

# FALL Car Care GUIDE

The All New

## GEORGETOWN CHRYSLER (1993) LTD. KEEPS YOU INFORMED



Dodge Ram's big-rig styling is evident, but other innovations are not as obvious.

### New Ram full-size pickup has scores of advantages

After more than 22 years, Chrysler has entered an all-new full-size pickup into a marketplace dominated by its competition.

But the Dodge Ram has at least 87 different advantages over the competitors.

The advantages are either industry "firsts," Dodge exclusives or best-in-class features.

Advantages include:

- The 1/2-ton 1500 series 4x2 and one-ton 3500 series have the highest gross vehicle weight ratings in the industry. The 3500 series has the highest gross combined weight rating in its field.
- The new Ram has the roomiest standard pickup cab in the world. Head-, shoulder- and hip-room dimensions are the largest in the industry.
- The Ram is the first and only full-size pickup truck with a driver's side air bag passive restraint system on all models.
- Because of the Ram's extra cab length, the pickup offers extra storage space behind the seat, a more comfortable seat and a more reclined seat back than is possible in competitive pickups.
- The Ram cab is longer, wider and higher than any pickup truck in the world.
- The optional rear step bumper is the lightest and strongest unit in the industry offering 500-pound trailer tongue load capacity and 5,000 pounds of towing capacity.
- Door sealing with a unique double-bulb secondary seal provides best-in-class levels of wind noise protection.
- The air conditioner cools the Ram faster than any competitive system and uses the ozone-

friendly refrigerant R-134A.

- Four defroster ducts deliver air to the windshield faster and more quietly than competitive systems.
- Door latches provide world-class smoothness and quietness. Little effort is needed to open and close doors.
- The new Ram provides best-in-class interior storage space.
- The Laramie SLT model interior includes the industry's first back-panel storage system and the industry's first 40-20-40 seat configuration. The 40-20-40 seat centre section folds down to form an armrest. Beneath the cover there is an industry exclusive "mobile office" storage compartment with dividers for computers, cellular phones, cassettes and notepads.
- Seat track travel is 7.5 inches, the longest in the industry.
- Armrest-mounted switches for power windows and power locks provide best-in-class ease of access and operation.
- The accelerator pedal level and geometry provide the most comfortable ankle angle, travel arc and overall feel of any full-size pickup truck.
- A unique pedal-operated parking brake mechanism releases quietly, automatically returning the pedal to its released position rather than snapping back abruptly.
- The Ram is the first pickup to use a patented three-section design that provides exceptional frame and strength stiffness. It also is the only full-size pickup to use modified "C-section" frame rails for exceptional stability.
- The Ram is the first pickup to have centre and rear frame

sections joined by a process using 14 dual-purpose rivets.

- Steering and suspension components have best-in-class corrosion protection.
- The Ram is the first 4x4 pickup truck with a link-coil front suspension.
- A wide-track stance and a refined independent front suspension with coil springs and a standard anti-roll bar provide ride and handling characteristics equal to the best-in-class.
- The Ram 1500 series pickup is the only 1/2-ton 4x2 pickup with standard 16-inch wheels.
- The Ram is the first pickup to have 16-inch P-metric tires.
- The Ram 2500 series is the only 3/4-ton pickup with outlined white lettered (OWL) tires as original equipment. The 2500 also is the only 3/4-ton to offer chrome wheels as original equipment.
- The Ram 3500 is the first and only one-ton full-size pickup with bright wheel skins and OWL tires.
- The diesel fuel filter on the Ram Cummins Turbo Diesel model is more durable than those used on competitive vehicles.
- Aluminum radiators are exclusive to the Ram pickup among full-size trucks.
- The 8.0-litre V10 engine is the largest and most powerful gasoline pickup truck engine in the world. With both more power and more torque, it gives the Ram the ability to outrun all other trucks in its class with manual or automatic transmission, whether loaded or unloaded or pulling a trailer.
- The 5.9-litre Cummins Turbo

### Minivans refined for 1994

Chrysler has done a lot with its 1994 minivans.

