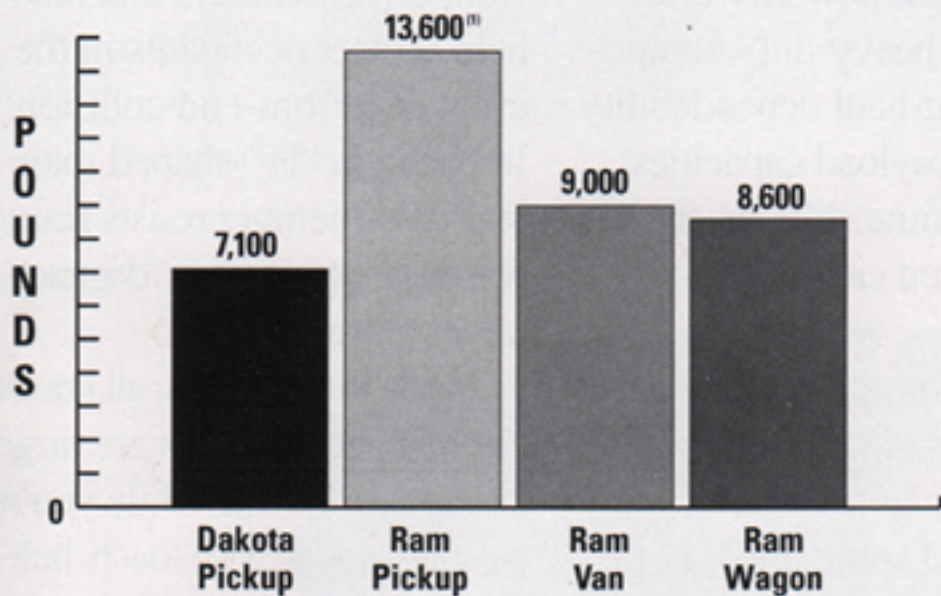
The catalog for each specific vehicle will cover towing specs and packages in more depth. But rest assured, with Magnum engines and job-rated durability, Dodge trucks are a powerful argument for change.



▲ Dodge Ram 3500 Dually with camper and horse trailer in tow.

▼ Dodge Ram 3500 Dually with fifth-wheel hitch has the kind of power and stability big jobs demand.





<sup>(1)</sup>Chrysler Corporation requires that vehicles with Maximum Trailer Weight Ratings of 10,000 pounds or greater be equipped with a fifth-wheel hitch.

## Power Trains

Engine/Transmission	Displacement	Horsepower	Torque (lb-ft)
<b>Magnum 8.0L V10<sup>(1)</sup></b> • 5-Speed Manual HD OD • 4-Speed Automatic HD OD	488-cubic-inch	300 @ 4,400 rpm	450 @ 2,800 rpm
<b>5.9L Cummins Intercooled Turbo Diesel<sup>(2)</sup></b> • 5-Speed Manual HD OD • 4-Speed Automatic HD OD	359-cubic-inch	215 @ 2,600 rpm 180 @ 2,500 rpm	440 @ 1,600 rpm 420 @ 1,500 rpm
<b>Magnum 5.9L V8</b> • 5-Speed Manual OD • 4-Speed Automatic OD	360-cubic-inch	230 @ 4,000 rpm	330 @ 3,200 rpm (LD) 330 @ 2,800 rpm (HD)
<b>Magnum 5.2L V8</b> • 5-Speed Manual OD • 4-Speed Automatic OD	318-cubic-inch	220 @ 4,400 rpm	300 @ 3,200 rpm 295 @ 3,200 rpm <sup>(3)</sup>
<b>Magnum 3.9L V6</b> • 5-Speed Manual OD • 4-Speed Automatic OD	239-cubic-inch	175 @ 4,800 rpm	230 @ 3,200 rpm 225 @ 3,200 rpm <sup>(3)</sup>

<sup>(1)</sup>Federal ratings shown. California ratings to be determined.

