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2005 Dodge Ram SRT-10 - Market Position/Market Advantages

August 31, 2004, Auburn Hills, Mich. -

MARKET POSITION

With its Viper V-10 power, bold, outrageous styling and unmatched performance, the Dodge Ram SRT-10 and SRT-10 Quad Cab serve as “halo” trucks for the Dodge truck lineup, and help carve out a unique niche for the Ram in the light-duty segment that is becoming increasingly crowded. The Dodge Ram SRT-10 is the ultimate performance pickup.

MARKET ADVANTAGES

- The Dodge Ram SRT-10 and SRT-10 Quad Cab are part of a growing lineup of Street and Racing Technology (SRT) vehicles developed under a simple credo: “Race inspired, street legal.”
- The Dodge Ram SRT-10 and SRT-10 Quad Cab offer an unbeatable combination of class-leading Ram attributes, coupled with an 8.3-liter (505 cu. in.) Viper V-10 engine making 500 horsepower (372 kW) and 525 lb.-ft. (712 N•m) of torque, turning a six-speed manual transmission fitted with a Hurst shifter.
- From their specially designed running gear, suspension and brakes to its brutally muscular looks, the Dodge Ram SRT-10 and SRT-10 Quad Cab were created for customers who appreciate power and performance as well as an affinity for trucks.
- Designed to be the boldest, baddest, fastest pickup truck ever, the Dodge Ram SRT-10 holds the Guinness Book of World Records title as “the world's fastest production pickup truck” with a measured speed of 154.587 mph over a flying kilometer. It is also capable of 0-60 mph times in the low five-second range.
- The Dodge Ram SRT-10 Quad Cab offers the ultimate in performance, coupled with extraordinary convenience and utility—Viper-inspired, but with the ability to “stow and tow.”

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