



1990 RAM CHARGER





Ramcharger. Rugged, full-size fun.

You can depend on Dodge Ramcharger to be one of the most versatile vehicles you've ever owned. With features like Ramcharger's new standard antilock brake system and new four-speed overdrive automatic transmission, you can also depend on Ramcharger to deliver rugged performance and a lot of good times.

Ramcharger 4x2—one of a kind.

Ramcharger 4x2 is still the only full-size two-wheel drive sport utility built in North America. It provides a 1,335-pound payload, has a folding rear

seat, and offers up to 106 cubic feet of cargo room. Perfect for vacationing, Ramcharger 4x2 can tow up to 7,600 pounds with the optional Trailer Towing Prep Package and available 5.9-liter EFI 360 CID V-8 engine.

Ramcharger 4x4—no roads needed. The adventurous Ramcharger 4x4 takes you to the edge of the road—and keeps right on going. Through sand, over rocks, and into remote areas where less rugged sport utilities wouldn't dare to tread. And Dodge Ram Trac shifting allows you to conveniently shift between 4WD and 2WD while moving at speeds up to 55 mph.

Ramcharger standard features include: A rugged 5.2-liter EFI V-8 engine that cranks out 170 horsepower at 4,000 rpm • New rear-wheel antilock brake system • Power-assisted steering and brakes • Gas-charged shock absorbers • Large 34-gallon fuel tank • Industry leading 7/70 Limited Warranty* • AM stereo†/ FM stereo radio (except on Ramcharger 150 "S" models). Save money on a Ramcharger with our new Advantage Pac Discount packages. See page 4 for a complete listing of package items.

*See back cover for details. †Some AM stereo broadcasting may not be compatible with this radio.



Affordable Ramcharger 150 "S"

Available in two- or four-wheel drive, Ramcharger 150 "S" is value packed with tough sport utility know-how. Standard Ramcharger 150 "S" features include:

- Power-assisted brakes and steering
- 34-gallon fuel tank
- Tinted glass
- Bright wheel covers (set of four).

Ramcharger 4x2, shown above at left in Black and Sand. Ramcharger 4x4, shown above at right and on cover in Colorado Red. Ramcharger 150 "S" shown at left in Dover Gray.

Some of the equipment shown or described throughout this catalog is available at extra cost.

About this catalog: Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details.

EASY OPTIONS. VALUE PACKAGES.

Road wheels and wheel covers.

1. Deluxe bright-finished wheel covers, set of four, are standard on Ramcharger 150 "S", and are included in Advantage Pac I.
2. Cast aluminum road wheels provide style that lets you stand out from the crowd. Set of four; available on all Ramchargers equipped with Advantage Pac II. Not available on 150 "S" models.
3. Distinctive argent-painted steel road wheels dress up your Ramcharger. Set of four; optional on all models except Ramcharger 150 "S".



AM stereo*/FM stereo radio with cassette tape player.

This great-sounding stereo system features electronic tuning, bass/treble controls, Dynamic Noise Reduction,[†] cassette tape player with automatic reverse, four speakers, demonstration tape, and integral digital clock.

*Some AM stereo broadcasting may not be compatible with this radio.
†Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.



Air conditioning.

Increased compressor drive ratios give you faster cool-down. The system features four adjustable air outlets, bi-level ventilation, and four-speed blower.



5.9-liter EFI V-8 engine.

This efficient engine, featuring single-point electronic fuel injection plus a variety of other refinements, delivers outstanding performance and durability. (See engine availabilities on back cover.)



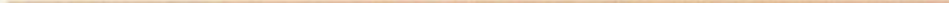
Four-speed automatic overdrive transmission.

Enjoy added shifting flexibility with the four-speed automatic overdrive transmission. Standard on Ramcharger 4x2 (AD150 "S"/150 models). Available on Ramcharger 4x4 (AW150 "S"/150 models.)



MOPAR roof rack.

This durable roof rack with adjustable crossbars, tie downs and center support bars conforms to any load. Holds up to 100 pounds of luggage.



