



Dodge Ram 50 Sport Turbo Diesel (left), Dodge Ram 50 Royal (right).



Dodge Ram 50 Custom

RAM 50, CUSTOM, ROYAL AND SPORT

Here is the neatest little work-or-play vehicle ever to run on Canadian highways. With a 2.06 m (6¾ ft.) box, a three-man bench seat, and a cargo-carrying capacity of 740 kg (1630 lb.) the basic Ram 50 boasts standard load-carrying capabilities far above most, if not all, major competitors. Check it out . . . Ram 50 supplies all of the rugged "on-the-job" muscle you'd expect of a small pickup . . . and more! Yet it has the snappy appearance and handling characteristics of a sporty car. If that's the combination you've been looking for, Dodge Ram 50 is an ideal choice.

For 1983 the Ram 50 expands its lineup to include four different models, the Ram 50, Custom, Royal and Sport.

Ram 50 and Custom models are powered by the redesigned Mitsubishi-built, 2.0 litre engine. "Silent-Shaft" in design and incorporating an overhead camshaft, the 2.0 litre powerplant delivers quiet, smooth-running performance with an emphasis on fuel efficiency. It even runs on less-expensive regular gasoline. A 4-speed manual transmission is standard on both these models, and can be upgraded to an "overdrive" 5-speed on the Ram 50 Custom when ordered with the optional Fuel Economy Package. For those not fond of shifting gears, a 3-speed automatic is also offered on the Custom.

The Ram 50 Royal boasts a higher level of standard appearance features, plus a 2.6 litre engine, 5-speed manual transmission and power steering. Or, step

up to the Ram 50 Sport with its high-tech new 2.3 litre Turbo Diesel engine, 5-speed manual transmission, tachometer, sport steering wheel, sport bucket seats, fully trimmed interior, and unique exterior paint and stripe treatment. Whichever Ram 50 appeals to your tastes, rest assured that dependability is this little pickup's middle name!

POWER RAM 50—FOUR-WHEEL POWER

If you favour four-wheel-drive, the Power Ram 50 favours you. With independent front suspension for better front-wheel traction on uneven ground, it's an ideal choice for off-road driving. Two models are available—Power Ram 50 Custom with a new design 2.0 litre overhead cam gasoline engine, or the Power Ram 50 Sport with a totally new 2.3 litre Turbo Diesel engine. Both engines incorporate the famous Mitsubishi "Silent Shaft" design that reduces to a minimum the engine vibrations inherent in a 4-cylinder engine.

The 4 x 4 Power Ram 50 models have the same great interior features as their two-wheel-drive counterparts. Plus . . . an increased payload capacity that reaches 762 kg (1680 lb.) in the Custom model. In addition, the Power Ram 50 Sport model features a distinct side-stripping treatment for that extra special look. Step into a class by yourself with a Power Ram 50.

ENGINEERED TO HIGH STANDARDS

Quality and value are key issues today in the competitive automotive market. Buyers want the best they can get for the dollars they spend. Little wonder many prospective small truck buyers are looking at the Ram 50 pickups—built with Mitsubishi's meticulous attention to detail—to meet their demand for durable, dependable transportation.

