





IT IS A ROLLING SHOWCASE OF LEATHER,
FINE TOOLING AND POWER. AND IT IS RAM.

IT IS SCULPTURE BUILT UPON LEGEND.
BORN TO BE A BENCHMARK AT EVERY TURN.
AND IT IS RAM.







THIS IS A RAM TRUCK LIKE NO OTHER. THE NEW LARAMIE LONGHORN.

It distinguishes itself with a presence equalled only by its purpose: to give you capability that stands up to the job at hand — with interior treatments that stand out from the crowd. Here, proven toughness combines with exceptional refinements both inside and out. The result: the stunning new 2011 Ram Laramie Longhorn Edition.

The exclusive Laramie Longhorn edition is available only on these Ram models: 1500 Crew Cab, in 4x2 and 4x4; 2500 Crew Cab and Mega Cab,[®] in 4x2 and 4x4; 3500 Crew Cab and Mega Cab 4x2 and 4x4, in both SRW and Dually configurations.

RAM 1500 INTERIOR SHOWN

FINALLY. A TRUCK WITH A CHARACTER AS DISTINCTIVE AS YOUR OWN. THE NEW RAM LARAMIE LONGHORN.



AND THIS IS CHARACTER DEVELOPED FOR THE VERY SINGULAR DRIVER. Some are content merely to get to where they're going. But the individuals who drive the Ram Laramie Longhorn know that the journey IS the destination — and they go further than the rest of the crowd. Which is why, by design, our engineers created touches so uncommonly brilliant, they stand out like rare gemstones. Look at these unique seats, with detailed stitching on the leather throughout the cabin: on the console shifter on 1500, on the unique storage bags, on the seatbacks, on the center console armrest/cover. Look for unique gauges and the touches of crafted silver on buckles and instrumentation, including silver badging and emblems that further define this exceptional luxury pickup. The fact is, the world has never seen a Ram with such a lovingly designed interior as the new Ram Laramie Longhorn. For more, check out the resources at our dedicated Web site: ramtrucks.com/longhorn

ON THE ONE HAND, YOU'RE GETTING TO
WORK IN STUNNING STYLE.

ON THE OTHER HAND, THIS IS STYLE
THAT COMPLETELY WORKS FOR YOU.



RAM 1500 SHOWN

LARAMIE LONGHORN: IT'S THE RIDE OF YOUR LIFE,
AND IN EVERY WAY, YOU'VE EARNED IT.

This vehicle isn't merely the measure of
success — it's the definition of it. So
expect everything that's unexpected —
starting with a list of truly impressive
standard features. Like that unique
steering wheel and the woodgrain
treatments to instrument panel center
stack and door trim. Carpeted flooring with
premium embroidered floor mats. Dual-Zone
Temperature Control. Available RamBox®
Cargo Management System on 1500 model.
Premium leather with embossed etching and
stitching ... the list is almost endless.

THIS IS THE TOTAL PACKAGE IN A PICKUP. Laramie Longhorn at a glance: lower two-tone body color and fender flares, polished aluminum 20-inch wheels on 1500, 17-inch polished aluminum wheels on 2500/3500 models, fog lamps, unique Laramie Longhorn badging. Power from the legendary 5.7-liter HEMI® V8 (1500/2500) or formidable 6.7-liter Cummins® Turbo Diesel (3500; available for 2500). Standard 5-speed automatic (HEMI V8) or 6-speed automatic (Cummins). Dual exhaust on 1500 models. Remote start, ParkView® Rear Back-Up Camera,⁽¹⁾ ParkSense® Rear Park Assist⁽¹⁾ — standard on all models. Notable interior amenities include the comprehensive Uconnect® Media Center 430N to keep you in touch with friends, your music, the world. The fact is, this pickup gives you the best of both worlds: the ruggedness of a work truck and the refinements of a luxury vehicle. Turn the next page in your life: the Ram Laramie Longhorn Edition.



RAM 1500 SHOWN

⁽¹⁾Always check entire surroundings before backing up.



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