Rear step bumper.

Bright chrome-finished steel with corrugated surface for secure footing. Eases cargo loading and rear passenger entry.



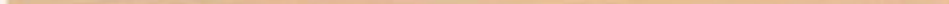
Power windows and door locks.

Operate front windows and door locks with conveniently positioned fingertip controls. Adds convenience and security. Available as part of the Power Convenience Package.



MOPAR grille/brush guard.

Protects headlights from stones and other flying debris. Features heavy-duty construction and corrosion resistance.



INTERIOR TRIM

Austin cloth with Saddle Grain vinyl trim high-back Command front bucket seats ensure additional body support and are part of the LE Decor Package. Not available on Ramcharger 150 "S" models. Matching three-passenger folding rear bench seat included. Choose from Tundra, Charcoal, Bordeaux Red.



Tempo cloth high-back Command front bucket seats and matching three-passenger folding rear bench seat available on base Ramcharger and Ramcharger 150 "S" models. Choose from Tundra, Charcoal, Bordeaux Red.



Saddle Grain all-vinyl high-back Command front bucket seats and three-passenger folding rear bench seat in matching trim are standard on base Ramcharger and Ramcharger 150 "S" models. Select from Tundra, Charcoal, Bordeaux Red.



PACKAGE FEATURES	LE Decor*	Advantage Pac I*	Advantage Pac II*	Advantage Pac I for 150 "S" Models
Air conditioning [†]			•	
AM stereo*/FM stereo radio, electronically tuned; integral digital clock				•
Bright door sill scuff plate	•	•	•	
Bright front bumper guards		•	•	•
Bright grille with bright insert and bright headlight surround moldings; halogen headlights	•	•	•	
Bright liftgate applique panel	•	•	•	
Bright liftgate upper and lower moldings	•	•	•	
Bright taillight housing	•	•	•	
Center console	•	•	•	
Color-keyed carpeted auxiliary floor mats	•	•	•	
Color-keyed carpeting throughout; with underlayment	•	•	•	
Color-keyed cowl side trim panels	•	•	•	
Color-keyed door trim panels with cloth bolster insert and carpeting on lower door	•	•	•	
Color-keyed rear side and liftgate inner trim panels with woodtone applique	•	•	•	
Color-keyed spare tire cover; carpeted (not available with 31 x 10.5 R15LT tires)	•	•	•	
Convenience Package		•	•	•
Defroster, rear liftgate window, electric		•	•	
Deluxe cloth with vinyl trim reclining high-back bucket seats	•	•	•	
Deluxe Convenience Tilt/Cruise Package		•	•	
Deluxe wheel covers (set of four)		•		
Dual-note electric horns	•	•	•	
Folding rear bench seat in deluxe cloth with vinyl trim	•	•	•	
Lower bodyside and wheel lip moldings	•	•	•	
Luxury steering wheel (black)	•	•	•	
Painted steel road wheels (set of four)			•	
Power Convenience Package			•	
Radio speaker upgrade—2 additional speakers		•	•	•
Ram's Head hood ornament		•	•	
Sunscreen glass (rear quarter and liftgate windows only)		•	•	
Woodtone applique on instrument panel; bright trim	•	•	•	

*Not available on 150 "S" models.

†There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.

‡Some AM stereo broadcasting may not be compatible with this radio.

Ramcharger 150 "S"

Dodge Ramcharger 150 "S" has what it takes—high equipment level, low price, Ram Tough quality, and overall ruggedness. It's value-packed with the following standard features.

- Bright wheel covers (set of four)
- Front carpeting and bright sill scuff plates (with rear rubber mat)
- Front fender Leaping Ram plaque with "150" designation
- Lower bodyside molding
- Ram's Head hood ornament
- Woodtone faceplate instrument panel

MORE PACKAGES

Heavy-Duty Package.

- Front stabilizer bar on AD models
- Heavy-duty gas shock absorbers, front and rear
- Heavy-duty stabilizer bar on AW models

Power Convenience Package.

