



RAM



CUTS-GLORY

1917
SCREENSIDE TRUCK



1910

1911

1913

1914

Dodge Brothers, Inc. is formed
and work begins on the first vehicle

1916

1917

The first Dodge Brothers
commercial vehicle, the
Screenside Truck, is introduced

1919

Budd-built all-steel
body is adopted for
touring cars

1912

New Mexico becomes the 47th
state of the United States

1915

Pluto is first photographed

1918

Daylight saving time goes into
effect throughout the United States



GUTS-GLORY

1929
MERCHANTS EXPRESS



1920

1921

1923

1924
Dodge Brothers, Inc.
builds its 1 millionth vehicle

1926
Dodge Brothers, Inc.
purchases Graham
Brothers trucks

1928
Chrysler Corporation
purchases Dodge
Brothers, Inc.

1929
The Merchants
Express is the first
Dodge half-ton pickup

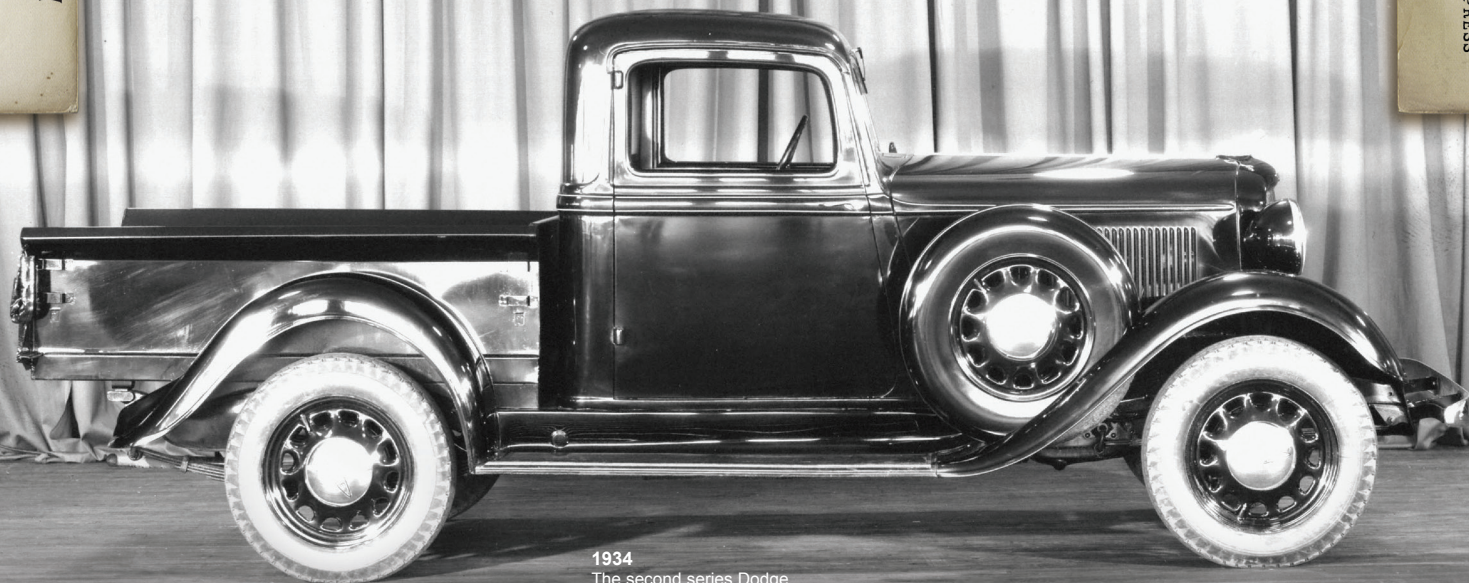
1922
Babe Ruth signs a 3-year
contract with the NY Yankees

