

1994  DODGE

# CARS & TRUCKS



# Safety: The Most Important Part of Performance

At Dodge, safety is more than just a buzz word. It's a commitment that we honor with every vehicle we build. Our safety technology is the very latest, specifically engineered to prevent you from getting into an accident — and to protect you and your family should an accident prove unavoidable.

## Air Bags.\*

As a pioneer in the field of life-saving air bag technology, we are proud to say that every Dodge automobile, excluding Viper, offers the safety of a standard driver-side air bag. In addition, Dodge Intrepid and Dodge Stealth also feature a standard front passenger air bag.

When it comes to minivan safety, Dodge Caravan bests the competition with the world's first standard driver and front passenger air bags. When used with standard three-point lap and shoulder restraints, Caravan's new driver and front passenger air bags are the most advanced safety system available for front seat occupants in a minivan.

## Child-Protection Rear Door Locks.

These special safety locks, standard on four-door models, are designed to protect your children by preventing them from opening rear doors (sliding side door on Caravan) when the vehicle is in motion. The system is activated simply by flicking a switch.



## Component and Subsystem Testing.

Dodge vehicles undergo months and months of continual testing to fine-tune all components and subsystems and make certain that every safety and performance goal is met. Power trains, for instance, are subjected to 50,000-mile endurance tests which run 24 hours a day, five to six days a week. And Dodge suspension designs are tested using a state-of-the-art computer-operated suspension simulator (nicknamed "the Shaker") to minimize noise, vibration, and harshness.



## Crash Testing.

Dodge designers and engineers use the most advanced computer modeling technology to create an interior that will minimize the impact of a crash on the driver and all passengers. Finite Element Computer Analysis is used to simulate crash conditions, allowing engineers to study structural changes and create systems for channeling crash energy away from occupants.

## All-Wheel Drive.

The safety and security of all-wheel drive is standard on Stealth R/T Turbo and available on Caravan. All-wheel drive provides superior traction and cornering ability on wet or slippery roads as well as improved straight-line acceleration and all-weather maneuverability.

## Dynamic Side-Impact Protection.

Ultra-high-strength steel side guard

door beams are part of a system which protects you and your passengers in the event of a side-impact collision. This important safety feature allows Intrepid to meet federal dynamic side-impact requirements for 1997. Caravan also offers dynamic side-impact protection which, combined with its



many other safety features, allows it to meet federal passenger car safety standards for 1998.†

## Antilock Braking System (ABS).

Four-wheel antilock brakes, available on all Dodge cars except Viper, provide extra safety and security by preventing wheel lockup and allowing the driver to maintain control during hard braking or on slippery surfaces.



## Traction Control.

Intrepid's optional microprocessor-controlled traction control system, available on ABS-equipped ES models, limits wheel spinning at speeds below 25 mph on slippery surfaces.

## Integrated Child Safety Seats.

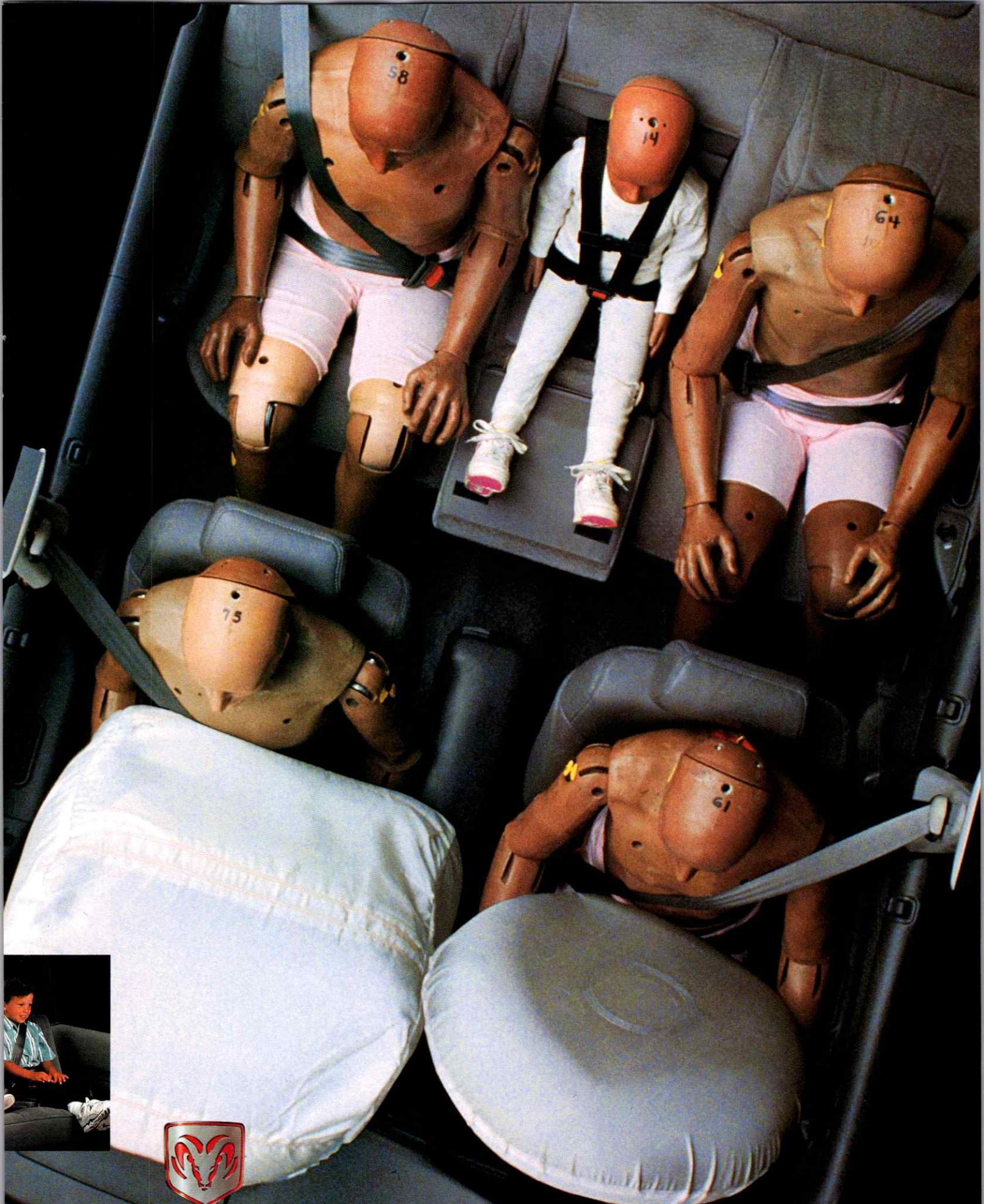
Caravan offers available dual Integrated Child Safety Seats which now recline to let children sleep more comfortably. A single non-reclining Integrated Child Safety Seat‡ is available on Intrepid. All Integrated Child Safety Seats are designed for use by children who are at least one-year old and weigh 20 to 66 pounds.

\* Always wear your seat belts.

† Excludes sunscreen glass and Caravan C/V models.

‡ Available only with Medium Quartz cloth interiors.





THE NEW DODGE

# Dodge Intrepid

"More than just dramatic styling...it's bristling with innovation."

— Road & Track

Exceptional sales figures and a string of awards marked the introduction of the world-class Dodge Intrepid.

This year, Intrepid continues to enhance its reputation for performance with an upgraded standard 3.3-liter V6 engine that offers more horsepower and torque than last year. In addition,



Available Intrepid ES leather interior shown in Medium Quartz.

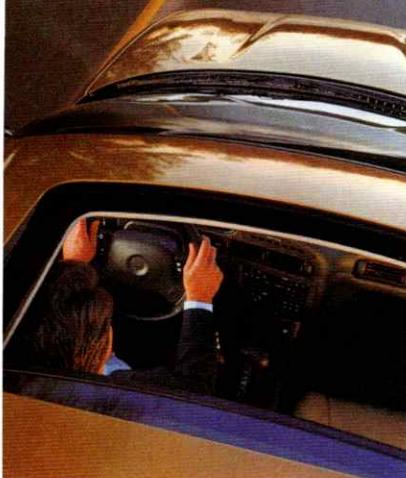
Intrepid  
shown in  
Metallic Red  
Clear Coat.



new speed-sensitive variable-assist power steering (standard on ES models) provides maneuverability in parking situations yet delivers responsive "road feel" at increased speeds.

Intrepid for '94 also offers the comfort and convenience of a new optional power moonroof. Plus the added safety of driver and front passenger air bags,\* as well as side





Intrepid's new optional power moonroof blocks out all ultraviolet light and up to 81 percent of visible light to prevent interior heat absorption.

Intrepid's optional 24-valve, 3.5-liter V6 features four valves per cylinder for maximum performance efficiency and generates 214 horsepower and 221 pound-feet of torque.

For enhanced braking and handling, particularly in inclement weather, Intrepid offers the security of an optional antilock braking system (ABS) and electronic low-speed traction control (only available on Intrepid ES

guard door beams in both front and rear doors that allow Intrepid to meet 1997 dynamic side-impact requirements.

