



**2016 MODEL YEAR  
RAM 1500 LARAMIE LONGHORN  
CREW CAB 4X4**

For more information visit: [www.ramtrucks.com](http://www.ramtrucks.com)  
or call 1-866-RAMINFO

FCA US LLC

THIS VEHICLE IS MANUFACTURED TO MEET SPECIFIC UNITED STATES REQUIREMENTS. THIS VEHICLE IS NOT MANUFACTURED FOR SALE OR REGISTRATION OUTSIDE OF THE UNITED STATES.

MANUFACTURER'S SUGGESTED RETAIL PRICE OF THIS MODEL INCLUDING DEALER PREPARATION

**Base Price: \$51,295**

**RAM 1500 LONGHORN CREW CAB 4X4**  
Exterior Color: Bright White Clear Coat Exterior Paint  
Interior Color: Canyon Brown / Light Frost Beige Interior Colors  
Interior: Premium Filigree Leather Seats  
Engine: 3.0-Liter V6 EcoDiesel Engine  
Transmission: 8-Speed Automatic 8HP70 Transmission

**STANDARD EQUIPMENT (UNLESS REPLACED BY OPTIONAL EQUIPMENT)**  
FUNCTIONAL/SAFETY FEATURES

3.21 Rear Axle Ratio  
Class IV Receiver Hitch  
32-Gallon Fuel Tank  
Remote Keyless Entry with All-Secure  
Remote Start System (N/A Manual Transmission)  
Spray-In Bedliner  
Locking Tailgate  
Advanced Multistage Front Airbags  
Supplemental Side-Curtain Front and Rear Airbags  
Anti-Lock 4-Wheel Disc Brakes  
ParkView™ Rear Back-Up Camera  
ParkSense® Front / Rear Park Assist System  
Sentry Key® Theft Deterrent System

INTERIOR FEATURES

A/C Auto Temperature Control with Dual Zone Control  
Uconnect® 8.4 NAV  
Uconnect® Access 1-Yr Trial (Registration Req'd)  
For Details, Visit [www.DriveUconnect.com](http://www.DriveUconnect.com)  
Integrated Voice Command with Bluetooth®  
SiriusXM® Sat Radio w/ 1-Yr Radio Subscription  
SiriusXM Travel Link 5-Yr Travel Link Subscription  
SiriusXM Traffic / 5-Yr Traffic Subscription  
For More Information, Call 800-643-2112  
9 Alpine® Speakers with Subwoofer  
Premium Leather-Wrapped Steering Wheel  
Steering Wheel Mounted Audio Controls  
Heated Steering Wheel  
Tilt Steering Column  
Power Adjustable Pedals with Memory  
Laramie Longhorn Instrument Cluster  
Rear Power Sliding Window  
Pwr 10-Way Driver Seat w/Memory&Pwr 6-Way Pass Seat  
Heated and Ventilated Front Seats  
Heated Second-Row Seats  
Second-Row In-Floor Storage Bins

EXTERIOR FEATURES

LED Bed Lighting  
20-Inch x 9.0-Inch Alum Polish/Gold Inserts Wheels

P275/60R20 BSW All Season Tires  
Bi-Function Halogen Projector Headlamps  
Fog Lamps  
Premium Tail Lamps  
Power Chrome Multi-Function Mirrors w/Pwr Fold-Away  
Exterior Mirrors with Turn Signals  
Painted Bumper  
Tow Hooks  
Accent Fender Flares  
Accent Color Running Boards  
Dual Rear Exhaust with Bright Tips

**OPTIONAL EQUIPMENT (May Replace Standard Equipment)**

**Longhorn Package 28K**  
Protection Group \$150  
Transfer Case Skid Plate  
Front Suspension Skid Plate  
Convenience Group \$495  
Automatic High Beam Headlamp Control  
Keyless Enter 'n Go™  
Rain Sensitive Windshield Wipers  
Anti-Spin Differential Rear Axle \$370  
3.0-Liter V6 EcoDiesel Engine \$3,120  
800-Amp Maintenance Free Battery  
Maximum Duty Engine Cooling  
Selective Catalytic Reduction (UREA-DEF)  
26-Gallon Fuel Tank  
3.55 Rear Axle Ratio  
P275/60R20 OWL All Season Tires \$225  
Trailer Brake Control \$280

**DESTINATION CHARGE \$1,195**

**TOTAL PRICE: \* \$57,130**

**WARRANTY COVERAGE**

5-year or 100,000-mile Powertrain Limited Warranty.  
3-year or 36,000-mile Basic Limited Warranty.  
Ask Dealer for a copy of the limited warranties or see your owner's manual for details.