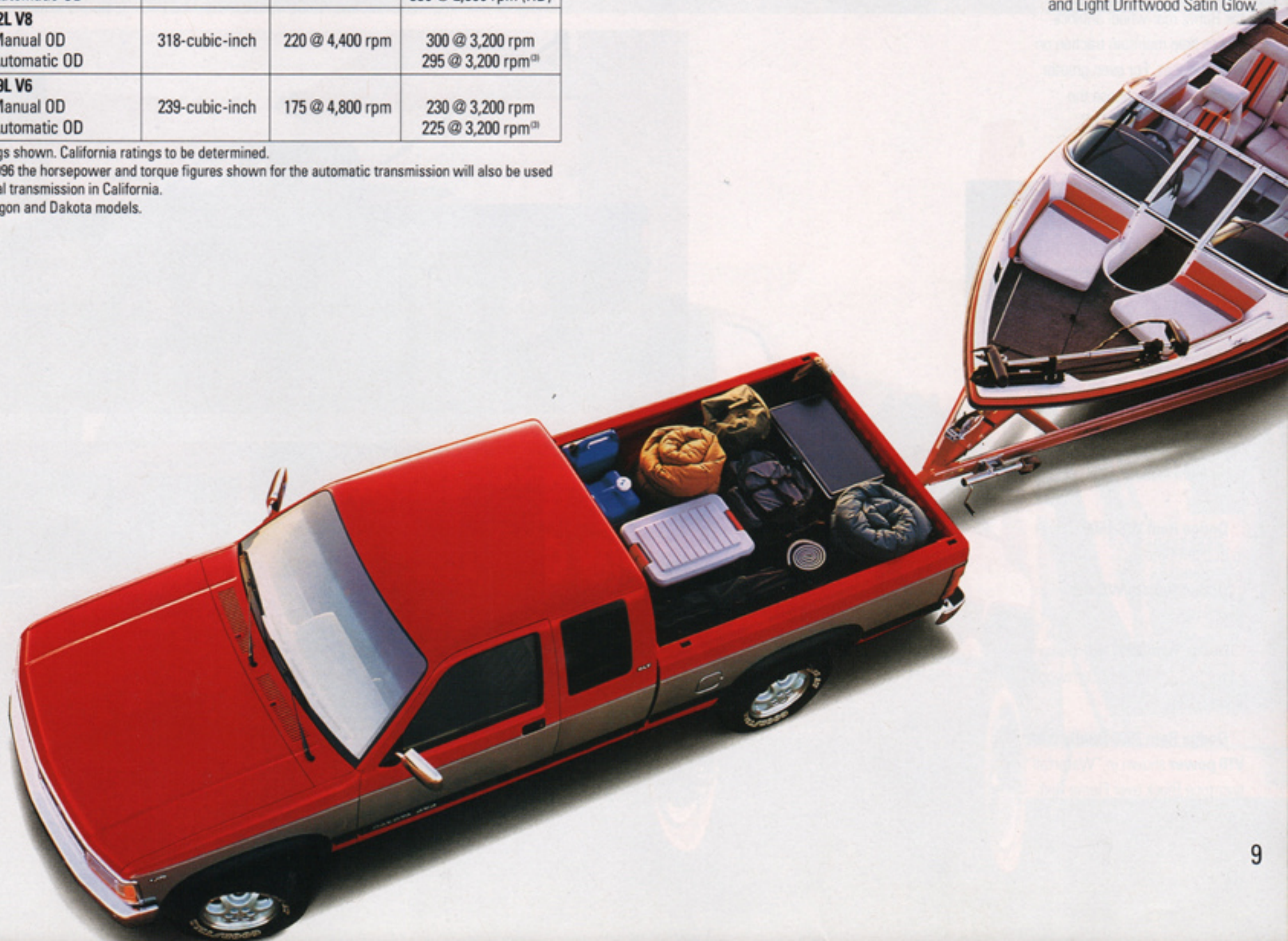
<sup>(2)</sup>In January 1996 the horsepower and torque figures shown for the automatic transmission will also be used for the manual transmission in California.

<sup>(3)</sup>Ram Van, Wagon and Dakota models.



▲ Dodge Ram conversion van with Magnum V8 power to spare.