Intrepid's aerodynamic "cab-forward" design moves the base of the windshield forward and pushes all four wheels "toward the corners" of the vehicle to provide increased interior volume and greater stability.



with antilock brakes).

Inside, Intrepid is clearly designed to be a driver's car. By making even the standard driver's seatback recliner infinitely adjustable and providing extended nine-inch front seat track travel, the Intrepid interior design team has made securing an optimal seating position a near certainty for most drivers.

\*Always wear your seat belts.

Power Trains			
Engine	Transaxle	Intrepid Base	Intrepid ES
<b>3.3-Liter V6 SMPI<sup>1</sup></b> Horsepower: 161 @ 5,300 rpm Torque (lb-ft): 181 @ 3,200 rpm Bore and Stroke: 3.66" x 3.19" Compression Ratio: 8.9:1	4-Speed Electronically Controlled	S	S
<b>3.5-Liter OHC V6 SMPI</b> Horsepower: 214 @ 5,800 rpm Torque (lb-ft): 221 @ 2,800 rpm Bore and Stroke: 3.78" x 3.19" Compression Ratio: 10.4:1	4-Speed Electronically Controlled	O	O

S = Standard O = Optional <sup>1</sup> Available with a flexible fuel option except in California.



Intrepid ES shown in Char-Gold Satin Glow.

# Dodge Caravan

**... the standard by which the others are judged.**

— Popular Mechanics

Ten years ago, the first Caravan boldly redefined the family vehicle and created a new automotive category: the minivan. Caravan set the world-class "Gold Standard" by which other minivans are judged and it is still the best-selling minivan ever.

Caravan offers a variety of dependable power plants capable of towing a big boat or trailer.



Grand Caravan LE interior shown in Slate Blue.

With advanced 1994 models, Caravan continues to set the standard for minivans. As the industry's most safety-conscious minivan, Caravan has a combination of new safety features you won't find in any imitation: the first driver and front passenger air bags\* in a minivan, new steel side guard door beams for dynamic side-impact protection and available Integrated Child Safety Seats that now recline to let children sleep more comfortably.

In fact, the 1994 Caravan is so thoroughly engineered for your family's safety, it even complies with all of the federal government's passenger car safety standards for 1998.<sup>†</sup>

In addition, Caravan offers an unmatched lineup of short- or long-wheelbase front-wheel-drive models — or long-wheelbase all-wheel-drive models — and an array of seating configurations as well as trim levels.



Plus money-saving Customer-Preferred<sup>SM</sup> Option Packages like the Family Value Package which offers air conditioning at no charge.<sup>†</sup>

When you consider Caravan, it also pays to remember that no other minivan offers you so much for your

money when you buy — and such high resale value down the road.

\* Always wear your seat belts.

<sup>†</sup> Excludes sunscreen glass and Caravan C/V models.

<sup>‡</sup> Savings on option packages and no-charge air conditioning based on cost of package items if purchased separately.



Caravan is the world's first minivan equipped with both driver and front passenger air bags.\*

Power Trains <sup>1</sup>	Transaxle	Caravan			Grand Caravan			
		Base	SE	LE	Base	SE	LE	AWD SE/LE
<b>2.5-Liter EFI 4-Cylinder</b> Horsepower: 100 @ 4,800 rpm Torque (lb-ft): 135 @ 2,800 rpm Bore and Stroke: 3.44" x 4.09" Compression Ratio: 8.9:1	5-Speed Manual	S	NA	NA	NA	NA	NA	NA
	3-Speed Automatic	O	NA	NA	NA	NA	NA	NA
<b>3.0-Liter SMPI V6<sup>2</sup></b> Horsepower: 142 @ 5,200 rpm Torque (lb-ft): 171 @ 2,400 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 8.9:1	3-Speed Automatic	O	S	S	S	NA	NA	NA
	4-Speed Automatic	O	O	O	O	NA	NA	NA
<b>3.3-Liter SMPI V6</b> Horsepower: 162 @ 4,800 rpm Torque (lb-ft): 194 @ 3,600 rpm Bore and Stroke: 3.66" x 3.19" Compression Ratio: 8.9:1	4-Speed Automatic	NA	O	O	NA	S	S	S
<b>3.8-Liter SMPI V6</b> Horsepower: 162 @ 4,400 rpm Torque (lb-ft): 213 @ 3,600 rpm Bore and Stroke: 3.78" x 3.42" Compression Ratio: 9.0:1	4-Speed Automatic	NA	NA	NA	NA	NA	O	O

S = Standard O = Optional NA = Not available

<sup>1</sup> Emissions controls and testing required at extra cost on all vehicles registered in California. Not available otherwise.

<sup>2</sup> Built by Mitsubishi Motors Corporation.

<sup>‡</sup> LE model only.

These are some of the many seating configurations possible in the world's most versatile minivan. On most Caravan and all Grand Caravan models, seating for seven is standard.



From left to right: Caravan SE with Gold Special Edition Package shown in new Emerald Green Pearl Coat; Grand Caravan ES shown in monochromatic Bright White Clear Coat; Caravan SE Sportwagon shown in Flame Red Clear Coat; and Grand Caravan LE shown in Light Driftwood Satin Glow.

**"The Viper isn't about numbers. It's about unbridled emotion on wheels."**

— Road & Track

For every generation, there is one automobile which completely captures the imagination of driving enthusiasts, transforming the idea of transportation into the ideal of art.

Names like Allard, Cunningham, Cobra and Testa Rossa come to mind — cars which combined blinding performance with exceptional form.

And now Dodge Viper RT/10 has joined the ranks of those fabled automobiles.

The Dodge Viper RT/10's magnificent V10 power plant — the only V10 engine currently available in an American-made automobile other than a Formula 1 race car — displaces eight full liters, or almost 500 cubic inches. With a 4.00-inch bore and 3.88-inch stroke, it produces 400 horsepower and 465 pound-feet of torque.

Viper RT/10's fully independent front and rear suspension feature unequal length upper and lower control arms and coil-over-shock springs made of

strong, yet lightweight micro-grain alloy steel. High-performance gas-filled shocks minimize aeration.

A power-assisted rack-and-pinion steering system features positive on-center feel and a fast 16.6:1 steering ratio, for quick and responsive maneuvering. A high-performance brake system features four-piston calipers — found on only the most exotic sports cars — with huge 13" x 1.26" vented rotors up front and 13" x .86" vented rotors at the rear. This system was specially designed to help meet the goal of 0-100-0 mph in less than 15 seconds.

Viper's highly functional, yet



Viper RT/10 interior.

thoroughly inviting cockpit perfectly captures the personality of this car. The broad, yet supportive leather-faced driver's seat is manually adjustable, and positions you in a more upright position than many sports cars. There's also plenty of leg room so you can easily manipulate the well-positioned pedals, which are offset slightly to the left to make room for the massive engine.



Viper's aluminum V10 engine.

<b>Power Train</b>	
<b>Engine</b>	<b>Transmission</b>
<b>8.0-Liter V10</b>	
Horsepower: 400 @ 4,600 rpm	Six-Speed
Torque (lb-ft): 465 @ 3,600 rpm	Manual Fully
Bore and Stroke: 4.00" x 3.88"	Synchronized
Compression Ratio: 9.1:1	with Aluminum
	Housing
0-60 mph acceleration.....	4.4 seconds
0-100-0 acceleration/stopping.....	14.5 seconds
Top speed .....	165 mph
Lateral g's in a 300-foot circle .....	1.0
Redline.....	6,000 rpm (6,200 rpm fuel shut-off)



Viper RT/10, shown in Viper Black.

# Dodge Stealth

"The car is nothing short of a 3,800-lb adrenal pump."

— Design News

This year, Dodge presents sports car enthusiasts with three levels of Stealth\* excitement. In addition to the ultimate high-performance all-wheel-drive R/T Turbo, new for 1994 are a redefined R/T model (with available Luxury Equipment Package) and an updated base Stealth. All with standard driver and front passenger air bags.<sup>†</sup>

Visually, the entire Stealth line sports a more refined, freshly remodeled exterior, including a new front fascia, aero-integrated projector headlights and smoothed hood contours with integral strut covers on all models, plus a new rear fascia on R/T and R/T Turbo models.

The top-of-the-line Stealth R/T Turbo offers an impressive array of high-performance technology, including a twin intercooled, twin turbocharged 3.0-liter, 24-valve DOHC MPI V6 engine with increased horsepower and torque, a six-speed transmission and full-time all-wheel drive.

Stealth's optional leather interior shown in Dark Gray.

The Stealth R/T with Luxury Equipment Package features much of the same technology offered by the top-of-the-line model. For those seeking a purer sports car experience, the Stealth R/T delivers some pretty impressive performance stats — but with fewer electronic features. And because it's a Stealth, even the base model is anything but basic, with a 3.0-liter, 12-valve single overhead cam MPI V6 turning out 164 horsepower.