1925
The mechanical TV is invented

1927
The Holland Tunnel opens to traffic,
linking New Jersey and New York City



1934
COMMERCIAL EXPRESS



1930

1932

1934

The second series Dodge Commercial Express is introduced with a solid steel roof

1935

1936

Dodge builds its 3 millionth vehicle

1938

New Dodge Truck plant in Warren, Michigan, is completed

1939

1931

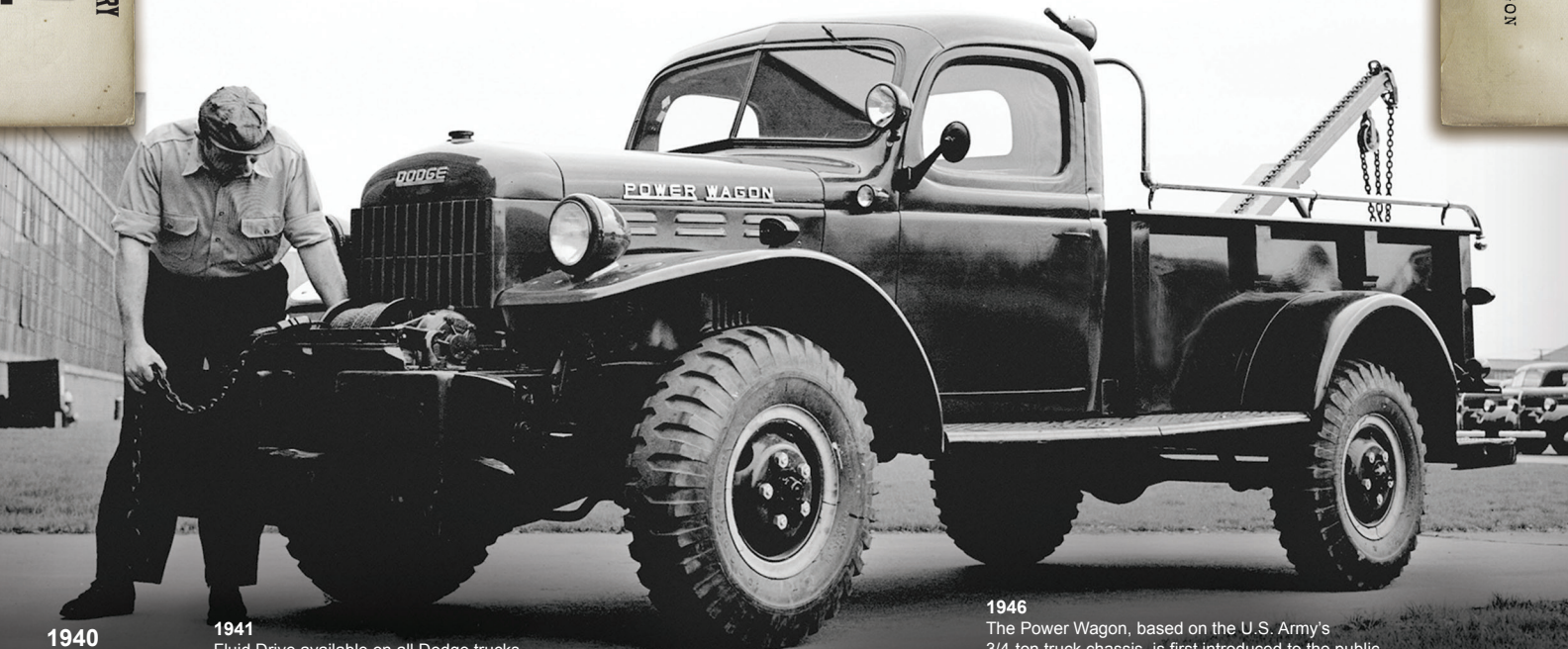
"The Star-Spangled Banner" becomes the official national anthem

1933

Esquire debuts as the first men's magazine

1937

The Golden Gate Bridge is completed



1940

1941

Fluid Drive available on all Dodge trucks

1942

1944

1945

1946

The Power Wagon, based on the U.S. Army's 3/4-ton truck chassis, is first introduced to the public

1948

1949

1943

The Pentagon is completed, making it the largest office building in the world

1947

The Bell X-1 becomes the first rocket plane to travel faster than the speed of sound



GUTS-GLORY

1958
D100 SWEPTSIDE



1950

1951
William C. Newberg
becomes president of Dodge

1952

1953
Dodge Coronet offers
new 241-cubic-inch
HEMI® Red Ram V8

1955
Dealer-installed A/C
becomes available

1956

1958
A new look is pioneered with
the Sweptside trucks

1959

1954

The first issue of *Sports Illustrated* is published

1957

The laser is invented



GUTS-GLORY



1969
D100 ADVENTURER

1960

1961

The United States puts
its first man in space

1962

Dodge Custom 880 is introduced

1963

ZIP codes are introduced in the United States

1964

The industry's first personal-use
pickup, the Custom Sports Special,
is introduced

1965

1966

1968

1967

The world's first successful human
heart transplant is performed

1969

Adventurer pickup
receives a
redesigned hood



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1972
ADVENTURER PICKUP



1972

Updated Adventurer pickup is introduced as part of the "Lifestyle" line of trucks

1973

The Club Cab is introduced as an industry first

1976

The 400-cubic-inch V8 is first offered to consumers

1978

Dodge introduces its first truck engineered for speed, the L'il Red Truck

1970

1971

Intel introduces the microprocessor

1974

First-class postage is raised from 8 cents to 10 cents

1975

Saturday Night Live premieres on NBC

1977

The space shuttle *Enterprise* makes its first test glide

1979



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1989
POWER RAM 150



1980

1981

The Dodge Ram symbol is added with the phrase "Ram Tough"

1982

A permanent artificial heart is implanted in a human for the first time

1983

A four-wheel-drive version of the popular Ram Miser is introduced

1984

Apple introduces the first Macintosh personal computer

1985

1986

The Voyager 2 passes Uranus, sending back images of its moons, rings, and atmosphere