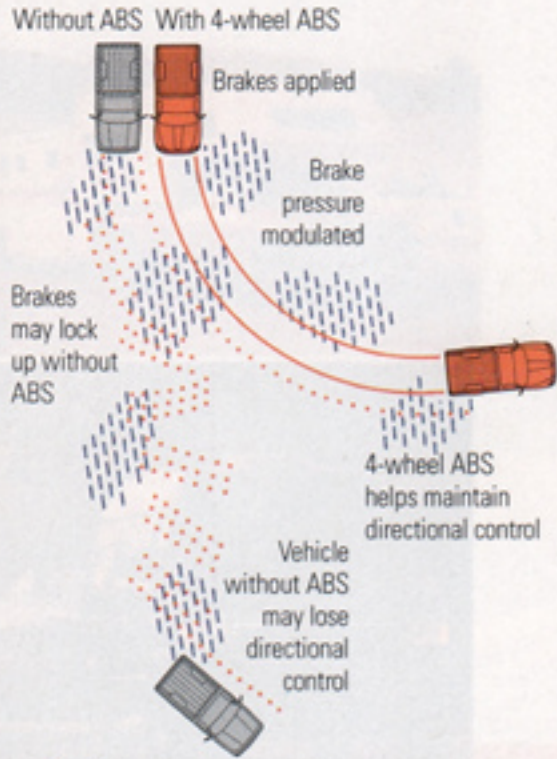
▼ Dodge Dakota SLT Club Cab 4x4 shown in Flame Red and Light Driftwood Satin Glow.



## “A barrel-chested gorilla of a truck ...”

— CAR AND DRIVER

▼ **Standard rear-wheel and optional four-wheel antilock brakes (ABS)** contribute to straight, steady stops.



▲ **All Ram trucks** come standard with computer-controlled rear-wheel antilock brakes that provide controlled stopping power and greater directional stability during hard braking. By modulating brake pressure to eliminate the lockup that can cause spinout, the Ram's rear-wheel antilock brakes help maintain traction on slick surfaces. For even greater control, you can choose the available four-wheel ABS.



▲ **Dodge Ram long-wheelbase 2500 Tradesman Van** shown in Light Gray, has dual rear doors for convenient loading or unloading.

**A** **Dodge Ram WS 1500** shown in Brilliant Blue.

**B** **Dodge Dakota WS** shown in Bright White.

**C** **Dodge Ram 2500 HD** shown in Moss Green and Light Driftwood Satin Glow.

**D** **Dodge Ram 3500 Dually with V10 power** shown in "Waterfall" two-tone Black over Flame Red.

We've talked power. We've discussed heavy-duty components, long-haul dependability and high payload capacities. Add part-time shift-on-the-fly 4x4 and you can go almost anywhere.

On Ram models, a Dodge-exclusive 4x4 link-coil front suspension uses a solid front axle where comparable Ford, Chevy and GMC models don't. This provides superior ground clearance, while the unique coil spring suspension with four trailing link arms provides tracking and ride control comparable to independent suspension systems. You get the best of both worlds.

All this rests on a massive 36,000-psi steel frame, with the extra stiffness of boxed

