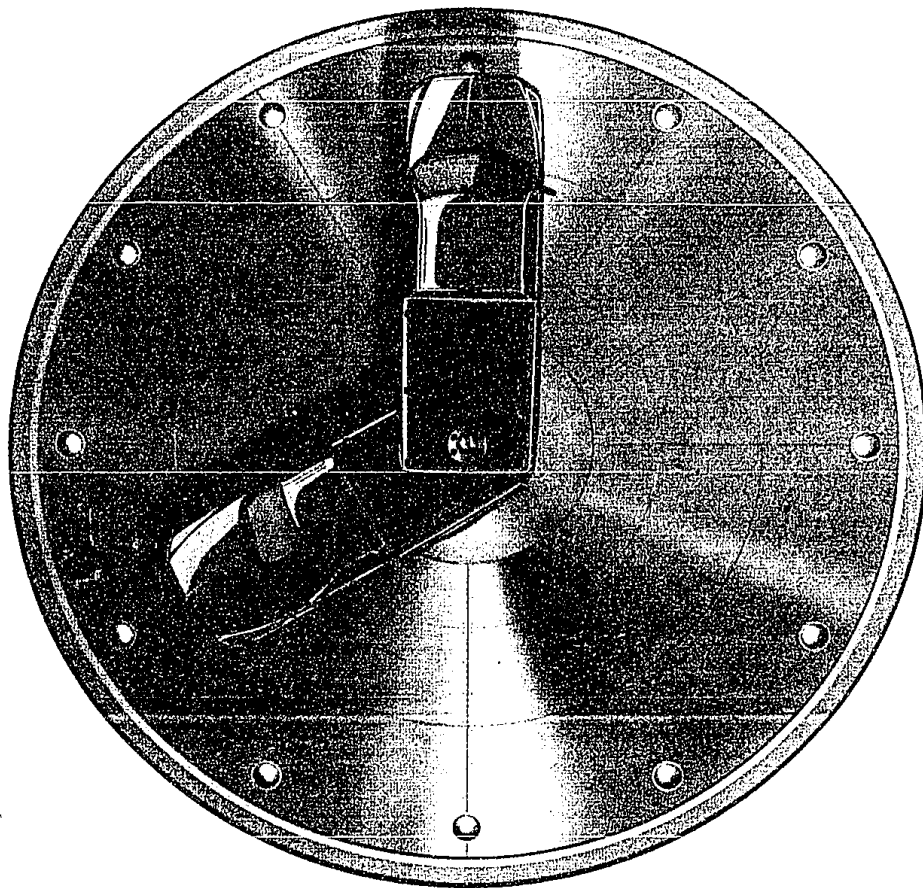
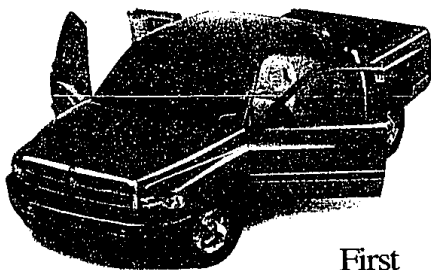


For the first time ever,  
get \$1000 cash back on the  
truck that changed the rules.



But hurry. This first won't last.

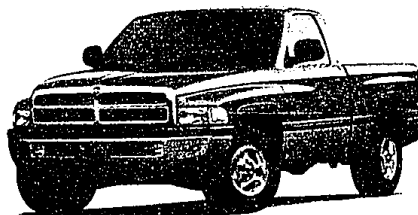


#### First Quad Cab.™

Dodge Ram was the first Quad Cab the world had ever seen. With this first, Ram owners were able to get twice the doors. And twice the convenience.

#### \$1000 cash back on '98 Dodge Rams.

We're currently offering \$1000 cash back on all new '98 Dodge Rams in stock. But act soon. The offer ends November 9, and you may never get a second chance with this first.



#### First with a standard driver airbag on every model.\*

Not only was Dodge Ram the first full-size pickup with a standard driver airbag on every model. It was the first to offer the safety of anti-lock brakes at all four wheels.

#### First available V-10.

The 310-horsepower Magnum® V-10 was the first V-10 available in a pickup. And it's just one engine in a lineup that gives us overall the most powerful line of pickups on the planet.



#### First to receive J.D. Power and Associates APEAL Award.†

Dodge Ram is the first—and only—full-size pickup to be ranked "Most Appealing" by J.D. Power and Associates, having received this honor for four consecutive years.



'98 Ram  The New Dodge

800-4-A-DODGE or [www.4adodge.com](http://www.4adodge.com)

\*Always use seat belts. Remember a backseat is the safest place for children. Rearward facing child seats may be used in the first seat only with the passenger airbag turned off. †J.D. Power and Associates 1995-1998 Automotive Performance, Execution, and Layout (APEAL) Studies.™ Based solely based on 97,907 customer responses. [www.jdpower.com](http://www.jdpower.com)