- Ignition switch light (time delay)
- Power door locks
- Power windows (front doors only)

Snow Plow Preparation Package (AW150 model only).

- 120-amp alternator
- 625-amp maintenance-free battery
- Maximum engine cooling
- Front clearance and identification lights
- Cooling, auxiliary transmission oil-to-air (with automatic transmission)
- 6,400-pound G.V.W. Package

Deluxe Convenience Tilt/Cruise Package.

(Automatic transmission and deluxe windshield wipers required at extra cost.)

- Electronic speed control
- Luxury steering wheel
- Tilt steering column

Convenience Package

- Ash receiver light
- Glove box lock and light
- Ignition switch light (time delay)
- Intermittent windshield wipers
- Underhood reel-type light

Two-Tone Paint Package (APC).

- Lower bodyside molding with black vinyl insert and bright partial wheel lip moldings
- Two-tone paint
- Upper bodyside and rear exterior tape stripe

Two-Tone Paint Package (APD).

- Lower bodyside molding with black vinyl insert and bright partial wheel lip moldings
- Two-tone paint below lower molding

Trailer Towing Preparation Package.

(See the Dodge Truck Trailer Towing Guide for complete details and recommendations.)

- 120-amp alternator
- 625-amp maintenance-free battery
- Cooling, auxiliary: transmission oil to air (with automatic transmission)
- Heavy-Duty Package
- Heavy-duty variable load flasher
- Maximum engine cooling

Certain models, packages, and options may be subject to specific restrictions, requirements, or late availability. See your dealer for the latest ordering information.

MAKE YOURSELF COMFORTABLE.

Chances are you'll cover some pretty rough country in your Ramcharger. That's why we designed an interior that keeps you comfortable and in control. The high-back front bucket seats shown below in Charcoal are part of the LE Decor Package available on 2WD and 4WD Ramchargers. A folding rear bench seat brings

available seating to five. New this year are an available electric lift-gate window defroster and a standard front overhead dome/reading lamp and rear cargo lamp. All 1990 Ramchargers also feature a new instrument cluster with electric speedometer and easy-to-read gauges. LE panel shown at right.



SELECTED STANDARD AND OPTIONAL EQUIPMENT.

SPECIFICATIONS	Two-Wheel Drive AD150 "S"/150	Four-Wheel Drive AW150 "S"/150 AW150
GVW Rating (lb)-Std/Opt	5,600	6,000 6,400
Maximum Load Rating (lb) ¹	1,335	1,370 1,755
Axle-Front Capacity (lb)	Chrysler 3,000	Spicer 3,500 4,000
Axle-Rear Capacity (lb)	Chrysler 3,600	Chrysler 3,600
Ratios ²	3.55 (Std) 3.90 (Opt)	3.21 (Std) 3.55 (Opt)
Brakes-Size (in.) Front Disc Rear Drum w/antilock Booster-Vacuum	11.75 x 1.25 11 x 2.5 9.8 diameter single diaphragm	11.63 x 1.25 11 x 2.5 9.8 diameter single diaphragm
Brakes, Parking-Type Control Area	Rear wheel internal expanding Foot pedal 106.4 sq in.	Rear wheel internal expanding Foot pedal 106.4 sq in.
Clutch-Diameter/area	—	11"/125 sq in.
Electrical-Alternator	90-amp	90-amp
Battery-Maintenance-Free	500-amp	500-amp
Engine	5.2-liter 318 CID EFI V-8 (Std) 5.9-liter 360 CID EFI V-8 (Opt)	5.2-liter 318 CID EFI V-8 (Std) 5.9-liter 360 CID EFI V-8 (Opt)
Frame-Type Section Modulus	Drop frame 2.86	Drop frame 2.86
Four-Wheel Drive System	—	Ram Trac power shift
Gas Shock Absorbers (dia in.) Front Rear	1.0 (Std) 1.0 (Std)	1.0 (Std) 1.0 (Std)
Springs, Front-Type (in.) Capacity @ Ground (lb)	Independent front suspension-coil 1,300 (Std)	48 x 2.5-leaf 1,640 2,100
Springs, Rear-Type (in.) Capacity @ Ground (lb)	52 x 2.5-leaf 1,820 (Std)	52 x 2.5-leaf 1,820 (Std)
Steering-Type Turning Diameter (in.)	Power-assisted 37.3	Power-assisted 36.9
Transmission	4-speed automatic overdrive (Std)	NP435 4-speed manual (Std) 4-speed automatic overdrive (Opt)
Transfer Case	—	NP241 2-speed
Tires-Front and Rear (five)	P235/75R15XL steel-belted radial	P235/75R15XL ³ steel-belted radial
Wheels (in.) Conventional Five-Stud Disc (five)	15 x 6.50	15 x 6.50