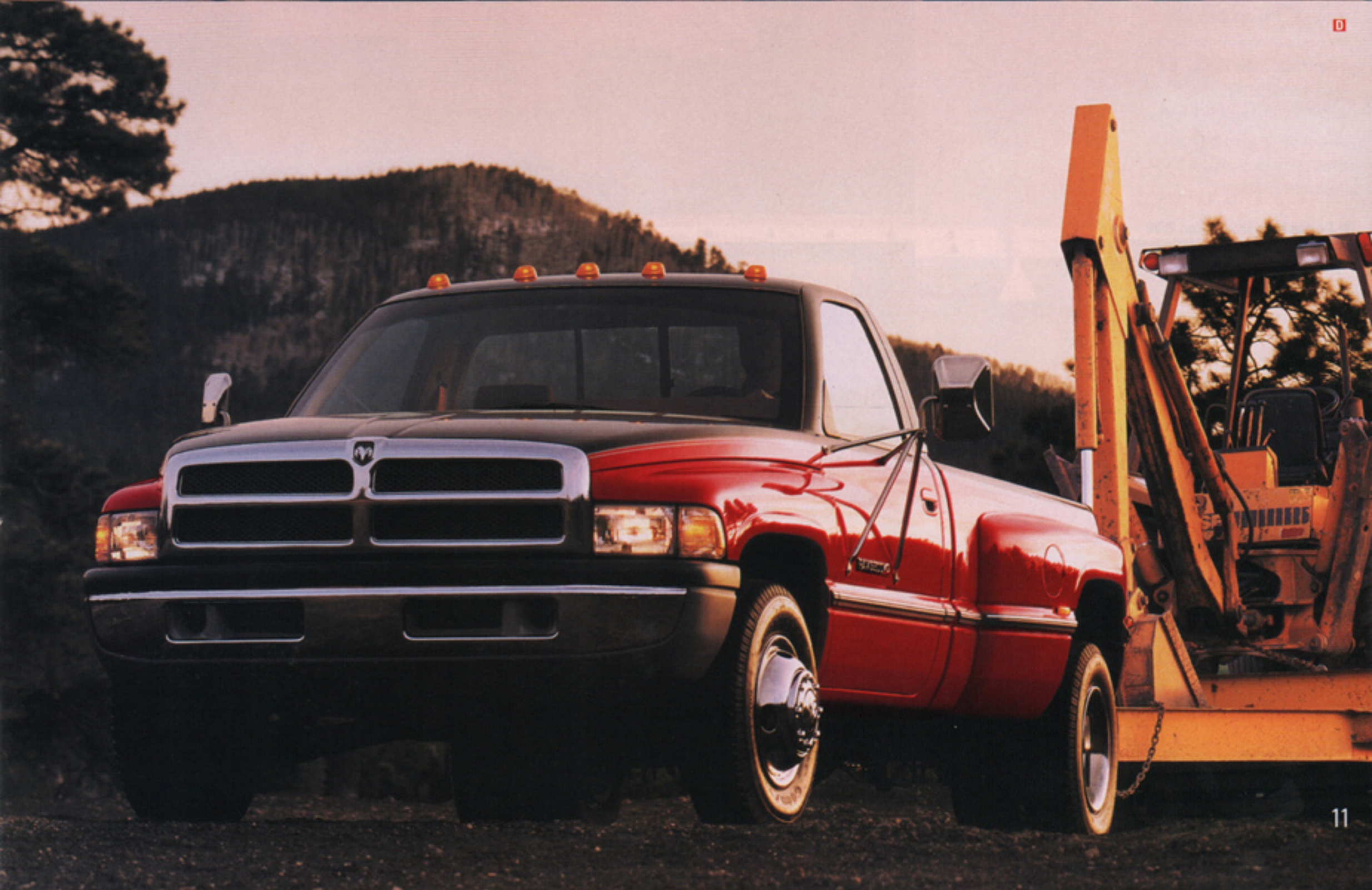
front crossmembers that also help protect occupants in the event of a front-end collision. In back, an "H"-shaped main rear crossmember resists frame twisting, so you won't "dogtrack" under extreme loads.

Inside Ram models, all knobs, buttons and switches are large enough to operate while you're wearing gloves. Nice touch, huh? Generally, Dodge pickup cabs are the biggest comparable cabs in the business. For instance, Dakota Club Cab's three-across rear seating has no rival in the compact crowd.

Now you might think of all this as an exercise in chest-pounding. But spend enough time in a truck and anything less than a Dodge seems primitive.







## What you put on this Ram is your business.

Hey, it's nobody's business but yours. So if you want the heavy-duty, long-haul dependability of a Dodge Ram Chassis Cab, or Ram Van or Wagon, more power to you.

Ram Chassis Cabs come in three wheelbases — 135, 139 and 163 inches, for eight-, nine-, and 12-foot body installations. Together, you and your Dodge truck dealer can "spec" out your needs, then job-rate the chassis cab that will best fit them. Next, your dealer will arrange to have

all job-specific body applications done by a qualified, Dodge-approved upfitter. You're in business.

Full-size Ram Vans and Wagons come in two wheelbases — 109.6 and 127.6 inches — and offer the Dodge dependability and Magnum power you want. Every van and wagon offers Unibody construction that's lighter than body-on-frame designs for more payload per pound. Business as usual here at America's Truck Stop.



▲ Wheelchair lift and custom raised-roof conversion on a 3500 Maxiwagon model.

