

DODGE
RAM VALUE
D100 and W100

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THE COMPETITION'S EXTRAS ARE OUR STANDARDS



MORE HONEST VALUE

Dodge welcomes two new additions to the 1987 family of Ram Tough Pickups – the value-improved Ram D100 (2WD) and Power Ram W100 (4WD). Priced well below our D150 and W150 models and equipped with more standard features, they offer total value improvements upward of 2,000 dollars each.

Against other full-size competitors the value improvement could be even higher.* Ask your Dodge Truck Dealer to demonstrate the uncommon value of Ram D100 and W100 Pickups.

If lower priced and better equipped isn't quite enough for you, there's always Dodge quality to consider. Like all Dodge Pickups, the Ram Value 100 series is built Ram Tough at Dodge City, the world's most technologically advanced truck plant. Precision manufacturing, made possible by more than 100 high-tech robots

About this catalogue. Since the time of printing, some of the information you'll find in this catalogue may have been updated. Ask your Dealer for details before ordering.

and 695 quality control computers, has helped make 1987 Ram Pickups the best we've ever made. Dodge quality is backed by the first 7 year or 115,000 kilometre powertrain and 7 year or 160,000 kilometre anti-corrosion warranty in the truck industry. Your Dealer has details.

And, don't forget about workability. Big payloads are the stock-in-trade of Ram Pickups. Full-size 6½ foot and 8 foot cargo boxes are available on standard and long wheelbase models.

One of the most reliable truck engines ever made, the 3.7 Litre (225 CID) Chrysler Slant Six muscles the Ram 100's through a hard day's work with ease. Two hefty V8's are available if you need more power.

Compare price. Compare features. Compare quality. We think you'll find the Ram D100 and W100 offer you more honest value than any other full-size pickup you can buy.

* Based on Manufacturer's Suggested Retail Price for typically/comparably equipped vehicles.

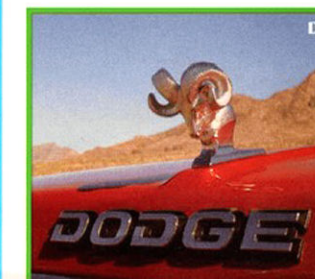
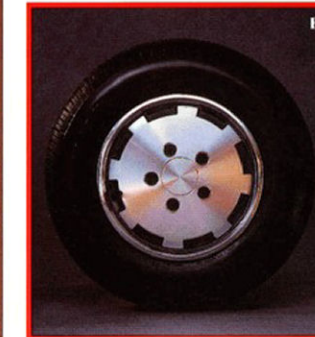


A. Standard cab trim includes full-length vinyl colour-keyed moulded door trim panels with armrests and door pulls
 • Cab air exhausters and swivel-type vent windows
 • Lower-level Ram air summer ventilation
 • Colour-keyed coat hook
 • Colour-keyed carpeting with underlayment and bright scuff plates
 • A large 10" day/night mirror
 • Colour-keyed seat belts with comfortable tension reliever release
 • Wide 3-man vinyl bench seat standard, with cloth and vinyl optional
 • A dome light with door courtesy switches, and an outside cargo box light.

B. Standard deluxe bright wheel covers highlight the upsized 15-inch steel-belted radial tires (P205/75 on D100 and P235/75 on W100).

C. Instrument panel cluster includes as standard features, ammeter, oil pressure, coolant temperature and fuel gauge
 • Warning lights for brakes, high beam, seat belts, turn signals and audio warning for headlamps "ON", key "IN" ignition and seat belts
 • Speedometer with trip odometer
 • All set into a simulated pecan woodtone surround
 • Large bin-type glove box with lid
 • A 15" energy-absorbing and locking, two-spoke steering wheel with horn pad.

D. Standard Ram's Head Hood Ornament
 – Handsomely distinctive symbol of power and strength.



AVAILABLE PACKAGES:

- **LIGHT PACKAGE**
 - Map light on instrument panel
 - Ash receiver light
 - Glove box lock and light
- **HEAVY-DUTY PACKAGE**
 - Shock absorbers, heavy-duty front and rear
 - Stabilizer bar, front
- **PROPANE FUEL OPTION (W100 ONLY)**
 - 5.2 litre (318 CID) V8
 - 117.4 litre fuel tank
 - Inside spare tire carrier

PROPANE: Propane can provide significant savings on fuel cost. Chrysler has been the sales leader in factory-produced propane vehicles for the past several years.

Chrysler's propane option is factory-designed and installed and comes with a full factory warranty. Durability features of the 5.2 litre propane engine include cylinder heads with exhaust seat inserts, premium intake and exhaust valves, and a distributor engineered for propane-only operation.

The vehicles provide excellent cold weather starting, driveability and heater performance. See our Propane Sales Brochure for additional information.

