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Like a Viper with a Pickup Bed

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OVERVIEW

- **Dodge Ram SRT-10 Quad Cab™: Two more doors = Ultimate performance, ultimate capability**

What could be better than the world's most powerful production pickup truck? The world's fastest production pickup truck.

And if the world's most powerful production pickup truck with two doors is good—the world's most powerful production pickup truck with four doors is more good.

First things first: An unmodified 500-horsepower, Viper-powered Dodge Ram SRT-10 earned a spot in the Guinness Book of World Records on Feb. 2, 2004 as the world's fastest production pickup truck, with a measured top speed of 154.587 mph (248.783 kph) sustained over a flying kilometer. Not only is it fast, the Ram SRT-10 is also quick, with 0-60 mph times in the low five-second range.

And for 2005, following up on the success of the original Ram SRT-10 pickup introduced last year, Dodge introduces the Ram SRT-10 Quad Cab™—for the truck enthusiast who wants Viper performance in a pickup truck, along with room for the family and serious
towing capacity.

"We knew when we came out with the Dodge Ram SRT-10 that there would be a lot of customers who would want trailer towing capability," said Dan Knott, Director—Street and Racing Technology, DaimlerChrysler Corp. "There's also a major push in the truck market for two rows of seating. So, the question was, 'Can we create a more usable truck for the person who wants to haul more stuff, but is not willing to give up performance?' Our answer was a truck that is just as bad and bold in terms of performance, but a little more user-friendly in terms of hauling.

"You've still got the SRT credibility," Knott said, "but you don't have to shift all the time, and you can haul your Viper to the racetrack."

Enthusiasts now have two choices of the boldest, most outrageous pickups ever sold. After all, the Dodge Ram SRT-10 and SRT-10 Quad Cab have what no other pickups can match: 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. And 90 percent of that power comes on between 1,500 and 5,600 rpm—the range in which drivers spend most of their time in normal operation.

DODGE RAM SRT-10 QUAD CAB™—PERFORMANCE FOR THE WHOLE FAMILY

In the grand tradition of SRT offering more performance, more outrageousness and more pure functionality across a growing vehicle lineup, 2005 marks the debut of the newest Dodge Ram SRT-10, the Quad Cab. It offers the ultimate performance for the family-oriented truck enthusiast who desires more interior space and more utility.

Beginning with a Dodge Ram 1500 Quad Cab as a starting point, SRT engineers worked their magic with the kind of goodies that have enthralled Ram SRT-10 owners: Viper V-10 engine, performance suspension, awesome brakes, race-inspired interior and bold styling.

And, it offers an automatic transmission—a super-duty four-speed specially tweaked to provide optimum performance with the capability of towing 7,500 pounds. The Dodge Ram SRT-10 Quad Cab has several other unique features supporting its towing capability, including a special transmission cooler, heavy-duty torque converter, special front and rear strut and spring assemblies and all-season tires.

DODGE RAM SRT-10—LIKE A VIPER WITH A PICKUP BED

Of course, the Dodge Ram SRT-10 is still the logical choice for the performance truck enthusiast who would rather see a clutch pedal than two extra doors in the boldest, baddest pickup on the planet.

The Ram SRT-10 puts its V-10 to work through a T-56 six-speed manual transmission fitted with a Hurst shifter. For 2005, a new drivetrain enhancement has been added to further help get that power to the road: The Ram SRT-10 now has a new 4.56 axle ratio to improve launch feel and low-end acceleration.

A BALANCED APPROACH TO PERFORMANCE

SRT engineers recognize that although many performance-truck enthusiasts have a short wish list (power, power and more power), it takes more than that to create a truly complete performance package.

So, the Dodge Ram SRT-10 and Ram SRT-10 Quad Cab were engineered from the frame up. That frame is fully hydroformed for strength and rigidity, and fitted with fully tuned front and rear strut assemblies. Up front, modified steering and independent front suspension carry the load, while in the rear, axle snubbers, performance-tuned springs, Bilstein monotube shock absorbers and a rear sway bar on the standard cab keep things firmly planted on the ground and smooth through the corners.

Both the Dodge Ram SRT-10 and SRT-10 Quad Cab ride on 22-inch Viper-style custom wheels. Ram SRT-10 regular cab models are shod with 305/40 R22 Pirelli Scorpion tires, while Quad Cab models are equipped with Pirelli Scorpion all-season tires.

Stopping fast is just as important as going fast, so SRT engineers developed a special braking system for the Ram SRT-10 and SRT-10 Quad Cab that utlilize heavy-duty Dodge Ram components and unique four-pot opposed-piston calipers that are new for 2005. A three-channel anti-lock braking system (ABS) actuates new custom red brake calipers up front that grip 15-inch rotors, and in the rear, modified heavy-duty red calipers grip 14-inch rotors. Additionally, front brakes are cooled with air ducted from the front fascia to reduce heat build-up.

LOOKS THAT SAY ‘PERFORMANCE’

Of course, every SRT vehicle’s form follows function—and the Ram SRT-10 is no exception.

The muscular shape of the Ram SRT-10 and SRT-10 Quad Cab were developed with the help of wind-tunnel testing and displays cues reminiscent of Dodge’s NASCAR Craftsman Truck series entries: deep front fascia equipped with a wind splitter, signature cross hair grille and sculpted sides. There’s also a unique hood with fully functional air intake that provides additional engine bay cooling. Details befitting the Ram SRT-10’s outrageous attitude include “Viper Powered” badges on the hood sides and a specially designed rear fascia with cutout for the massive dual exhaust tips.

New for 2005 on the styling side of the Ram SRT-10 Regular Cab is an optional body-color aluminum tonneau cover over the pickup bed, outfitted with a unique spoiler for aerodynamic efficiency. (The tonneau cover is standard on SRT-10 Quad Cab.) Special gas struts help in raising and lowering the tonneau cover for easy access to the pickup bed. An optional Protective Pickup Box Tray is also available with the tonneau cover on both the SRT-10 Regular and Quad Cab. Body color choices for both the Ram SRT-10 and SRT-10 Quad Cab for 2005 include black, red and silver.

The interior for the Ram SRT-10 and SRT-10 Quad Cab is a blend of comfort and performance-bred utility, starting with the Viper-like red starter button on the instrument panel, and following through with race-inspired heavily bolstered seats with suede inserts that grip the occupants. Other interior touches include a leather-wrapped carbon fiber-patterned steering wheel, and brushed metal accents on the instrument panel and door trim panels.

A pair of communication options are also available for 2005 on the Dodge Ram SRT-10 and SRT-10 Quad Cab:

- One is the UConnect™ hands-free communications system with Bluetooth™ technology. The system recognizes up to seven different Bluetooth-equipped cellular phones and responds to voice commands, utilizing a microphone in the rear-view mirror and the stereo system’s speakers for hands-free conversations.
- Another option is the REC Navigation Radio, a DVD-based system that uses voice commands to guide the user through the drive route, mile by mile, turn by turn, until the destination is reached. An eight-way joystick allows the user to scroll through navigation menus, displayed on a 5.8-inch color display on the

dashboard.

The Dodge Ram SRT-10 and Ram SRT-10 Quad Cab are built at DaimlerChrysler's Saltillo, Mexico, Assembly Plant. The 8.3-liter V-10 engine is built at the Conner Avenue Assembly Plant in Detroit, Mich.

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