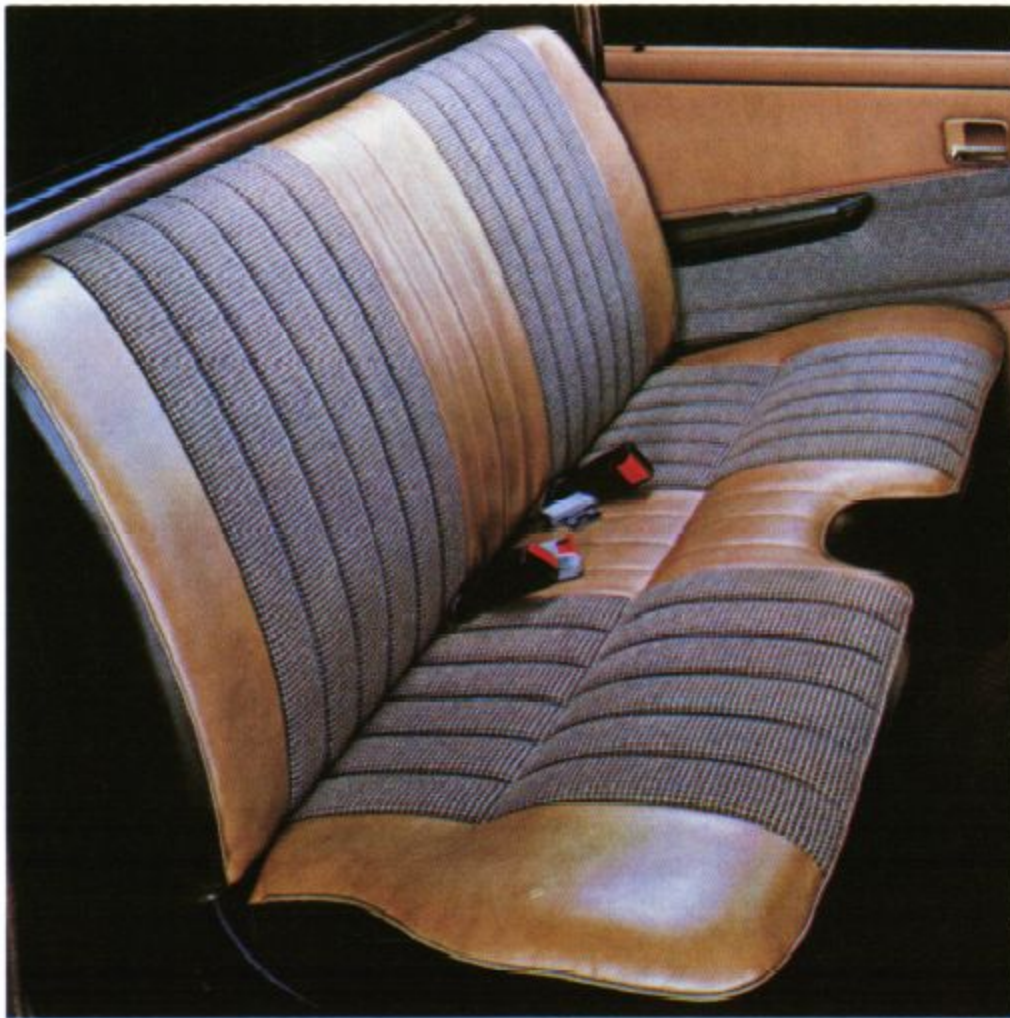
The Ram 50 small truck line is the most technically advanced in the Canadian marketplace. For example, the "Silent Shaft" design, used in all Ram 50 engines, is a Mitsubishi exclusive. By positioning two counter-balancing shafts, that rotate in opposite directions, on opposite sides of the crankshaft, the characteristic vibration of many 4-cylinder engines is virtually eliminated. When combined with the 5-speed manual "overdrive" transmission, fuel efficiency, especially on the highway, is improved with these engines.

Dodge Ram 50 Royal and Sport are probably the first small imported pickups to offer standard double-walled cargo boxes. By using two walls instead of one in the pickup box, exterior panel sheet metal damage, due to shifting loads, is eliminated.

The new Turbo Diesel is still another example of an engineering first. Ram 50 Sport and Power Ram 50 Sport models stand out as leaders in bringing the advanced technology of turbo-power, with diesel efficiency, to the world of small pickup trucks. The 2.3 litre, 4-cylinder engine provides exceptional power and up to 25 percent better fuel efficiency than a gasoline engine. As if this isn't enough, models with the Turbo-Diesel engine also feature an exclusive high-efficiency fluid-drive coupling between engine and clutch that absorbs torque fluctuations and gives a new level of smoothness to the delivery of diesel-power to the rear wheels.



Dodge Power Ram 50 Custom (left), Power Ram 50 Sport Turbo Diesel (right).



Cloth and vinyl bench seat—standard Ram 50 Royal



Vinyl bench seat—standard Ram 50 Custom



INSIDE— STYLE AND COMFORT

You'll be impressed with Ram 50 and Power Ram 50 interiors in two ways—when you view them and when you sit in them. Beginning with the Ram 50 and Custom models, the easy-to-clean, three-man, vinyl bench seat with matching side panels is standard. Seat and back are gently contoured to provide body comfort, and can be folded forward for access to the very generous storage space behind.

The Royal interior introduces a cloth-and-vinyl, three-man, bench with matching door trim panels and needed carpeting that gives that look of richness.

On the Sport model, delight in the velour-and-vinyl bucket seats with matching trim panels and needed carpet. And that's just for starters . . . in the Sport there's a soft-feel sport steering wheel, Rallye-like instrument panel including tachometer, and oil and amp gauges built into a smartly integrated centre console.

With all models, the interior accent is on convenience. That's why an adjustable steering column, optional on so many cars and trucks, is standard.

RAM-FULL OF EXTRA VALUE

What you'll really appreciate about Ram 50 and Power Ram 50 is that they come with generous standard features. Whatever model you select, you can be sure that value is built-in and that you'll get your money's worth.

You can order a number of options to make any pickup as personal as possible. Be sure to discuss them with your Dealer who has all the specifications.

Ram 50 and Power Ram 50 come to you ready to drive, ready to work or play. They can handle heavier than normal payloads comfortably with a full-width tailgate that makes it easy to load and unload.

A sporty small truck that's full of value, plus the capability of carrying a full load! That's Dodge Truck value for you!