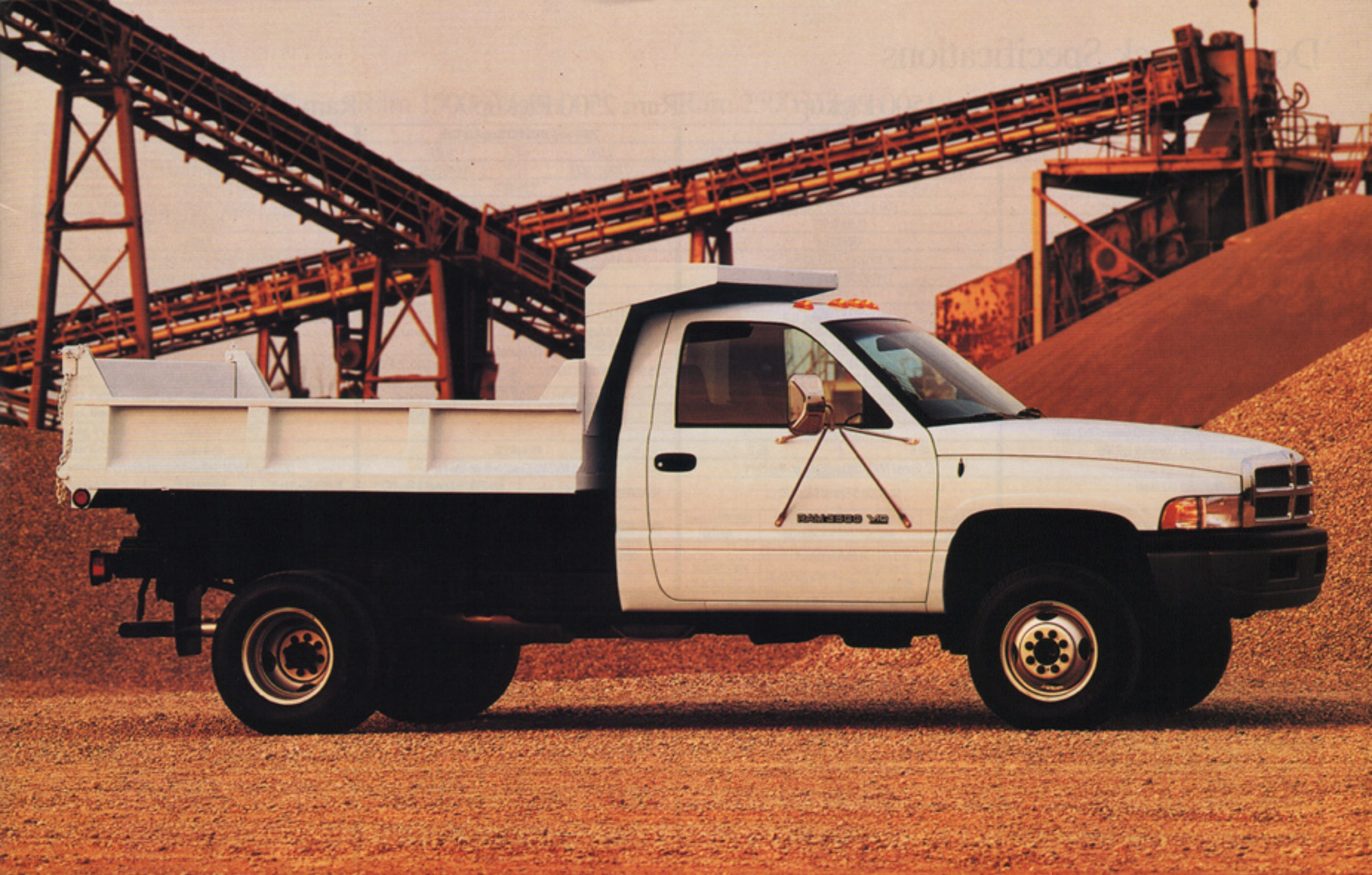


▲ Dodge Ram Chassis Cab shows off its versatility with three popular applications. Above, a Ram that's ready to hook in a wrecker version. Far top, a 2½-ton dump body. And top left, a flatbed stake body. All three applications shown are sitting on Ram 3500 Dually configurations.

► Dodge Ram Tradesman 2500 shown in Medium Blue Metallic.

► Dodge Ram 3500 Maxivan shown in Colorado Red.