\*Planned and designed by Dodge ... a division of Chrysler Corporation. Engineered and manufactured by Mitsubishi Motors Corporation.

<sup>†</sup>Always wear your seat belts.



Driver's view of the Stealth R/T Turbo cockpit shown in Dark Gray.

## Power Trains

Engine <sup>1</sup>	Transaxle	Stealth	Stealth R/T	Stealth R/T with Luxury Equipment Package	Stealth R/T Turbo
<b>3.0-Liter SOHC 12-Valve V6 MPI</b> Horsepower: 164 @ 5,500 rpm Torque (lb-ft): 185 @ 4,000 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 8.9:1	5-Speed Manual Overdrive	S			
	4-Speed Automatic Overdrive	O			
<b>3.0-Liter DOHC 24-Valve V6 MPI<sup>2</sup></b> Horsepower: 222 @ 6,000 rpm Torque (lb-ft): 201 @ 4,500 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 10.0:1	5-Speed Manual Overdrive		S	S	
	4-Speed Automatic Overdrive		O	O	
<b>3.0-Liter Turbo 24-Valve V6 MPI<sup>2</sup></b> Horsepower: 320 @ 6,000 rpm Torque (lb-ft): 315 @ 2,500 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 8.0:1	High-Capacity 6-Speed Manual Overdrive				S

S = Standard O = Optional

<sup>1</sup>Emissions controls and testing required at extra cost on all vehicles registered in California. Not available otherwise.

<sup>2</sup>Premium unleaded fuel is recommended.



## Reputation Enhanced... Value Maintained.

Spirit's popularity as a family car is easy to understand. It combines a stylish exterior with a spacious interior plus a full complement of convenience features and appointments. Spirit also provides many important safety advantages, such as a standard driver-side air bag\* and child-protection rear door locks, as well as optional four-



Spirit's electromechanical instrumentation offers quiet, dependable operation, easy-to-reach controls and accurate readings.

wheel disc antilock brakes. And it remains one of the lowest-priced six-passenger cars built in America.

The complete car for the serious driver, Spirit features the sure-



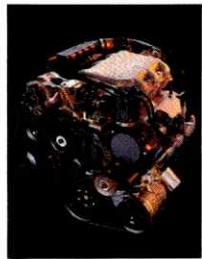
Spirit's spacious and comfortable six-passenger interior shown in Champagne.

footedness of front-wheel drive and is powered by Dodge's dependable 2.5-liter SOHC EFI engine with twin-balance shafts for added smoothness of operation or an optional 3.0-liter SMPI V6. Spirit's standard power-assisted front disc, self-adjusting

rear drum brakes are designed for sure, straight stopping, while its 16-to-1 fast ratio rack-and-pinion steering and balanced chassis contribute to confident control.

\*Always wear your seat belts.

†Built by Mitsubishi Motors Corporation. Imported for Dodge.



### Power Trains<sup>†</sup>

Engine	Transaxle	Spirit
<b>2.5-Liter SOHC 4-Cylinder<sup>†</sup></b> Horsepower: 100 @ 4,800 rpm Torque (lb-ft): 135 @ 2,800 rpm Bore and Stroke: 3.44" x 4.09" Compression Ratio: 8.9:1	3-Speed Automatic	S
<b>3.0-Liter SOHC SMPI V6<sup>†</sup></b> Horsepower: 141 @ 5,000 rpm Torque (lb-ft): 171 @ 2,400 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 8.9:1	3-Speed Automatic Electronic 4-Speed Automatic	O

S = Standard O = Optional

<sup>†</sup>Emissions controls and testing required at extra cost on all vehicles registered in California. Not available otherwise.

<sup>†</sup>Available with a Flexible Fuel option.

<sup>†</sup>Built by Mitsubishi Motors Corporation. Imported for Dodge.



Spirit shown in Emerald Green Pearl Coat with Gold Appearance Package.

# Dodge Shadow

## Both Proven and Improved.

Dodge Shadow, available in a two- or four-door model, offers a unique combination of value, safety and reliability. A high level of standard equipment — including a driver-side air bag,\* a 2.2-liter SOHC EFI engine and a five-speed manual overdrive transaxle — makes Shadow the most fully equipped car in its price range.

Shadow ES, also available in two- and four-door models, offers a standard beefed-up Sport suspension, power-



Shadow ES shown in Emerald Green Pearl Coat with Gold Appearance Package.

assisted brakes, power-assisted rack-and-pinion steering, a rear deck spoiler and an optional high-performance 3.0-liter SOHC multipoint fuel-injected V6.<sup>†</sup> An available antilock braking system<sup>‡</sup>

(ABS) offers smooth, secure stops under a variety of road conditions.

\* Always wear your seat belts.

<sup>†</sup> Built by Mitsubishi Motors Corporation. Imported for Dodge.

<sup>‡</sup> Always wear your lap belt.

<sup>§</sup> Requires an automatic transaxle.

## Power Trains<sup>§</sup>

Engine	Transaxle	Shadow	Shadow ES
<b>2.2-Liter EFI 4-Cylinder</b> Horsepower: 93 @ 4,800 rpm Torque (lb-ft): 122 @ 3,200 rpm Bore and Stroke: 3.44" x 3.62" Compression Ratio: 9.5:1	5-Speed Manual	S	
	3-Speed Automatic	O	
<b>2.5-Liter EFI 4-Cylinder</b> Horsepower: 100 @ 4,800 rpm Torque (lb-ft): 135 @ 2,800 rpm Bore and Stroke: 3.44" x 4.09" Compression Ratio: 8.9:1	5-Speed Manual	O	S
	3-Speed Automatic	O	O
<b>3.0-Liter SOHC SMPI V6<sup>†</sup></b> Horsepower: 141 @ 5,000 rpm Torque (lb-ft): 171 @ 2,400 rpm Bore and Stroke: 3.59" x 2.99" Compression Ratio: 8.9:1	5-Speed Manual		O
	3-Speed Electronic Automatic		O

S = Standard O = Optional

<sup>†</sup> Emissions controls and testing required at extra cost on all vehicles registered in California. Not available otherwise.

<sup>‡</sup> Built by Mitsubishi Motors Corporation.



Shadow's interior is both roomy and comfortable. Shown in Champagne. Standard front passenger motorized shoulder belt system,<sup>‡</sup> not shown.

# Dodge Colt

## Beauty and the Budget.

Though the competition often settles for less, all Colt Sedans\* come with an energetic 1.8-liter, 16-valve power plant boasting 113 horsepower (also available on ES Coupe). For those interested in only two doors, Colt Coupe\* features a standard econo-themed 92-horsepower, 1.5-liter, 12-valve engine.

Colt helps keep you safe with a new standard driver-side air bag<sup>†</sup> and side guard door beams that help protect occupants from side-impact collisions. Colt also helps you stop well short of trouble thanks to power-assisted front disc/rear drum brakes (standard on all models) and a four-wheel disc antilock brake system, available on the ES Sedan.



Colt ES Sedan shown in Vivid Red with optional 14" aluminum wheels, Colt ES Coupe shown in Bright Blue Pearl Coat with optional Sport Package.

## Power Trains

Engine	Transaxle	Colt 2-Door	Colt ES 2-Door	Colt 4-Door	Colt ES 4-Door
<b>1.5-Liter SOHC 12-Valve SMPI</b> Horsepower: 92 @ 6,000 rpm Torque (lb-ft): 93 @ 3,000 rpm Bore and Stroke: 2.97" x 3.23" Compression Ratio: 9.2:1	5-Speed Manual Overdrive	S	S		
	3-Speed Automatic		O		
<b>1.8-Liter SOHC 16-Valve SMPI</b> Horsepower: 113 @ 6,000 rpm Torque (lb-ft): 116 @ 4,500 rpm Bore and Stroke: 3.19" x 3.50" Compression Ratio: 9.5:1	5-Speed Manual Overdrive		O	S	S
	4-Speed Electronic Automatic		O	O	O

S = Standard O = Optional

<sup>†</sup> Includes P175/70R13 tires, and touring suspension.

\*Manufactured by Mitsubishi Motors Corporation. Imported for Dodge.

<sup>†</sup> Always wear your seat belts.

# The Rules Have Changed.

## The New Dodge RAM Pickup.

For far too long, owning a full-size pickup meant living with a set of unwritten rules:

- Trucks aren't supposed to be comfortable.
- A truck is a truck, not an office.
- Trucks are noisy.
- Four-wheel antilock brakes are for cars, not pickups.
- Pickups don't carry air bags.
- Trucks ride like trucks.
- Trucks are clumsy.
- Trucks are magnets for rust.
- For serious torque, diesel is the only choice.

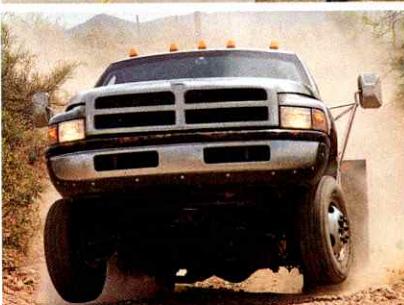
But the rules have changed. Now there's the new Dodge RAM Pickup, developed by a platform team whose most important member was you.