It's all part of the effort to retain the 50 percent share of the huge minivan market expected to swell beyond 1 million units in 1994.

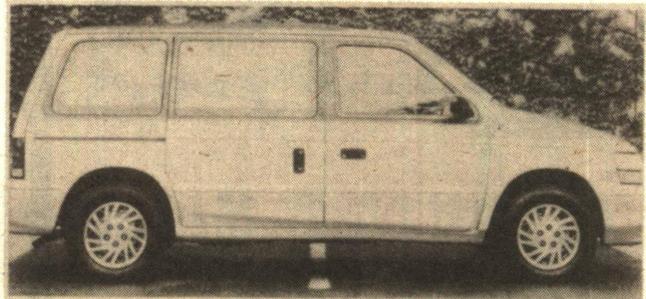
"We've probably made 300 changes in just the past 18 months," said Chris Theodore, General Manager of the Minivan Platform Team. "As far as overall quality levels are concerned, our indicators show that the 1994 model is 25 percent improved over last year."

What's new about Chrysler's minivans?

- A 3.8-litre multipoint fuel injection engine is standard on Chrysler Town & Country and optional on Dodge Grand Caravan and Plymouth Grand Voyager.
- There's more horsepower and torque for the 3.3-litre V6 engine. For Dodge Caravan and Plymouth Voyager, power is increased 12 horsepower and torque goes up 9 pounds per foot.
- Four-wheel anti-lock brakes

are standard on all-wheel-drive versions of Town & Country, Grand Caravan and Grand Voyager.

- There's new exterior fascias and body-side accent treatment, as well as a new instrument panel and a new horizontally adjustable front passenger seat for all minivans models.
- A compressed natural gas 3.3-litre V6 powertrain (limited production option) is available on Caravan and Voyager, as well as Caravan C/V.
- A remote keyless entry available on all minivans.
- For children's comfort when sleeping, a new integrated seatback recline feature is added to the mid bench seat containing the child safety seat.
- The engine compartments of the 1994 minivans will provide greater protection in head-on collisions.
- Other refinements reduce noise, vibration and harshness.



New fascias and body-side treatments are standard on all minivan models for 1994. Those on the Dodge Caravan ES show off its sporting character.

Diesel has best-in-class fuel economy.

- The 5.9-litre V8 engine was the first truck engine to have a returnless fuel injection system. Now installed on the 3.9- and 5.2-litre engines as well, it continues to be an exclusive feature on Dodge trucks.
- The 5.9-litre V8 is the most powerful engine of its size.
- The 5.2-litre V8 engine remains

the most powerful engine of its size.

- The unique "moly" coating on the 8.0-litre V10 engine skirts is baked on to reduce friction.
- The Ram is the only full-size pickup to have bushing-type front-end engine mounts.
- The instrument panel sound barrier has the largest coverage area of any truck in the industry.

### Ram pickup to offer array of options

The Dodge Ram full-size pickup will offer truck buyers a wealth of choices in size, style and engines.

The new pickup will initially be available in conventional cab and cab/chassis configurations only. Within a year, a club cab will be available.

The pickup will be sold in both two-wheel and four-wheel-drive models with the 1500 series 1/2-ton, the 2500 series 3/4-ton and dual-wheel 3500 series 1-ton designations. A new premium decor group, the

Laramie SLT, also is available.

The Ram offers a choice of six engines, including a 3.9-litre V6, 5.2-litre V8 light- and heavy-duty versions, a 5.9-litre V8, a new 8.0-litre V10 as well as a 5.9-litre Cummins Turbo Diesel.

Six transmission selections, three manual and three automatic, are available.

Two pickup box sizes are available including a short bed of 6.5 feet and a long bed of 8 feet, in addition to a no-bed cab/chassis configuration.

**NEW DEALER, NEW PRODUCTS, NEW COMMITMENT**



**GEORGETOWN CHRYSLER (1993) LTD.**

Hwy. #7 (336 GUELPH ST.) GEORGETOWN

877-0149 877-5108 846-1170

CHRYSLER  All you have to do is drive one.