### Ram 1500 Wagon

### Ram 2500 Wagon

### Ram 3500 Wagon

<b>GVWR</b> —Pounds—4x2 (4x4)	6,010	6,400	7,500	8,510	8,510	9,000
<b>Payload</b> <sup>1)</sup> —Pounds—4x2 (4x4)	1,555	1,670	2,315	3,285	3,065	3,425
<b>Wheelbase</b> —Inches (Pickup Box Size [Ft])	109.6	127.6	127.6		127.6 Maxi	
<b>Axle, Front</b> —Capacity—Pounds—4x2 (4x4)	3,300 IFS <sup>2)</sup>	3,300 IFS <sup>2)</sup>	3,600 IFS <sup>2)</sup>		4,000 IFS <sup>2)</sup>	
—Ratio to 1 (4x4 only)	—	—	—		—	
<b>Axle, Rear</b> —Capacity—Pounds	3,850	3,850	5,500		6,200	
—Ratio to 1	3.21, 3.55, 3.90	3.21, 3.90	3.92, 4.10		—	
<b>Brakes, Hydraulic</b> —Front, Size—Inches [Swept Area in <sup>2</sup> ]	11.75 x 1.25 Disc [218.5]	11.75 x 1.25 Disc [218.5]	12.82 x 1.25 Disc [249.4]			
—Rear, Size—Inches [Lining Area in <sup>2</sup> ]	11 x 2.5 [95.0]	11 x 2.5 [95.0]	12 x 3.0 [147.4]			
<b>Clutch</b> —Diameter, Square Inch Area—Standard	—	—	—			
<b>Engines</b> —Standard 4x2 (4x4)	3.9L Magnum V6 SMPI	5.2L Magnum V8 SMPI	5.2L Magnum V8 SMPI			
—Optional 4x2 (4x4)	5.2L Magnum V8 SMPI	5.9L Magnum V8 SMPI	5.9L Magnum V8 SMPI			
<b>Fuel Tank</b> —Gallons	35	35	35			
<b>Springs, Front</b> —Capacity, Pounds @ Ground 4x2 (4x4)	Computer-Selected for GVWR and Equipment Ordered		Computer-Selected for GVWR and Equipment Ordered			
<b>Springs, Rear</b> —Minimum Pounds @ Ground 4x2 (4x4)	3,620/3,960	3,960	4,720/5,540	5,540	4,720/5,540	6,200
<b>Steering, Power</b> —Turning Diameter L/R (Ft)	Variable-Assist (40.5)		Variable-Assist (46.2)		Variable-Assist (52.4)	
<b>Transfer Case</b> (4x4 only)	—	—	—			
<b>Transmissions</b> —Standard 4x2 (4x4)	3-Speed Auto	4-Speed Auto OD	4-Speed Auto OD			
—Optional 4x2 (4x4)	4-Speed Auto OD	—	—			
<b>Tires, Sizes</b> —Standard—4x2 (4x4)	P235/75R15 (BSW) All-Season	P235/75R15	LT225/75R16-D <sup>3)</sup>		LT245/75R16-E	
—Maximum Size Available (Front and/or Rear)—4x2 (4x4)	P235/75R15 (OWL) All-Season	P235/75R15	LT225/75R16-E		LT245/75R16-E	
<b>Wheels, Type</b> —Standard, Inches	5-Hole Disc 15 x 6.5	5-Hole Disc 15 x 6.5 Heavy-Duty	8-Hole Disc 16.0 x 6.0			