1987

Dodge Dakota is introduced as the first mid-sized truck

1988

1989

Cummins® Turbo Diesel is first used in Ram full-sized trucks



GUTS-GLORY

1992
RAM 350 CLUB CAB



1990

1991

Dodge Ram undergoes a face-lift, which is highlighted by a larger grille

1993

Ram 1500 is born, boasting the most powerful engine in its class

1994

1995

1997

Dodge adds detail refinements to its popular Ram trucks

1998

1999
Dodge increases power for the turbo diesel engine

1992

CDs pass cassette tapes as the preferred medium for recorded music

1996

The world's first sheep cloned from adult cells is born



GUTS-GLORY

2000
RAM 2500 QUAD CAB



2000

2001

A robotic arm is linked to the International Space Station

2002

2003

Ram Heavy Duty wins *Motor Trend's* 2003 Truck of the Year[®]

2004

2005

Power sunroof and SIRIUS Satellite Radio are offered as options in Ram Crew Cabs

2007

Keyless remote starting and stability control become available

2008

2006

The International Astronomical Union votes to strip Pluto of its status as a planet



CUTS-GLORY

2009
RAM 1500



2009

Five-star safety rating from the
New Car Assessment Program

Named Work Car of the
Year by Cars.com

Voted Full-Size Pickup Truck of Texas

AJAC
Best New Pickup

2009

The 1500 becomes
the most awarded truck
in Ram history

Strategic Vision's 2009
Total Quality Award®

International
Truck of the Year

NEMPA
Best-In-Class
Pickup

Car and Driver
Editors' Choice

Consumers Digest
Best Buy

Best Pickup Truck
MotorWeek's Drivers'
Choice Awards

Truckin'
Magazine's Truck
of the Year



GUTS • GLORY

2010
RAM 3500, 2500



2010

New Ram Heavy Duty with
best-in-class power and towing

Ram Cab Chassis
updated with DEF system

Ram Outdoorsman
model introduced

Ram 1500 wins
Truck of Texas award

Ram HD unanimous winner of
Motor Trend's 2010 Truck of the Year

Apple introduces the iPad

The longest solar eclipse of the
3rd millennium occurs



GUTS • GLORY

2011
RAM 1500 TRADESMAN

2011

Laramie Longhorn with class-leading, luxury interior introduced

Tradesman model targeted at vocational use

Express model introduced with Hemi power, 20" wheels and urban style

Ram named Best Full-size Pickup by U.S. News and World Report

The world's first synthetic organ transplant

The Space Shuttle fleet is retired



GUTS • GLORY

2012
RAM 1500



2012

Limited model introduced.
Premium interiors create a
new definition of luxury

Power Wagon Package offered on
Tradesman and Laramie models

Ram branded C/V commercial
van available

1500 MCA with industry first 8-speed automatic,
exclusive Four Corner Active Air suspension and a
new Pentastar V6 with BIC 25 MPG

London hosts the Olympic Games

The Mayan calendar reaches
the end of its current cycle



GUTS-GLORY

2013
RAM 2500



2013

Ram 1500 receives *Motor Trend*® Truck of the Year and North American Truck of the Year accolades

Re-launched Ram Commercial as a dedicated Brand

Introduced light-duty EcoDiesel as the most fuel efficient pickup on the market

Updated Ram 2500 and 3500 leapfrogs competition on Torque, Towing and Payload

A new, increased security, United States \$100 bill is released into circulation

A meteor explodes over the Russian city of Chelyabinsk



RAM

CUTS-GLORY

2014
RAM 1500 ECODIESEL

2014

Ram 1500 first ever
Motor Trend® Truck of the Year
in back-to-back years

6.4L HEMI Introduced with BIC 410
horsepower and 429 lb.-ft. of torque

2500 receives link coil
rear suspension

ProMaster Commercial Van
introduced in three weight classes
and 14 configurations

Ram 1500 wins Truck of Texas
for 2nd year in a row

The global average Internet
connection is broadband

The new World Trade Center is opened



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2015
RAM 1500 REBEL



2015

ProMaster City, a small cargo van with BIC payload and fuel economy is introduced

1500 HEV model receives 3.0L EcoDiesel increasing fuel economy to BIC 29 mpg

1500 Rebel introduced. A true rugged partner for those with active outdoor interests

New 1500 Limited in-market. A premium model for those who want to enjoy the fruits of their success

Winner of Motor Trend's 2015 half-ton truck shootout

Queen Elizabeth II is the longest reigning monarch in British history

The New Horizons probe arrives at Pluto



RAM



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2016
RAM 1500 LIMITED

2016

Ram earns the claim to "America's Longest Lasting Pickups" and "The Longest Lasting Pickups in Texas."

Rebel TRX concept revealed at State Fair of Texas

Longhorn named the "Luxury Truck of Texas."

Ram Night and Lonestar Silver Special Editions offered

Ram Rebel Wins Four Wheeler's Pickup Truck of the Year

Completion of the Panama Canal expansion project

Rio de Janeiro hosts the Olympic Games



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2017
RAM 2500 POWERWAGON



2017

Power Wagon receives new retro graphics, Rebel style grille and tailgate

Rebel Black and Copper Sport packages offered

Web-connected video devices
exceed the global population



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