

THE LAST TIME SOMETHING THIS ADVANCED WAS SEEN AROUND A FARM, IT LEFT CROP CIRCLES.

FFA MEMBER FAMILIES: GET AN EXTRA \$500 CASH ALLOWANCE.

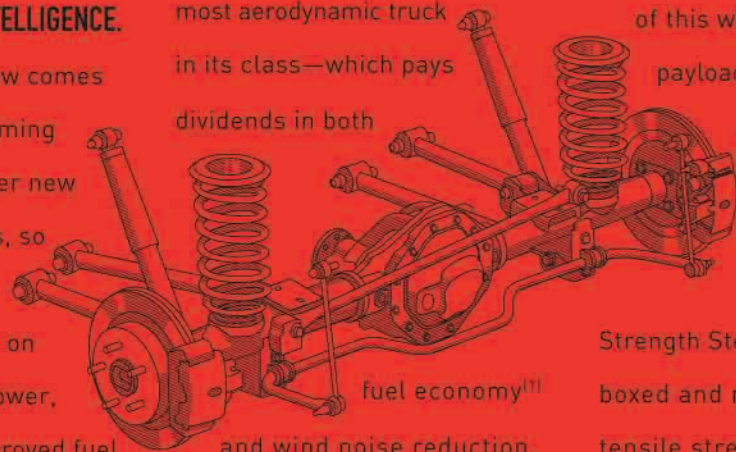
The sightings have been confirmed. The all-new 2009 Dodge Ram Crew 1500 has arrived. And it's designed to be the boldest, most advanced full-size truck ever to land on a farm.

PROOF OF A HIGHER INTELLIGENCE.

Our new HEMI® V8 now comes with Variable Valve Timing (VVT) and over 10 other new engine advancements, so it delivers the three things you need most on today's farm: more power, extra torque, and improved fuel efficiency.⁽¹⁾ In fact, this advanced 5.7-liter HEMI V8 delivers the best combination of horsepower and fuel economy in its class.⁽¹⁾⁽²⁾

THE MORE YOU PROBE, THE MORE NEW ADVANCEMENTS YOU FIND.

Start by looking at the all-new Ram's bold design. Despite its massive angled grille and muscular appearance, it's the most aerodynamic truck in its class—which pays dividends in both



fuel economy⁽¹⁾ and wind noise reduction. Take a look underneath that body and you'll find Ram's class-exclusive⁽³⁾ rear link-coil suspension. This system sets a

whole new standard of comfort for trucks. Not only does it deliver more precise handling, and as tests have proven, a smoother highway ride than a Ford truck,⁽⁴⁾ but it does all of this without sacrificing payload or towing capability.

Another prominent new feature of the all-new Ram is the Advanced High-Strength Steel frame that's fully boxed and rated at 85,000-psi tensile strength—making it the strongest and one of the lightest frames ever in a Ram. For added safety and security, our standard Electronic Stability



Program⁽⁵⁾ includes technological advancements like Trailer Sway Control and class-exclusive⁽⁶⁾ Hill Start Assist.



CLIMB ABOARD AND LOOK AROUND.

Intelligent design is a phrase that also applies to the all-new Ram's remarkably refined and, dare we say, quite luxurious interior. Open up the triple-sealed doors and you'll find our first true crew-size cab ever. It gives you an extra six

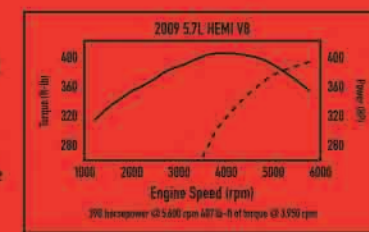
inches of rear leg room and nine more cubic feet of interior volume than our Quad Cab.[®] And you can equip that roomy interior with available premium full-power seats with leather trim. To make things even more comfortable, there are available features like heated and ventilated front seats, new class-exclusive heated rear seats and even a heated steering wheel—the first ever in a Dodge vehicle. And no other truck in its class comes with Ram's innovative

in-floor storage bins that are both insulated and removable. Plus, the all-new Ram is backed by the industry's only Lifetime Powertrain Limited Warranty.⁽⁵⁾

PUT ONE TO WORK ON YOUR FARM.

With everything the all-new Ram gives you, including the \$500 cash allowance⁽⁶⁾ for FFA member families, it's the perfect truck to drive you into the

future. Check it out at dodge.com/ram. Dodge. Grab life by the horns.



THE ALL-NEW DODGE RAM. NEVER BACK DOWN FROM A CHALLENGE.

⁽¹⁾Based on 14 city to 20 highway EPA est. mpg. Results depend on driving habits and conditions. ⁽²⁾Comparison based on 2009 MY full-size pickup competitive data. Ford pickup; smooth-pavement ride quality at 55 mph; details at dodge.com. ⁽³⁾No deductible. See dealer for a copy of Limited Warranty details. Non-Transferable. Must be registered in either the name of the eligible participant or registered in the name of an immediate family member living in the same household. Offer excludes

versus the 2009 MY Ram 1500. ⁽⁴⁾Based on *Automotive News* segmentation. ⁽⁵⁾AMCI-Certified testing, 2009 Dodge Ram Crew 1500 4x4 5.7L vs. comparably equipped. Not available on SRT® diesel, Sprinter, Ram Chassis Cab, Hybrid System Components including transmission, and certain fleet vehicles. ⁽⁶⁾The vehicle sale or lease. Challenger, Sprinter and all SRT models. See your local dealer for complete details. Dodge, HEMI, Quad Cab and SRT are registered trademarks of Chrysler Group LLC.