Selected Ram 50 Pickup Features

	RAM 50	RAM 50 CUSTOM	RAM 50 ROYAL	RAM 50 SPORT	POWER RAM 50 CUSTOM	POWER RAM 50 SPORT
ARMRESTS—Door	—	S	S	S	S	S
BATTERY—400 amp.	S	S	—	—	S	—
410 amp., maintenance-free	—	—	S	—	—	—
600 amp., maintenance-free	—	—	—	S	—	S
BRAKES—Power disc (front), drum (rear)	S	S	S	S	S	S
BUMPERS—Black, low gloss, front	S	S	—	—	S	—
Chrome, front	—	—	S	S	—	S
Rear step (chrome or black)	O*	O*	O*	O*	O*	O*
CONSOLE—Floor mounted, shift lever	—	—	—	S	—	S
ENGINE BLOCK HEATER	O*	O*	O*	S	O*	S
FUEL TANK—57 litre (12.5 Imp. gal)	S	S	—	—	—	—
68 litre (15.0 Imp. gal)	—	—	S	S	S	S
GALVANIZED STEEL—Extensively used in body panels	S	S	S	S	S	S
GAUGES—Tachometer, oil and ampere	—	—	—	S	—	S
GLASS—Tinted	—	S	S	S	—	S
INTERIOR—Fully trimmed	—	—	—	S	—	S
MIRROR—Dual, outside, swing-away	S	S	S	S	S	S
MUD FLAPS—Front and rear	O*	O*	O*	O*	S	S
PICKUP BOX—Double walled	—	—	S	S	—	S
Cargo light	—	S	S	S	S	S
RADIOS—AM	—	S	S	—	S	—
AM/FM stereo	—	—	—	S	—	S
SEATS—3-Man bench, vinyl	S	S	—	—	S	—
3-Man bench, cloth and vinyl	—	—	S	—	—	—
Sport buckets, cloth	—	—	—	—	S	—
SPORT BAR—In-box mounted	—	—	—	—	O*	O*
STEERING—Power	—	—	S	S	S	S
Adjustable column	S	S	S	S	S	S
Sport steering wheel	—	—	—	S	—	S
STRIPING—Accent	—	—	S	—	—	—
Sport	—	—	—	S	—	S
TIRES—6.00 x 14 Bias ply (14")	S	S	—	—	—	—
G78-15, Bias ply all terrain (15")	—	—	—	—	S	S
185SR 14, Steel belted radial (14")	—	O	S	S	—	—
WHEELS—Wide spoke sport type	—	—	—	S	—	S
WINDSHIELD WIPERS—Two-speed	—	S	S	—	S	—
Variable, intermittent wipe	—	—	—	S	—	S

S—Standard Equipment O—Optional Equipment *Available from your dealer

Your Dealer has complete details on the full list of additional Ram 50 standard & optional features. See him for details.

Exterior Dimensions	RAM 50	
	millimetres	inches
Wheelbase	2790	109.8
Overall Length	4690	184.6
Cargo Box Length (inside @ floor)	2070	81.5
Cargo Box Width (inside @ floor)	1630	64.2

Engine ¹	Litres	Power (kW/bhp)	Torque (N.m/ft. lbs)
Ram 50, Ram 50 Custom, Power Ram 50	2.0	72/96 @ 5500	149/110 @ 3500
Ram 50 Royal	2.6	78/105 @ 5000	188/139 @ 2500
Ram 50 Sport, Power Ram 50 Sport	2.3 Turbo Diesel	60/80 @ 4200	169/125 @ 2500

Transmission	4-SP Manual	5-SP Manual	Automatic
Ram 50, Power Ram 50 Custom	STD	—	—
Ram 50 Custom	STD	OPT (radial tires only)	OPT
Ram 50 Royal	STD	—	OPT
Ram 50 Sport	STD	—	—

GVW and Payload ²	GVW (kg/lbs)	Payload (kg/lbs)
Ram 50, Ram 50 Custom, except 5-SP	1835/4045	740/1640
Ram 50 Custom 5-SP	1630/3590	530/1170
Ram 50 Royal	1875/4130	710/1570
Ram 50 Sport	1875/4130	660/1450
Power Ram 50 Custom	2050/4520	760/1680
Power Ram 50 Sport	2050/4520	665/1470

(1) All engines have Silent Shaft feature; all gasoline engines can use leaded or unleaded fuel.
(2) Reduce payload by weight of occupants and optional equipment.

Note: See your Dealer for complete specifications.

WARRANTY COVERAGE

Chrysler offers for 1983 a comprehensive warranty for 12 months or 20,000 kilometres covering repairs to any part of the vehicle which proves defective in materials or workmanship in normal use.

5/80 SERVICE CONTRACTS

Optional 5/80 Chrysler Service Contracts are available that provide you with protection against tomorrow's rising service and parts costs, starting after your vehicle's basic limited warranty expires and lasting for 5 years or 80,000 kilometres (whichever occurs first) from your vehicle's original in-service date. The plans have a \$25 deductible and provide an allowance for alternate transportation and towing. Ask your Dealer which Service Contract best suits your vehicle and driving needs.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, standard and optional equipment listed, colours and materials and to change or discontinue models.



RAM TOUGH



1983 DODGE IMPORT TRUCKS

RAM 50 POWER RAM 50