Nationwide research told us you wanted a truck with no trade-offs—

High temperatures in a laboratory are one thing. Extreme heat while fully loaded is another. Towing oversized trailers up long, steep grades with the air conditioner running at maximum capacity is the ultimate test of engine and transmission cooling capabilities.

with practical features for work or recreational use—a balanced truck, combining job-rated durability and reliability with interior comfort, convenience and safety.

Dodge Truck engineers studied competitive trucks and cars to identify the best-in-class benchmark for every



The new Dodge-exclusive RAM 4x4's unique solid axle link-coil suspension with stabilizer bar provides a new standard of off-road handling, travel and traction. The solid axle delivers proven durability and high ground clearance.



Laboratory isolation testing on the suspension "Shaker" (Road Test Simulator) uses computer re-creations of the nation's roughest roads to punish vehicles far longer and more severely than any real-world driver could endure. Testing 18 days on the Shaker equals a 16-week, 20,000-mile endurance run.



truck component. The information gathered was used to create a master list of product objectives the new RAM would meet or exceed to reinvent the American pickup.

#### Truck Technology Will Never Be The Same.

The new Dodge RAM was the first Dodge vehicle created exclusively on the advanced CATIA computer-aided design system. Load and stress tests, crash tests, parts fit-and-finish analyses, and other computer simulation studies were conducted months and even years before prototype vehicles were built.



New RAM 1500 Laramie SLT, shown in Flame Red and Silver Star Metallic. An available solar glass sliding rear window reduces interior heat buildup; its convex surface prevents light glare. The new center high-mounted stoplight also includes an available integral cargo light for night loading.

Each component was then pushed well beyond its limits during four million miles of testing and refinement.

The result is a pickup that changes the rules. A new RAM that hauls heavy

loads, tows large trailers and handles rugged off-road trails with ride, handling, safety and cab comforts that are unsurpassed. And with a wide range of models and options, rest assured there's a new RAM that's right for your special requirements.



RAM 1500 Laramie SLT, shown in Flame Red and Silver Star Metallic.

# The Rules Have Changed.

## The Most Interior Room And Storage Of Any Standard Cab Pickup.

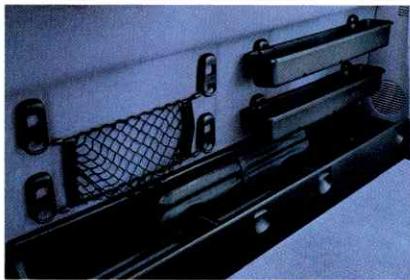
We set out to make the cab of the new Dodge RAM *the largest, most comfortable and most convenient of any pickup*. And we succeeded.

*The cab is four inches longer than its nearest competitor*, with longer seat travel for tall folks. Wider three-across seating puts a priority on comfort and support. The result of this design approach is *more shoulder and hip room than any other full-size pickup*.

The unique 40-20-40 split-bench seat provides separate leg room adjustments for driver and passenger, and comfortable seating for three. A six-way power adjustable driver's seat is available on Laramie SLT.

There's also a "business storage" center armrest/console and an ingenious behind-the-seat storage system that you won't find in any other pickup. *Seatbacks that recline are a first in standard cabs.*

The new Dodge RAM also offers the



The new Dodge RAM's exclusive behind-the-seat storage system includes a cab-width floor tray, plus height-adjustable hanging bins and cargo nets. There is more than 13 inches of rear area floor space.

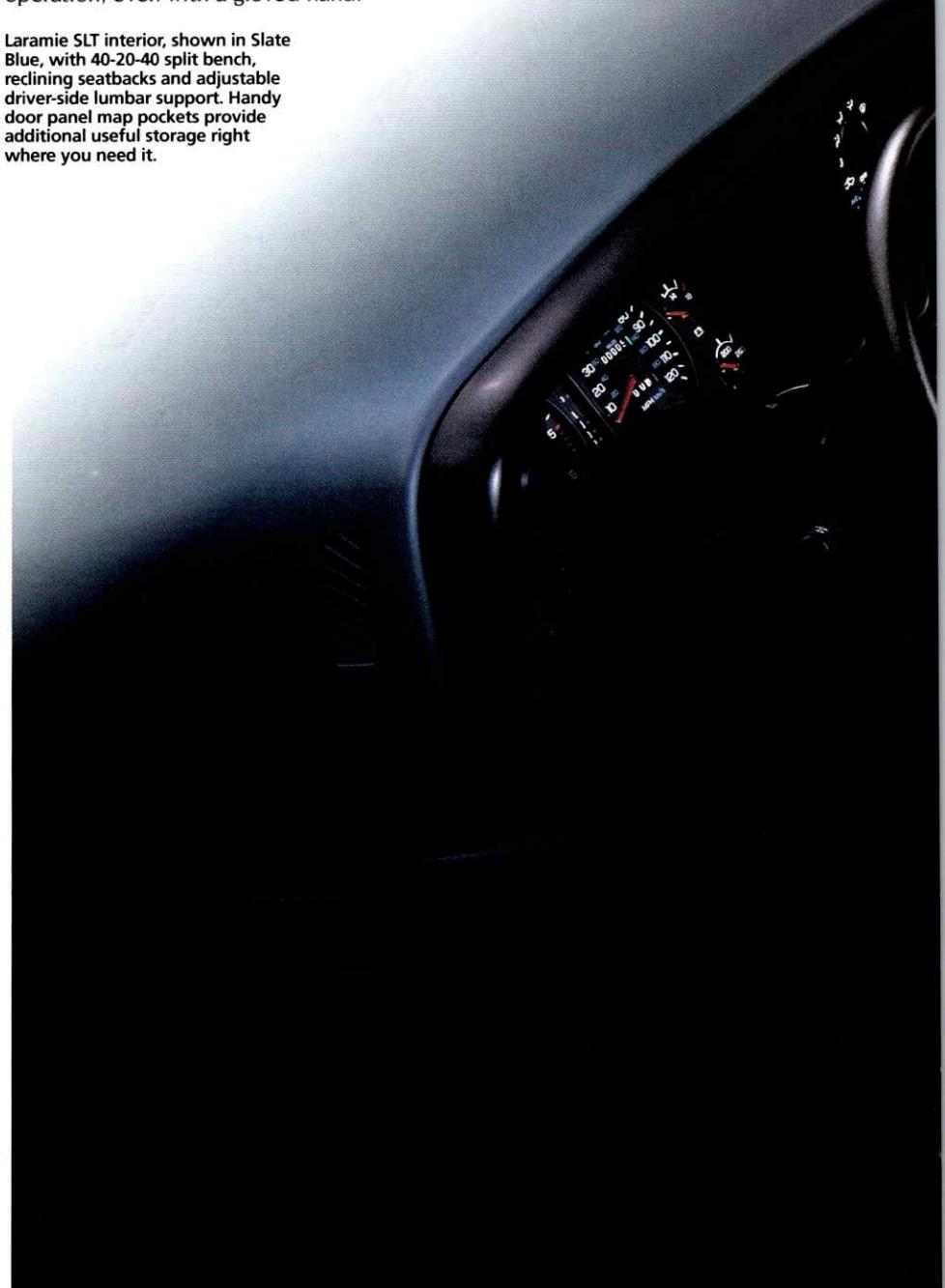


The wide center armrest/console opens to provide convenient "office on wheels" storage for your laptop computer, cellular phone, pencils, legal pad and more. The console door's foam-padded inner surface holds items quietly and securely even with the console in the upright position. (Mopar hand-held cellular phone shown.)

added safety of the *industry's only driver-side air bag\** standard on every pickup we make.

The new RAM's instrument panel is designed to be easily understood and comfortable to use: a full complement of large, easy-to-read analog gauges and easy-to-reach controls and switches, positioned for clear view and ease of operation, even with a gloved hand.

Laramie SLT interior, shown in Slate Blue, with 40-20-40 split bench, reclining seatbacks and adjustable driver-side lumbar support. Handy door panel map pockets provide additional useful storage right where you need it.





# The Rules Have Changed.

## Your Safety Is Top Priority.

As the new Dodge RAM development team gathered the opinions of truck owners like you, one point was unanimous: truck drivers want the same level of safety and security offered by today's passenger cars.