TRAILER TOWING:

All Dodge pickup trucks are designed and engineered to handle, without altering standard equipment, trailers that do not exceed 907 kg (2,000 lb.) in total weight and 90 kg (200 lb.) in tongue weight.

With suitable optional equipment, Ram D100 and Ram W100 can tow trailers weighing up to 2,950 kg (6,500 lb.) and 2,700 kg (6,000 lb.) respectively. Ask your Dodge Truck Dealer for further details.

VALUE COMPARISON:*

The 1987 115-inch wheelbase Ram D100 is priced \$1718 below the D150, with \$483 worth of added standard equipment for a **total value improvement of \$2201.***

On 131-inch wheelbase, the Ram D100 price is \$1421 lower than the D150 and the **total value improvement is \$1904.***

The 1987 W100, both wheelbases, is priced \$1697 below the W150 with \$404 worth of added standard equipment for a **total value improvement of \$2101.***

Items Added To Standard Equipment D100/W100 Models:

- Carpeting (colour-keyed) with underlayment
- Hood ornament (Ram's head)
- Instrument cluster, woodtone faceplate with storage box and bright trim
- Mouldings: Lower bodyside (bright) with black vinyl insert
Wheel lip (partial bright)
- Scuff plates, bright front door sills
- Wheel covers, bright (4)
- Tire size upgrade (P205/75R15)†

* Based on Manufacturer's Suggested Retail Price.
 † Not available on W100 model.

	TWO-WHEEL DRIVE D100				FOUR-WHEEL DRIVE W100			
	115 in.	2921 mm	131 in.	3327 mm	115 in.	2921 mm	131 in.	3327 mm
Wheelbase	115 in.	2921 mm	131 in.	3327 mm	115 in.	2921 mm	131 in.	3327 mm
Payload ⁽¹⁾	1420 lb.	645 kg	1380 lb.	625 kg	2175 lb.	985 kg	2175 lb.	985 kg
GVWR ⁽²⁾ (Std.)	4950 lb.	2245 kg	5000 lb.	2270 kg	6300 lb.	2860 kg	6400 lb.	2905 kg
Engines ⁽³⁾								
(Std.)	3.7 L (225 CID) 6-cyl.				3.7 L (225 CID) 6-cyl.			
(Opt.)	5.2 L (318 CID) V8				5.2 L (318 CID) V8			
(Opt.)	5.9 L (360 CID) V8				5.2 L (318 CID) V8 Propane ⁽⁶⁾			
(Opt.)	-				5.9 L (360 CID) V8			
Transmission:								
(Std.)	4-speed manual overdrive ⁽⁵⁾				4-speed manual NP435			
(Opt.)	4-speed manual NP435				3-speed automatic ⁽⁷⁾			
(Opt.)	3-speed automatic				-			
Axle Ratios ⁽³⁾								
(Std.)	3.5				3.5			
(Opt.)	2.7, 2.9, 3.2, 3.9				-			
Clutch	10" standard (10 1/2" or 11" with optional engines/transmissions)							
Brakes: Power Front Disc								
(Rotor dia./thickness)	11.75 in. x 1.25 in.		298 mm x 32 mm		11.63 in. x 1.25 in.		295 mm x 32 mm	
Rear Drum (Drum dia./thickness)	11.0 in. x 2.5 in.		280 mm x 64 mm		11.0 in. x 2.5 in.		280 mm x 64 mm	
Electrical: Alternator	78 ampere (120 ampere optional with V8)							
Battery	500 ampere maintenance-free							
GAWR** (Std.) ⁽⁴⁾ Front	2600 lb.	1180 kg	2800 lb.	1270 kg	3280 lb.	1490 kg	3280 lb.	1490 kg
Rear	2905 lb.	1315 kg	2905 lb.	1315 kg	3600 lb.	1635 kg	3600 lb.	1635 kg
Springs (Std.) ⁽⁴⁾ Front	1300 lb.	590 kg	1400 lb.	635 kg	1640 lb.	745 kg	1640 lb.	745 kg
Rear	1610 lb.	730 kg	1610 lb.	730 kg	1820 lb.	825 kg	1820 lb.	825 kg
Tires								
(Std.) ⁽⁸⁾ (Includes matching spare)	P205/75R15 BSWS/BSR				P235/75R15 BSWS/BSR			
(Opt.)	P235/75R15 BSWS/BSR				-			

* Gross Vehicle Weight Rating (maximum permissible weight of vehicle, fully laden)
 ** Gross Axle Weight Rating (maximum permissible loading on individual axle)
 (1) Reduce payloads by weight of occupants and optional equipment ordered.
 (2) All V8 engines rated over 4000 lbs. GVWR can use leaded or unleaded gasoline.
 (3) Optional axle ratio availability varies with engine/transmission/model. Limited slip available. Ask your Dealer for details.
 (4) For base model with standard engine, transmission and GVWR.
 (5) Not available with 5.9 L (360 CID) V8.
 (6) Requires automatic transmission.
 (7) Not available with 3.7 L (225 CID) 6-cyl.
 (8) Highway tread standard. Mud and snow tread available for rear wheels only on D100 models and all four wheels on W100 models.