¹Maximum payloads are based on models with minimum required load-carrying components. Payloads should be reduced by weight of occupants and any optional equipment.

²Specific axle ratio may be restricted for use with certain engine/transmission combinations. See your Dodge dealer for details.

³Mud and snow type tread with 6,400-pound GVW.

STANDARD SAFETY FEATURES

- Backup lights
- Brake system warning light
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Energy-absorbing steering column
- Fade-resistant front disc brakes
- Glare reduction measures for windshield wipers, instrument panel, and steering wheel
- Ignition and steering column lock
- Inside hood release
- Padded instrument panel and sun visors
- Rear-wheel antilock brake system
- Side marker lights and reflectors
- Traffic hazard warning flasher system
- Unibelt restraint system

⁴Uniprime is a trademark of PPG Industries, Inc.

⁵There are special engine cooling requirements for field-installed air conditioning. Failure to follow these requirements may invalidate warranty. See your dealer for details.

⁶Some AM stereo broadcasting may not be compatible with this radio.

⁷Dynamic Noise Reduction is a trademark of National Semiconductor Corporation.

SELECTED FEATURES	AD150 "S" Two-Wheel Drive	AW150 "S" Four-Wheel Drive	AD150 Two-Wheel Drive	AW150 Four-Wheel Drive
EXTERIOR				
Bumper-Rear sleep-type: bright finish	E	E	E	E
Bumper Guards-Front	E	E	E	E
Bumpers-Front and rear: bright	S	S	S	S
Corrosion Protection-Extensive use of galvanized steel; Uniprime ⁴ antichip protective urethane coating on lower bodyside	S	S	S	S
Fuel Tank-34-gallon; with tethered fuel cap	S	S	S	S
Glass-Sunscreens: privacy (rear quarter windows and liftgate only)	E	E	P	P
Glass-Tinted: all windows	S	S	S	S
Grille-Aluminum: with painted plastic insert and headlight bezels	S	S	S	S
Hood Ornament-Ram's Head	S	S	P	P
Hubcaps-Bright	NA	NA	S	S
Mirrors-Exterior, dual low-mount, manual, 6-inch by 9-inch: bright	S	S	S	S
Mirrors-Exterior dual low-mount, power remote control, 6-inch by 9-inch: bright	E	E	E	E
Molding-Lower bodyside with black vinyl insert and partial wheel lip: bright	S	S	E	E
Moldings-Quarter side window, bright	S	S	S	S
Roof Vent-Rear	S	S	S	S
Wheel Covers-Deluxe: bright (four)	S	S	E	E
Wheels-Road, 15-inch by 7-inch: aluminum (four)	NA	NA	E	E
Wheels-Road, 15-inch by 7-inch: argent-painted steel with hub center (four)	NA	NA	E	E
INTERIOR				
Air Conditioning*	E	E	E	E
Carpetsing-Driver's compartment; floor mat in rear passenger compartment	S	S	NA	NA
Cigar Lighter	S	S	S	S
Clock-Electronic digital: integral with radio	E	E	S	S
Floor Mats-With padding: black (padding not available in rear compartment)	NA	NA	S	S
Headliner-Soft cloth: color-keyed	S	S	S	S
Hood Release-In-cab	S	S	S	S
Instrument Cluster-Includes voltmeter, odometer, speedometer; gauges for engine coolant temperature, engine oil pressure, and fuel level; trip odometer	S	S	S	S
Instrument Panel Faceplate-Woodtone	S	S	P	P
Mirror-Interior rear vision day/night type, 10-inch	S	S	S	S
Radio-AM stereo ⁶ /FM stereo: electronically tuned; integral digital clock	E	E	S	S
Radio-AM stereo ⁶ /FM stereo: electronically tuned; cassette tape player with automatic reverse; integral digital clock	E	E	E	E
Radio-AM stereo ⁶ /FM stereo: electronically tuned; seek-and-scan, Dynamic Noise Reduction ⁷ ; cassette tape player with automatic reverse; integral digital clock	E	E	E	E