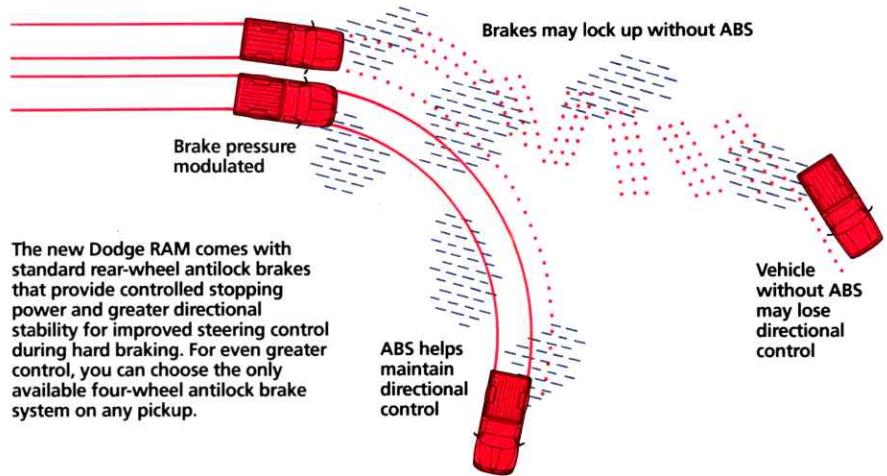
That's why Dodge has changed the rules by giving you *the industry's first full-size pickup with a driver-side air bag\** standard on every model, and more available safety features than any other pickup. But we didn't stop there. The new RAM Pickup first helps you avoid danger with engineering features such as standard quick-ratio, variable-assist power steering for fast-response handling and control.

*The new Dodge RAM is also the only full-size pickup that you can buy that offers optional four-wheel antilock brakes for directional stability and control during hard braking. (Rear-wheel antilock brakes are standard.)*

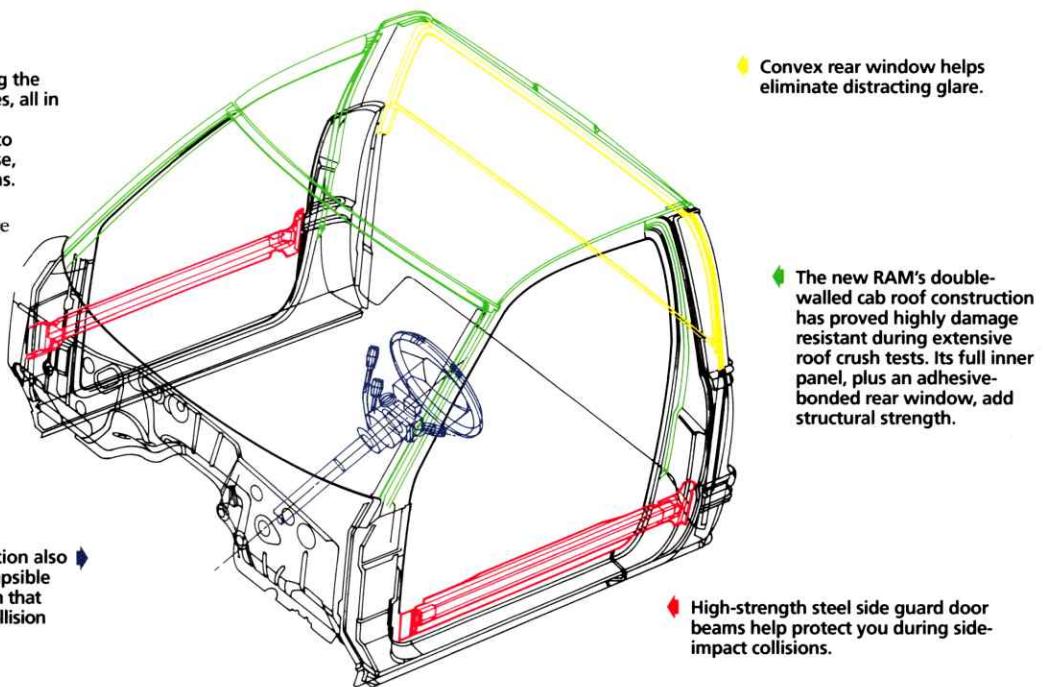
There's a collapsible steering column, side guard door beams, a double-walled, high-strength steel roof, a rigid, boxed front frame, and a center high-mounted stoplight above the back window. Serious pickup truck safety has been designed into every new Dodge RAM.

The new RAM's air bag\* restraint system inflates, helps to protect you by absorbing the sudden forward motion, and then deflates, all in a fraction of a second. The new RAM's sensing system has been specially tuned to accommodate the many rigors of truck use, including off-road and towing applications.

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



Interior protection also includes a collapsible steering column that helps absorb collision impact.



## Designed To Work Harder.

The better your truck fits the job, the greater its worth as an investment. The new Dodge RAM offers built-in value when you buy, during years of operation, and again at resale time.

Value begins with job-rating. Every component has been designed to work beyond its specified rating. Each new Dodge RAM is completely equipped and fully qualified for its designated work use, with *the most available payload of any 4x2 or 4x4 pickup.*

The new RAM's cargo floor offers one of the widest distances between wheel wells (50 inches) of any pickup. Both the 6.5- and the eight-foot cargo bed are stamped from a single sheet of thick, dent-resistant, high-strength steel for durability and excellent corrosion resistance.

Work-oriented features such as two-tiered and three-compartment bed loading, tie-down points, and *the industry's only standard 16-inch wheels on a half-ton pickup* result in workability unmatched in competitive trucks.

Every new RAM is designed for ease of service. From the grille that raises with the hood to ease of access to common maintenance items.

## Built To Last Longer.

The refined quality and precision fit-and-finish of components and body panels on the new RAM Pickup result from the use of computer-aided engineering techniques, as well as the best materials, including *more galvanized steel and two-sided galvanized steel than any other pickup.*

This new RAM is the most thoroughly pretested truck we've ever built, withstanding more than four million miles of laboratory, test track and real-world punishment during the last three years.

Dodge engineers built 159 prototype trucks during development to be crushed, shaken and slammed. Once a RAM prototype had been punished mercilessly, it was torn down, examined and analyzed to learn what went right and wrong. Engineers improved and refined every part that didn't exceed their standards.

From stamping to final assembly, each manufacturing facility is responsible for turning out top quality new RAMs, using the latest robotics and computer-aided manufacturing machinery.

Precision is continuously checked and rechecked after every operation.

But in the end, it comes down to

people. The men and women of the UAW who assemble these trucks know what's on the line with every RAM...your satisfaction and their future.



(Top) The new RAM cargo bed is a versatile system of work features engineered for a variety of cargo hauling needs. Box side indentations hold 2x8 lumber, creating a second level for two-tier loading. Pockets in the box sides allow insertion of vertical stakes for tall loads, while rope tie-down holes are provided for lashing down loads.

(Bottom) Dodge-exclusive integrated vertical beads in the cargo box sides support wood bulkheads that divide the bed into three loading compartments to prevent loads from shifting, and for separating and organizing cargo.



New Dodge RAM 2500 HD 4x4 with Cummins Intercooled Turbo Diesel shown left in Dark Blue.  
New RAM 1500 WS shown right in Brilliant Blue.

# The Rules Have Changed.

## Magnum: The Most Powerful Line Of Pickup Engines Anywhere.

The new Dodge RAM Pickup has a full selection of five powerful, reliable engines, developed for maximum horsepower, torque, and all-around performance. There's a Magnum just right for your truck's power requirements, from a 175-horsepower, 239-cubic-inch V6 up to the 300 horsepower of the massive 488-cubic-inch V10.

Gasoline-powered Magnums feature state-of-the-art technology that includes: multipoint fuel injection; a cast aluminum intake manifold with huge 14.5-inch runners, plus four inches of additional runner length; fist-sized valves with narrow stems for maximum airflow and efficient combustion; and a host of other advanced features.

You won't find any dead spots on the power curve and there's plenty of low-end torque to launch off the line and maintain speed under heavy loads.

The new RAM Pickup's Magnum engines have been continually improved, torture-tested and durability-engineered to stand tall under maximum loads. *No other comparable truck engines, gas or diesel, can match the pulling and hauling performance of a Magnum.*



Specially engineered for power, endurance and reliability, the new V10 has an extra-strength cast iron, deep "Y" block; smooth-running six-main-bearing crankshaft; and moly-coated pistons for low wear during break-in.

### The Most Powerful Pickup Engine There Is. The Magnum V10.

*The new optional 488-cubic-inch (8.0-liter) Magnum V10 is simply the most powerful gasoline engine in any American pickup truck.* It produces 300 horsepower at 4,000 rpm running on unleaded regular gas, and 450 lb-ft of torque at a low 2,400 rpm.

*This multipoint fuel-injected V10 is more fuel efficient than the Ford 460 or Chevy 454 V8s.* Its low rpm torque curve means 400 lb-ft of torque at 1,000 rpm. That's just off idle!

From the cast iron, deep-skirt "Y" block to distributorless ignition, every component of the new Magnum V10 is designed to withstand the demands of big-block performance.