### Ram 1500 Van

### Ram 2500 Van

### Ram 3500 Van

<b>GVWR</b> —Pounds—4x2 (4x4)	6,010	6,010	6,400	6,400	6,400	6,800	7,500	8,510	8,510	9,000
<b>Payload</b> <sup>1)</sup> —Pounds—4x2 (4x4)	2,145	2,035	2,485	2,385	2,185	2,625	3,080	4,055	3,895	4,270
<b>Wheelbase</b> —Inches (Pickup Box Size [Ft])	109.6	127.6	109.6	127.6	127.6 Maxi	127.6	127.6		127.6 Maxi	
<b>Axle, Front</b> —Capacity—Pounds—4x2 (4x4)	3,300 IFS <sup>2)</sup>		3,300 IFS <sup>2)</sup>				3,600 IFS <sup>2)</sup>		4,000 IFS <sup>2)</sup>	
—Ratio to 1 (4x4 only)	—		—				—		—	
<b>Axle, Rear</b> —Capacity—Pounds	3,850		3,850				5,500		6,200	
—Ratio to 1	3.21, 3.55, 3.90		3.21, 3.55, 3.90				3.90, 4.10		4.10	
<b>Brakes, Hydraulic</b> —Front, Size—Inches [Swept Area in <sup>2</sup> ] 4x2 (4x4)	11.75 x 1.25 Disc [218.5]		11.75 x 1.25 Disc [218.5]				12.82 x 2.25 Disc [249.4]			
—Rear, Size—Inches [Lining Area in <sup>2</sup> ]	11 x 2.5 [95.0]		11 x 2.5 [95.0]				12 x 3.0 [147.4]			
<b>Clutch</b> —Diameter, Square Inch Area—Standard	—		—				—			
<b>Engines</b> —Standard 4x2 (4x4)	3.9L Magnum V6 SMPI		3.9L Magnum V6 SMPI		5.2L Magnum V8 SMPI		5.2L Magnum V8 SMPI		5.9L Magnum V8 SMPI	
—Optional 4x2 (4x4)	5.2L Magnum V8 SMPI		5.2L Magnum V8 SMPI	5.2L Magnum V8 SMPI	5.2L Magnum V8 SMPI	5.9L Magnum V8 SMPI	5.9L Magnum V8 SMPI			
<b>Fuel Tank</b> —Gallons	35		35				35			
<b>Springs, Front</b> —Capacity, Pounds @ Ground 4x2 (4x4)	Computer-Selected for GVWR and Equipment Ordered		Computer-Selected for GVWR and Equipment Ordered				Computer-Selected for GVWR and Equipment Ordered			
<b>Springs, Rear</b> —Minimum Pounds @ Ground 4x2 (4x4)	2,750/3,220	3,220/3,620	2,750/3,220	3,220/3,620	3,960		4,720/5,540	4,720	5,340	6,200
<b>Steering, Power</b> —Turning Diameter L/R (Ft)	Variable-Assist (40.5)		Variable-Assist (46.2)		Variable-Assist (46.2)		Variable-Assist (52.4)			
<b>Transfer Case</b> (4x4 only)	—		—				—			
<b>Transmissions</b> —Standard	3-Speed Auto		3-Speed Auto				4-Speed Auto OD			
—Optional 4x2 (4x4)	4-Speed Auto OD		4-Speed Auto OD				—			
<b>Tires, Sizes</b> —Standard—4x2 (4x4)	P235/75R15 (BSW)		P235/75R15 (BSW) All-Season				LT225/75R16-D <sup>3)</sup>		LT245/75R16-E	
—Maximum Size Available (Front and/or Rear)—4x2 (4x4)	P235/75R15		P235/75R15 (OWL) All-Season				LT225/75R16-E		LT245/75R16-E	
<b>Wheels, Type</b> —Standard, Inches	5-Hole Disc 15 x 6.5		5-Hole Disc 15 x 6.5 Heavy-Duty				8-Hole Disc 16 x 6.0			

### Ram Pickup Model Lineup

Availability	WS <sup>1)</sup>	LT	ST	Sport	Laramie SLT
Regular Cab Short Bed	•	•	•	•	•
Regular Cab Long Bed	•	•	•	•	•
Club Cab Short Bed			•	•	•
Club Cab Long Bed			•	•	•

### Wagon/Van Model Lineup

Availability	Work Ready Van	Conversion Ready Van	Family Value Wagon	SLT Wagon
1500 — 109"	•		•	•
— 127"	•		•	•
2500 — 109"	•	•	•	•
— 127"	•	•	•	•
— 127" Maxi	•		•	•
3500 — 127"	•		•	•
— 127" Maxi	•		•	•

### Dakota Model Lineup

Availability	WS	Base	Sport	SLT	Super SLT
Regular Cab Short Bed	•	•	•	•	•
Regular Cab Long Bed	•	•	•	•	•
Club Cab Short Bed		•	•	•	•

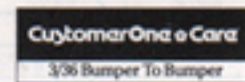
DRW-Dual-rear wheel. BSW-Black Sidewall. OWL-Outline White Letters.

