

WHO SAID GOOD LOOKS CAN'T TAKE YOU ANYWHERE?

INTRODUCING THE NEW DODGE RAM 50.

ALL NEW. IMPORTED FOR DODGE. BUILT BY MITSUBISHI MOTORS CORPORATION. AND REDESIGNED FROM THE TIRES UP.

Take a good look at our new good looks. We've made some changes. Inside. And out. **ROOMIEST INTERIOR.** We gave Ram 50 the largest

cab of any standard import.* And then we made the most of it. With new seats, trim, instrument panel, larger gauges, the whole shot. **TWO WHEELBASES.** If you size

it up, you'll discover two new bed lengths. Both regular (6') and long (7.4'). Both double wall constructed. **4-SPEED AUTOMATIC.** This year, you can shift to an all new 4-speed automatic overdrive transmission. But if you'd rather change

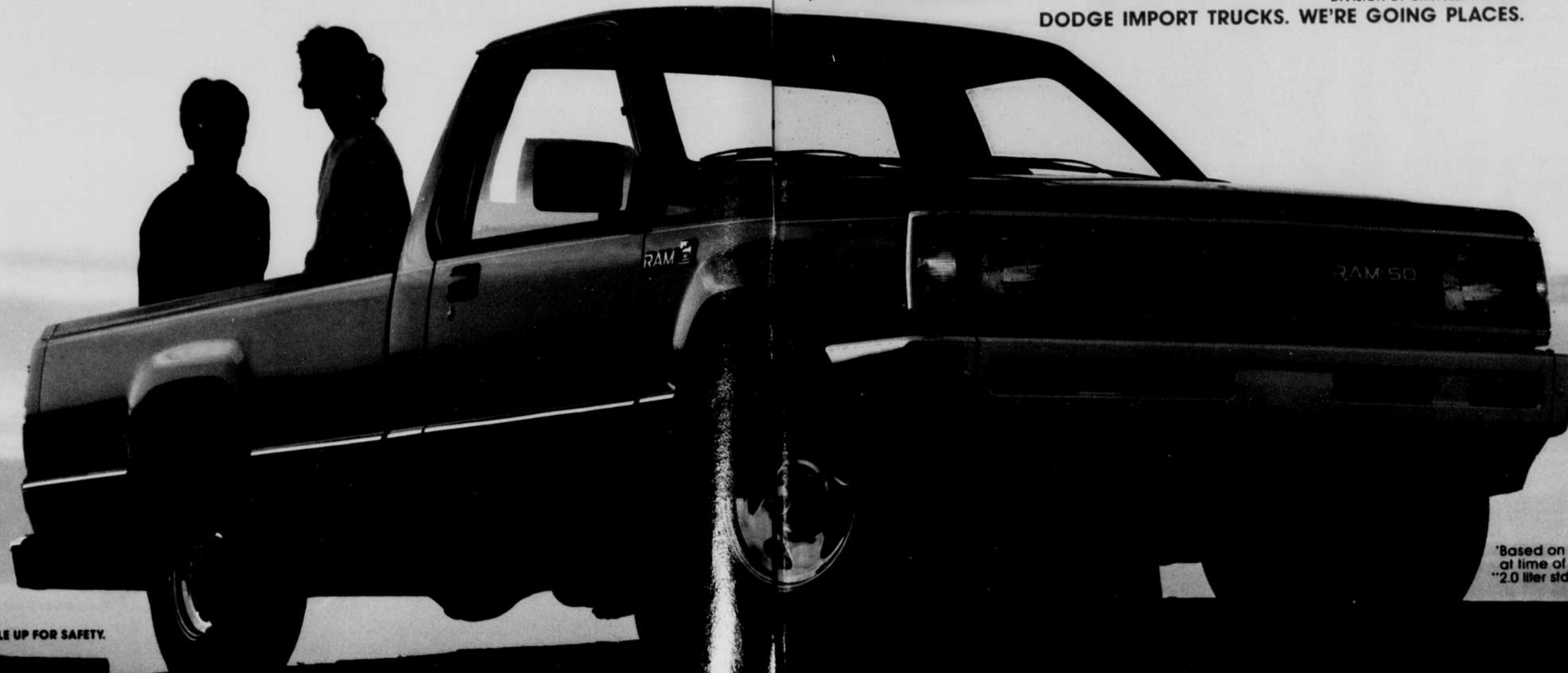
gears, there's the standard 5-speed. **IMPROVED PAYLOADS.** We've also equipped Ram 50 to shoulder heavy burdens. With a new available 2,000 pound payload rating. And with a 2.6 liter overhead cam engine,**

you'll really be sitting pretty. Buy or lease a new Ram 50. There's no telling where good looks can take you.



DIVISION OF CHRYSLER MOTORS

DODGE IMPORT TRUCKS. WE'RE GOING PLACES.



BUCKLE UP FOR SAFETY.

*Based on data available at time of printing.
**2.0 liter std. on base model.