### Newly Refined Cummins Intercooled Turbo Diesel.

*The best-in-class performance and fuel economy of the 359-cubic-inch (5.9-liter) Cummins Intercooled Turbo Diesel means dependability and power.*

The Cummins-powered new RAM Pickup will perform your heaviest



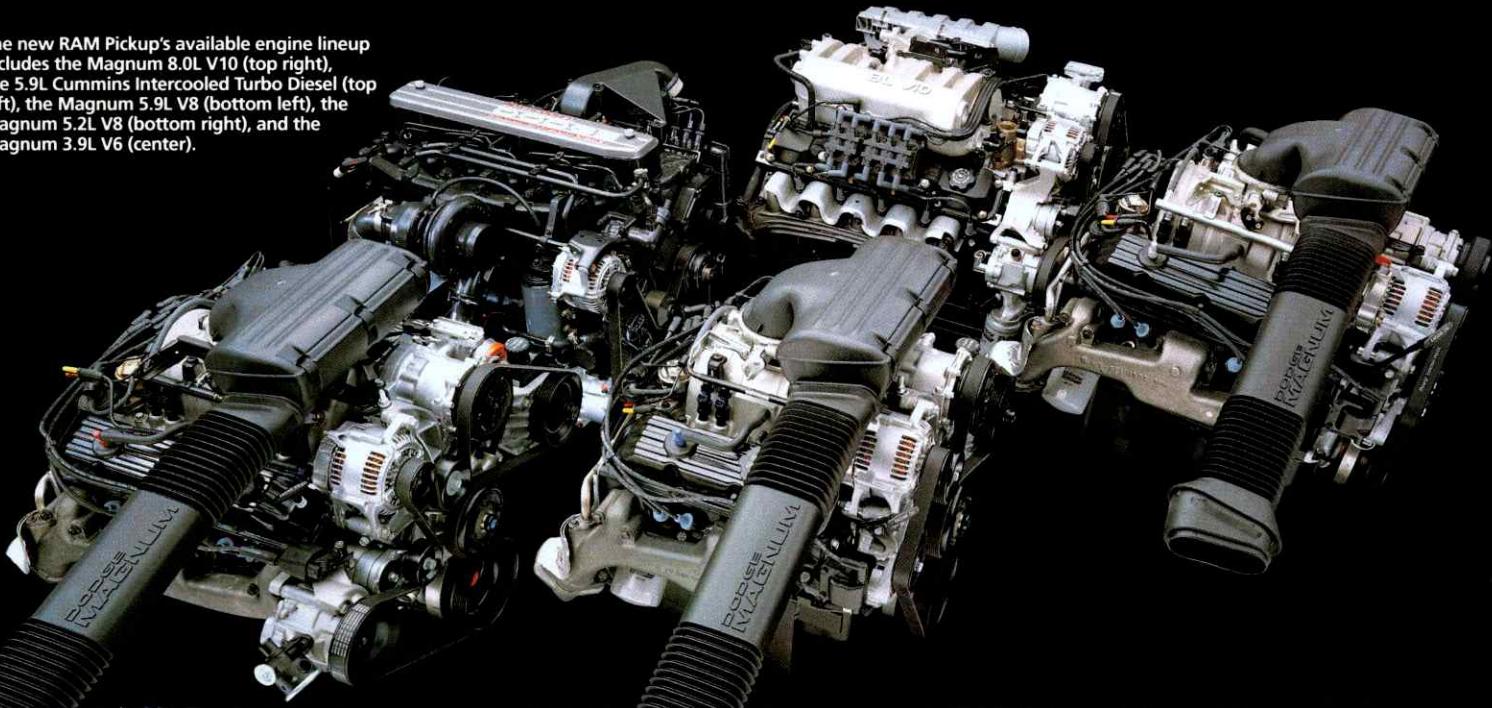
The straight-forward design of the Cummins Turbo Diesel's in-line six-cylinder means 40 percent fewer parts and simpler maintenance compared with Ford and Chevy's V8 diesels.

hauling with a maximum 420 lb-ft of torque at just 1,500 rpm with the manual transmission... *the most torque of any diesel-powered, full-size pickup.* That's because it's designed for 35,000-65,000-pound GVW applications. That level of overdesign makes the new Cummins-powered RAM the hardest-working pickup in America, with *more big-rig features than any competitive diesel.* Only the Dodge Cummins Turbo Diesel provides direct injection and intercooling. And many Cummins engines go more than 250,000 miles without an overhaul.

### Job-Rated To Exceed The Need.

When it comes to sheer work power, performance and versatility, the new Dodge RAM is job-rated from the bottom up. We over-engineer every RAM component to exceed job requirements, because we know you may occasionally surpass the payload or tow ratings.

The new RAM Pickup's available engine lineup includes the Magnum 8.0L V10 (top right), the 5.9L Cummins Intercooled Turbo Diesel (top left), the Magnum 5.9L V8 (bottom left), the Magnum 5.2L V8 (bottom right), and the Magnum 3.9L V6 (center).



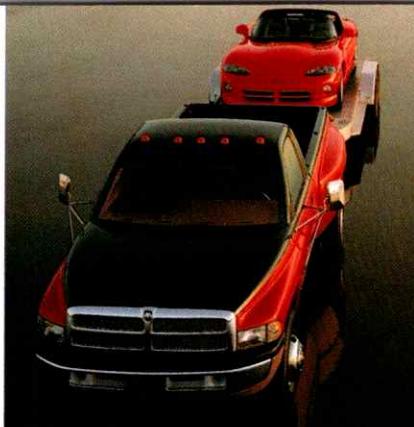
RAM 4x4s feature a durable, part-time Ram-Trac four-wheel-drive engage system offering shift-on-the-fly convenience on every model. The new RAM 2500 and 3500 models are the only one-tons on the market with shift-on-the-fly systems.

The new RAM's high-strength, 36,000-psi steel frame was engineered to withstand extreme punishment, with the extra stiffness of boxed front and unique K-shaped rear crossmembers that provide strength for hauling rigidity.

#### New RAM 4x2 Tows More Than Any Other Pickup.

The new, heavy-duty, four-speed TorqueFlite 47RH automatic transmission (available on 2500 HD and 3500 models ordered with the Magnum V10 or Cummins Turbo Diesel engine) will tow up to 19,000 pounds GCWR in the new RAM 3500—the industry's highest rating for a one-ton pickup.

All new RAM four-speed automatic transmissions feature an electronically controlled torque converter that automatically locks up in fourth gear for better fuel economy, cooler operation and increased tow ratings. Successful towing requires a complete heavy-duty power train. From maximum engine cooling to oversized U-joints and axles, Dodge RAM outperforms the competition.



The only two V10s made in America come from Dodge: this new cast iron Magnum V10-powered RAM Pickup easily tows the aluminum V10-driven Viper RT/10.

#### The Last Thing You'd Expect In A Pickup: A Smooth Ride.

Each of the six new Dodge RAM models features an individually tuned suspension designed for smooth, firm, confident, predictable ride and handling—loaded or unloaded—thanks to an extra-stiff boxed front frame, the firm stance of 16-inch wheels, front stabilizer bar, and the widest track of any full-size pickup.

The new RAM's front suspension features gas-charged, large-reservoir shock absorbers for consistent ride control on rough surfaces.

With its long, eight-inch front and 11-inch rear suspension travel (up and

down wheel motion), the new RAM Pickup can absorb bumpy surfaces while maintaining a smooth ride, even under full load.