EXTERNAL DIMENSIONS

	D100		W100	
	in.	mm	in.	mm
Wheelbase	115	2921	131	3327
Overall Length	190.8	4846	210.8	5354
Overall Width	79.5	2020	79.5	2020
Overall Height	69.0	1754	73.3	1859

* Without rear bumper.

INTERIOR DIMENSIONS

Headroom	40.0 in. / 1015 mm
Hiproom	65.0 in. / 1650 mm
Shoulder room	64.2 in. / 1630 mm

PICKUP BOX

	Short WB	Long WB
Length (inside at floor)	76.9 in. / 1950 mm	96.9 in. / 2460 mm
Width:		
(Max. at floor)	70.0 in. / 1775 mm	70.0 in. / 1775 mm
(Between housing)	51.0 in. / 1295 mm	51.0 in. / 1295 mm
Depth	19.1 in. / 485 mm	19.1 in. / 485 mm
Capacity	61.1 ft ³ / 1.7 m ³	61.1 ft ³ / 1.7 m ³

STANDARD AND OPTIONAL EQUIPMENT

	D100	W100
Air Conditioning	O	O
Alternator: 78 Amp	S	S
120 Amp (V8 only)	O	O
Anti-freeze: Protection to -37° C (-35° F)	S	S
Battery: 500 Amp maintenance-free	S	S
Brakes: Power front disc	S	S
Bumper: Front, bright	S	S
Rear, step-type chrome	O	O
Carpeting: (Colour-keyed) w/underlayments	S	S
Corrosion Protection:		
Anti-chip urethane primer on lower bodyside	S	S
Extensive use of galvanized steel	S	S
Electronic Ignition System and Voltage Regulator	S	S
Engine Block Heater	O	O
Engine Cooling: Maximum capacity	O	O
Exhaust System: Stainless steel	S	S
Fuel Tank: 75 litres/16.5 Imp. gal.	S	S
114 litres/25.0 Imp. gal.	O	O
Glass: Tinted, all windows	S	S
Sliding locking rear window	O	O
Gauges: Ammeter, oil pressure, engine temperature and trip odometer	S	S
Headlamps: Single rectangular	S	S
Halogen	O	O
Hood Ornament: Ram's head	S	S
Hood Release: Inside mounted	S	S
Horns, dual	S	S
Instrument Cluster: Pecan woodgrain faceplate		
w/Storage box and bright trim	S	S
Insulation: Dash and plenum liners	S	S
Lights: Map	O	O
Glove box	O	O
Exterior cargo	S	S
Interior dome with door switches	S	S
Lighter: Cigar	S	S
Mirrors: 5" x 7" bright dual	S	S
6" x 9" low mount bright dual	O	O
Interior 10" day/night	S	S
Mouldings: Lower bodyside	S	S
Power Door Locks	O	O
Power Windows	O	O
Radios: (All electronically-tuned, with digital clock)		
AM single speaker	O	O
AM stereo/FM stereo, 4 speakers	O	O
AM stereo/FM stereo, Premium, 4 speakers, Seek and Scan features, cassette tape player with auto-reverse and Dynamic Noise Reduction (DNR [®])	O	O
Scuff Plate: Front door sill, bright	S	S
Seats: 3-passenger vinyl trim bench (colour-keyed)	S	S
3-passenger cloth and vinyl bench (colour-keyed)	O	O
Seat belts with tension reliever front outboard: centre lap belt	S	S
Skid Plate: Transfer case	N/A	N/A
Steering: Power	O	S
Steering Column: Energy-absorbing and locking	S	S
Transfer Case: "RAM TRAC" NP208 2-speed synchronized	N/A	N/A
Transmission Oil Cooler (auxiliary)	O	O
Wheels: 15" x 6.5"	S	S
Wheel Covers: Deluxe bright	S	S
Wipers: 2-speed	S	S
With intermittent control	O	O

S - Standard equipment O - Optional at extra cost (Some options are required to be ordered in combination with other options. See your Dodge Truck Dealer for details.) N/A - Not available.

RAM TOUGH DODGE

Dodge Trucks



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Chrysler genuine parts are marketed under the brand names of Mopar and Autopar. These parts are approved by the same Chrysler engineers who designed your Chrysler vehicle. Mopar and Autopar parts meet all stringent Chrysler specifications ... they are PARTS YOU CAN TRUST!

Quality ... Value Performance Proven

There is no substitute!

7 YEARS OR 115,000 KM PROTECTION BEST BUILT, BEST BACKED

*Based on an average of owner related problems for 1986 cars and trucks designed and built in North America and purchased during October-November 1985. Limited Warranty. See Dealer for details.