**5 YEAR / 100,000 MILE  
POWERTRAIN WARRANTY**

Assembly Point/Port of Entry: WARREN, MICHIGAN, U.S.A.

VIN: 1C6-RR7PM8GS-111996

L4-VON: 6754

S.L. 1001



THIS LABEL IS ADDED TO THIS VEHICLE TO COMPLY WITH FEDERAL LAW. THE LABEL CANNOT BE REMOVED OR ALTERED PRIOR TO DELIVERY TO THE ULTIMATE PURCHASER.

\* STATE AND/OR LOCAL TAXES IF ANY, LICENSE AND TITLE FEES AND DEALER SUPPLIED AND INSTALLED OPTIONS AND ACCESSORIES ARE NOT INCLUDED IN THIS PRICE. DISCOUNT, IF ANY, IS BASED ON PRICE OF OPTIONS IF PURCHASED SEPARATELY.

**EPA DOT Fuel Economy and Environment**

**Diesel Vehicle**

**Fuel Economy**  
Standard pickups range from 15 to 24 MPG. The best vehicle rates 119 MPGe.  
**22** MPG  
combined city/hwy  
**19** city  
**27** highway  
**4.5** gallons per 100 miles

**You spend \$2,500 more in fuel costs over 5 years compared to the average new vehicle.**

**Annual fuel COST \$2,300**

**Fuel Economy & Greenhouse Gas Rating (tailpipe only) Smog Rating (tailpipe only)**



This vehicle emits 459 grams CO2 per mile. The best emits 0 grams per mile (tailpipe only). Producing and distributing fuel also creates emissions; learn more at [fuel economy.gov](http://fuel economy.gov)

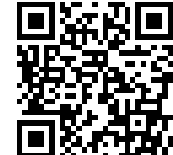
Actual results will vary for many reasons, including driving conditions and how you drive and maintain your vehicle. The average new vehicle gets 25 MPG and cost \$9,000 to fuel over 5 years. Cost estimates are based on 15,000 miles per year at \$3.35 per gallon. MPGe is miles per gasoline gallon equivalent. Vehicle emissions are a significant cause of climate change and smog.

**fuel economy.gov**

Calculate personalized estimates and compare vehicles



Smartphone QR Code™



**GOVERNMENT 5-STAR SAFETY RATINGS**

**Overall Vehicle Score ★★★★★**

Based on the combined ratings of frontal, side, and rollover. Should ONLY be compared to other vehicles of similar size and weight.

**Frontal Crash Driver Passenger ★★★★★**

Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar size and weight.

**Side Crash Front seat Rear seat ★★★★★**

Based on the risk of injury in a side impact.

**Rollover ★★★**

Based on the risk of rollover in a single-vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.

Source: National Highway Traffic Safety Administration (NHTSA)

[www.safercar.gov](http://www.safercar.gov) or 1-888-327-4236

The safety ratings above are based on Federal Government tests of particular vehicles equipped with certain features and options. The performance of this vehicle may differ.

**PARTS CONTENT INFORMATION**

**FOR VEHICLES IN THIS CARLINE:**  
U.S./CANADIAN PARTS CONTENT: 59 %

**MAJOR SOURCES OF FOREIGN PARTS CONTENT:**

**MEXICO: 27 %**  
NOTE: PARTS CONTENT DOES NOT INCLUDE FINAL ASSEMBLY, DISTRIBUTION, OR OTHER NON-PARTS COSTS.

**FOR THIS VEHICLE:**  
FINAL ASSEMBLY POINT:  
WARREN, MICHIGAN, U.S.A.

**COUNTRY OF ORIGIN:**  
ENGINE: ITALY  
TRANSMISSION: GERMANY

**Snow Plow Prep Disclaimer**

This vehicle not factory equipped for Snow Plow installation - See dealer for details.