Seat-Rear: three-passenger bench	S	S	S	S
Seats-Driver and front passenger: deluxe vinyl high-back bucket	S	S	S	S
Spare Tire Mounting-Inside	S	S	S	S
Sport Bar	E	E	E	E
FUNCTIONAL				
Alternator-90-amp	S	S	S	S
Alternator-120-amp	E	E	E	E
Axle-Rear: antispin	E	E	E	E
Battery-500-amp: maintenance-free	S	S	S	S
Battery-625-amp: maintenance-free	E	E	E	E
Brakes-Front disc, rear drum w/antilock: power-assisted	S	S	S	S
Buzzer Warning-Fasten seat belts, headlights on, key in ignition	S	S	S	S
Coolant Reserve System	S	S	S	S
Cooling-Auxiliary: transmission oil to air	E	E	E	E
Cooling-Engine: maximum	E	E	E	E
Defroster rear liftgate window, electric	E	E	P	P
Electronic Ignition and Voltage Regulation System	S	S	S	S
Heater-Engine block	E	E	E	E
Lights-Backup, license plate, stop, taillight; map light on instrument panel; front and rear compartment dome lights	S	S	S	S
Skid Plate-Fuel tank shield	E	E	E	E
Skid Plate-Transfer case shield	NA	E	NA	E
Stabilizer Bar-Front	P	S	P	S
Steering-Power-Assisted	S	S	S	S
Windshield Wipers-Deluxe: with intermittent wipe	E	E	E	E
Windshield Wipers-Two-speed	S	S	S	S

S-Standard. E-Extra cost. P-Available in package only. NA-Not available.

EXTERIOR COLORS



Dark Forest Green*

*Not available on Ramcharger 150 "S".

NOTE: Due to printing limitations, the colors shown will vary slightly from actual hues. See your Dodge dealer for accurate color chips.

Specifications, descriptions, and illustrative materials contained herein are as accurate as known at the time this publication was approved for printing. Chrysler Motors reserves the right to discontinue models or options at any time or change specifications and materials, equipment, and design without notice and without incurring obligation. All options and accessories illustrated or referred to as optional or available in this publication are at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire, or verification of specifications contained here, see your Dodge Truck dealer.



MOPAR parts are engineered by Chrysler Motors for use in your new Dodge Ramcharger. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.

Dodge and MOPAR are registered trademarks, and Ramcharger is a trademark of Chrysler Motors Corporation.



Chrysler Credit Financing.

Chrysler Credit offers a variety of finance programs that will help make your new Dodge Ramcharger even more affordable. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plans, Retail Financing, and more. Ask your salesperson for details.

Consider Leasing.

Many of today's new truck prospects are wisely considering leasing as an alternative to buying. Leasing a new Dodge Ramcharger usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new car purchase. Ask your dealer for details.

Optional Service Contract Coverage.

Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

7/70 Power Train Limited Warranty.

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles. A deductible applies. See your dealer for a copy of the warranty.

7/100 Anticorrosion Limited Warranty.

Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles. See your dealer for a copy of the limited warranty.

Chrysler Purchase Assistance Program for the Physically Challenged.

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

BUCKLE UP FOR SAFETY.