<sup>1)</sup> Payload indicated is for standard engine and equipment. It must be reduced by weight of options and occupants. <sup>2)</sup> 6,010-lb GVWR is standard on Work Special model only. <sup>3)</sup> Independent Front Suspension. <sup>4)</sup> Ram-Trac Axle Disconnect System. <sup>5)</sup> 4x2 only. <sup>6)</sup> Independent Torsion Bar Front Suspension. <sup>7)</sup> NV231 HD transfer case is standard with 5.2L Magnum V8. <sup>8)</sup> Ram-Trac Disconnect System. <sup>9)</sup> "E" rating on 8,510-lb GVW. <sup>10)</sup> WS on 1500 4x2 models only. <sup>11)</sup> Standard with 5.9L V8. <sup>12)</sup> Standard with 5.9L Diesel or 8.0L V10.

## Service/Ownership Experience

### 3/36 Customer One Care\*

All 1996 Dodge trucks are covered by the 3/36 Customer One Care Plan,\* which includes:



• A 3-year or 36,000-mile (whichever comes first) **Bumper-To-Bumper Limited Warranty** which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.†)



• **Roadside Assistance for 3 years or 36,000 miles** which provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers many items not included in the 3/36 warranty, such as lockout, jump start, out of gas, flat tire repair and towing.‡

• A 7-year or 100,000-mile **Outer-Panel Rust-Through Limited Warranty** which covers the cost of all parts and labor needed to repair exterior sheet metal panels perforated by corrosion.

• A 5-year or 100,000-mile **Engine Limited Warranty** for trucks equipped with Cummins Intercooled Turbo Diesel Engines.

The 3/36 Customer One Care Plan is part of the vehicle, and transfers with it to any subsequent owners at no charge during the warranty period.

\*See your dealer for additional details and a copy of this limited warranty.

† Tires and optional cellular phones are covered by their respective manufacturer's warranties.

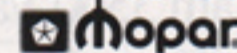
‡ Roadside Assistance services provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)

## Chrysler Service Contracts



Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.


## Mopar Customer Care

 There's only one sure way to keep your new Dodge truck performing at its optimum mile after mile. Just make sure it's serviced regularly at your nearby Dodge dealer. That's where you'll find first-rate mechanics specially trained in the maintenance and repair of your new Dodge truck. They've been provided with all the sophisticated equipment today's trucks demand. And they have immediate access to a complete stock of genuine Mopar replacement parts that can make the difference between trouble-free driving and the unacceptable alternative.

## Purchase Alternatives And Assistance

Many of today's new truck prospects are considering leasing as an alternative to buying. Leasing a new Dodge vehicle usually involves a small security deposit and the first month's lease payment. Monthly payments are usually less than financing a new truck purchase. Ask your dealer for details.

## Chrysler Credit Financing

 Chrysler Credit offers a variety of finance programs that can help make your new Dodge truck even more affordable. These flexible finance programs can be tailored to suit your budget and lifestyle. They include Gold Key Plus, College Graduate Plans, Gold Key Lease, Retail Financing, and other special payment plans. Ask your salesperson for details.

## Automobility Program (Formerly P-CAP)

Cash reimbursement is available for qualified adaptive driving devices on 1996 Dodge vehicles. Ask your dealer to provide you with more information, or call the Automobility Headquarters at 1-800-255-9877.

## Chrysler Cellular Systems

For 1996, Chrysler Corporation will be offering a selection of dealer-installed/supplied cellular phones in several models to enhance the available optional equipment list. Ask your dealer for details. Each manufacturer warrants and services these products. Restrictions apply. Ask your dealer for details and a copy of these limited warranties.

## Chrysler Environmental Programs

Chrysler Corporation is committed to the research and development of technologies for reducing emissions that deteriorate air quality. These include vehicle emissions control devices, and alternative fuels and engines. Chrysler's flexible fuel methanol cars, natural gas vans and electric minivans clearly demonstrate our dedication to the advancement of these technologies in our products. Your Dodge truck and all other Chrysler vehicles are built in manufacturing facilities that use state-of-the-art environmental and assembly controls to conserve resources, prevent pollution and recycle materials.

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