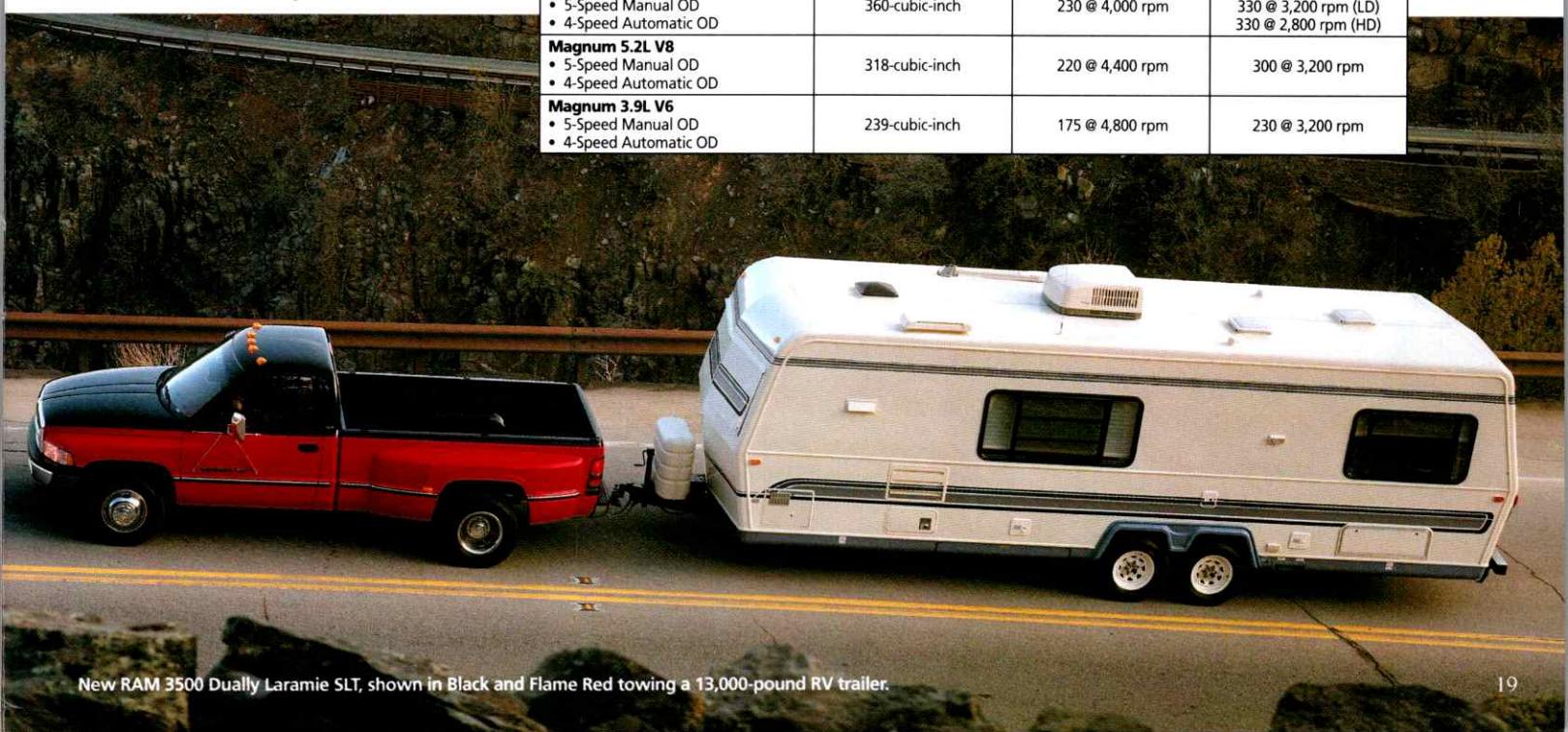
The rear suspension's 60-inch leaf springs are the longest of any full-size pickup, for reduced spring stress, a lower spring rate and an improved ride.

The RAM 4x4 front suspension features the superior durability and ground clearance of a solid axle with a unique link-coil suspension and track bar that combine for unsurpassed ride and handling qualities in a pickup.

With more dynamic ground clearance than independent systems, wide-mounted coil springs and shocks for greater ride control and 7.5 inches of ride travel between jounce and rebound, the new RAM 4x4 provides confidence off-road and on.

**The new Dodge RAM Pickup... the rules have changed.**

Engine/ Transmission Availability	Displacement	Horsepower	Torque (lb-ft)
<b>Magnum 8.0L V10</b> • 5-Speed Manual HD OD • 4-Speed Automatic HD OD	488-cubic-inch	300 @ 4,000 rpm	450 @ 2,400 rpm
<b>5.9L Cummins Intercooled Turbo Diesel</b> • 5-Speed Manual HD OD • 4-Speed Automatic HD OD	359-cubic-inch 359 cubic-inch	175 @ 2,500 rpm 160 @ 2,500 rpm	420 @ 1,500 rpm 400 @ 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
<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



New RAM 3500 Dually Laramie SLT, shown in Black and Flame Red towing a 13,000-pound RV trailer.

## The First And The Best Midsize Pickup.

The first Dodge Dakota was an instant success that created a whole new truck category: the midsize pickup — a truck with full-size pickup performance and compact-size handling.

Continuous improvement has helped Dakota outsell its imitators and makes the 1994 Dakota unequalled in its class for power, capability, comfort and safety.

Dakota's new standard driver-side air bag\* is the first air bag restraint offered on a pickup in its class.



Dakota 4x2 Sport shown in Emerald Green Pearl Coat. Dakota 4x4 Sport Club Cab shown in Flame Red Clear Coat with optional Bright Package and driving lights.

For 1994, we've added a combination of new safety features to Dakota that you won't find on any other midsize or smaller truck: a new driver-side air bag,\* new steel side guard door beams in both front doors, and a new rear center high-mounted stoplight. Add standard rear-wheel antilock brakes or available four-wheel ABS, and Dakota is unmatched in all-around safety.

In addition, no compact pickup comes close to matching Dakota's

wide range of engine choices. From an economical 2.5-liter, four-cylinder to more powerful Magnum 3.9-liter V6 and 5.2-liter V8 engines, Dakota offers a power plant ideally suited to your specific needs. And the only V8 available in a downsize pickup, Dakota is built top-to-bottom with oversized components to take full advantage of Magnum power, providing higher payloads from 1,250 to 2,600 pounds and superior towing capabilities up to 7,100 pounds.



A wide variety of Dakota Pickups, including regular cab and club cab, short bed and long bed, plus two- and four-wheel-drive models, can be set up to meet your style and needs using Customer Preferred<sup>SM</sup> Discount Option Packages.<sup>†</sup>

Dakota's midsize cab provides more room and comfort than the smaller pickups, and Dakota Club Cab is the largest cab in its class.

It has more head room, shoulder room and hip room up front with individually adjustable 60/40 split seats and reclining seatbacks. Behind the front seats, 25.2 cubic feet of extra cab space provides more in-cab cargo and seating room than any extended cab compact pickup.

Add up the Dakota advantages: Magnum power, more safety, bigger payloads, higher towing and more interior space.



(Above) Dakota SLT Club Cab interior features a 60/40 split-bench front seat with a folding center armrest, reclining seatbacks and forward-facing rear bench seat. Shown in Driftwood.

\*Always wear your seat belt.

<sup>†</sup>Package savings based on price of equipment if purchased separately.



Dakota Super SLT Club Cab 4x4 shown in Flame Red Clear Coat/Silver Star Metallic Clear Coat.

# A Dodge Truck for Every Job.

## A Complete Lineup Of Vans And Wagons.

Dodge offers a full line of vans and wagons, from the economical and nimble Caravan C/V to the 15-passenger Dodge Ram Maxiwagon. And for 1994, Dodge has improved the Ram Van and Ram Wagon from bumper to bumper.

New aerodynamic lines help manage airflow around these vehicles for good fuel economy and minimal wind noise. New aerostyled halogen headlights provide brighter light over a wider area. The new windshield is larger and features flush glass for improved aerodynamics.



Dodge Caravan C/V offers a fuel-efficient alternative for your hauling needs.



Dodge Ram 350 Maxiwagon, shown in Navy Blue Metallic and Light Gray two-tone, seats from five to 15 people.

The new front bumper step-up design is helpful when cleaning the windshield and unloading long items carried on the roof. The one-piece fender/bumper/grille design eliminates many separate parts to help prevent corrosion.

New safety features include side guard door beams, wraparound turn signals and taillights, and larger, brighter backup taillight lenses for improved nighttime rear visibility.

A new high-mounted rear stoplight provides extra rear safety. And three-point lap and shoulder belts for rear passengers on all Ram Wagons are standard.

Computer-controlled rear-wheel antilock brakes are standard on all Ram Van and Wagon models. Plus—an optional four-wheel antilock brake system provides optimal steering control and braking under extreme conditions.

New gas-charged shock absorbers combine with a standard front stabilizer bar to optimize ride and handling with heavy loads or when towing a trailer.

New standard variable-ratio, power-assisted steering reduces steering effort in tight situations and provides a firm on-center feel.

Ram Van, Wagon and Caravan C/V models feature integrated Unibody-



Dodge Ram Van 250 Tradesman, shown in Colorado Red, features up to 246 cubic feet of cargo capacity.

type construction, providing long-term structural rigidity and more payload per pound.

Every 1994 Dodge Ram Van and Ram Wagon comes with a state-of-the-art Magnum engine that delivers more horsepower and torque than comparable engines from Ford and Chevy.

#### Caravan C/V.

The Caravan C/V is an ideal vehicle for short-trip, stop-and-go city traffic. Day-in and day-out, its front-wheel-drive, car-like maneuverability and ease of entry and exit help make your work easier.

Caravan C/V offers the economy of a 2.5-liter four-cylinder engine or the power of a 3.0-liter V6.\* The extended Caravan C/V comes with the added muscle of a hard-working 3.3-liter V6. Caravan C/V has a maximum payload rating of 2,000 pounds, and the lowest liftover height in its class. It also offers one of the lowest prices<sup>†</sup> for a cargo van, plus big discounts on Customer-Preferred<sup>SM</sup> Advantage Packages.<sup>‡</sup>

#### Experience: The Strength Behind Every Dodge Work Truck.

Dodge builds a full line of job-rated work trucks that offer maximum quality, efficiency, dependability and strength... trucks that stand up to the daily pounding your work applications demand. At Dodge Truck we understand that a work truck is an investment that must perform economically each and every day.

#### Experience: Dodge Trucks Offer More Work Per Dollar.

Every Dodge truck provides a very clear and valuable advantage to the work truck user; more work per dollar of truck. Here's what that means: **MORE POWER + MORE PAYLOAD + MORE TOWING = MORE WORK PER DOLLAR.** It all begins with the Dodge Truck philosophy of over-engineering every component so that the total truck exceeds the need. That's what we mean by **JOB-RATING.** Job-rated Dodge trucks are *sized right* to contain the load, *specified right* to support the load and *Magnum-engine powered* to move the load.



The midsize Dakota Chassis Cab can carry up to 2,800 pounds of payload with the standard Magnum 3.9-liter V6 engine. This one is shown with a galvanized steel service body.

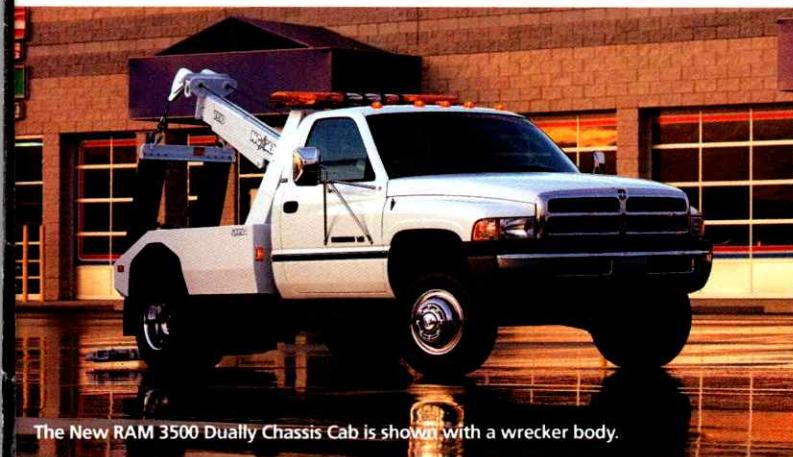
#### Experience: Dodge Trucks Made To Work For You.

Dodge trucks and Dodge Truck dealers are ready to adapt to your work needs. Adapting easily for special equipment modifications, such as snowplows, racks, tool boxes, and including special bodies for chassis cab models. Offering a full line of work-ready Mopar accessories. Working with local special equipment upfitters to fulfill the most specialized needs right from the beginning. And finally, servicing for both preventive maintenance and repair.

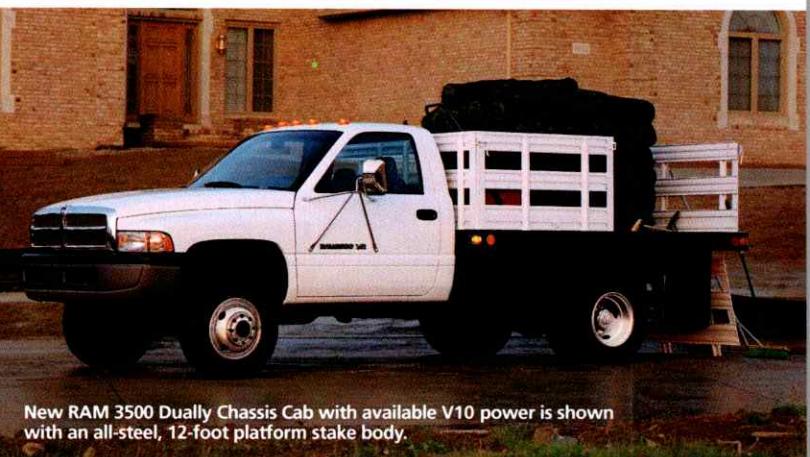
\* Built by Mitsubishi Motors Corporation.

<sup>†</sup> Based on MSRP comparison of base models. Standard equipment may vary.

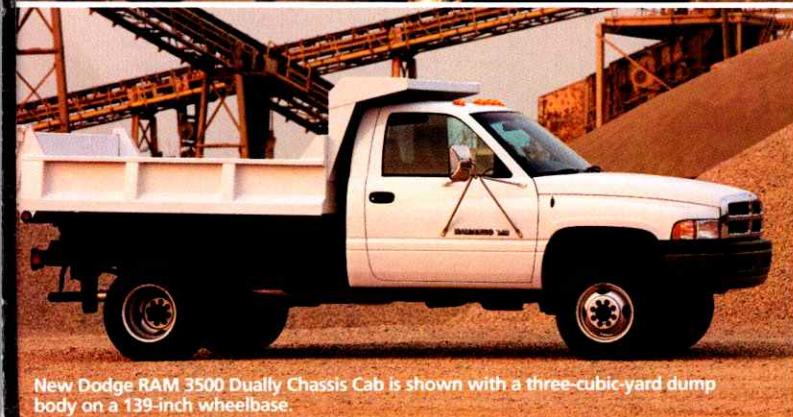
<sup>‡</sup> Package savings based on price of equipment if purchased separately.



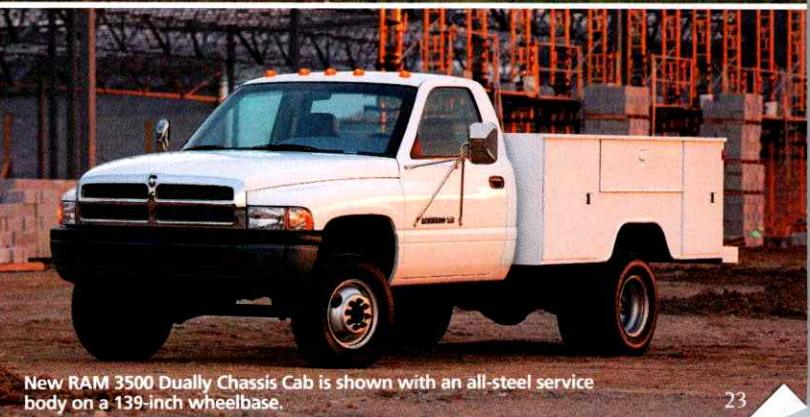
The New RAM 3500 Dually Chassis Cab is shown with a wrecker body.



New RAM 3500 Dually Chassis Cab with available V10 power is shown with an all-steel, 12-foot platform stake body.



New Dodge RAM 3500 Dually Chassis Cab is shown with a three-cubic-yard dump body on a 139-inch wheelbase.



New RAM 3500 Dually Chassis Cab is shown with an all-steel service body on a 139-inch wheelbase.

# CustomerOne™

Futuristic design. Innovative engineering. Quality production. All are embodied in Dodge cars and trucks. But to you, the car buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat *every* customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a vehicle problem, but to respond personally to every owner.

That's the new Chrysler culture: new ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.

#### Owner's Choice Protection Plan.\*

The Dodge Owner's Choice Protection Plan\* is an industry exclusive. No other '94 car or truck offers you a choice of:  
• A 12-month or 12,000-mile (12/12) Basic Limited Warranty\* with a seven-year or 70,000-mile (7/70) Power Train Limited Warranty.\*

- Or a three-year or 36,000-mile Basic Bumper-To-Bumper Limited Warranty.\*
- In addition, Cummins Intercooled Turbo Diesel models feature an exclusive seven-year or 100,000-mile Engine Warranty.\*
- Import vehicles are covered by a 12-month or 12,000-mile Limited Warranty\* with a seven-year or 70,000-

mile (7/70) Power Train Limited Warranty. Or you can choose a three-year or 36,000-mile (3/36) Bumper-To-Bumper Limited Warranty\* with a five-year or 60,000-mile (5/60) Power Train Limited Warranty.\*

- Viper RT/10 is covered by a three-year or 36,000-mile (3/36) Bumper-To-Bumper Limited Warranty.\*

\*See your dealer for details and restrictions on these limited warranties.

#### Chrysler Service Contracts.

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These contracts 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 Dodge car or 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 service technicians specially trained in the maintenance and repair of your new Dodge. They've been provided with all the sophisticated equipment today's cars and 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. Mopar offers a full line of accessories for Dodge cars and trucks including alarm systems, compact disc changers, bedliners and trailer hitches. See your dealer for a complete listing of these Mopar accessories.

#### Chrysler Credit Financing.

Chrysler Credit offers a variety of finance programs that help make your new Dodge car or truck even more

affordable. These flexible finance programs can be tailored to suit your budget and your lifestyle. They include Gold Key Plus, College Graduate Plans, Gold Key Lease, Retail Financing and other special payment plans. Ask your salesperson for details.

#### Consider Leasing.

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

#### Physically Challenged Assistance Program.

Cash reimbursements are available for qualified adaptive driving devices on new 1994 Chrysler Corporation cars, trucks or vans. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER AT 1-800-255-9877.

#### Dodge Reminds You to "Tread Lightly."

Dodge urges that all off-road vehicles be used with an appreciation of the natural beauty and resources of our land. Practicing "Tread Lightly" policies helps to protect nature, ensuring that it will be ours to enjoy for many years to come. Dodge supports the U.S. Forest Service's "Tread Lightly" Program and reminds you that when you go off-road, go easy on the environment.

#### Always wear your seat belts.

Certain models, packages and options are subject to specific restrictions, requirements or late availability. See your dealer for the latest ordering information. All product illustrations are based on current information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time without notice or obligation in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.



THE NEW DODGE