

BIG BOSS

2010 PROJECT TRUCK



BIG BOSS FEATURES IN THE COMING MONTHS:

AUGUST 2010

- Full road test; baseline track data (0-30, 0-60, 40-70 mph, ¼-mile, dB at 65 mph, braking 70 mph-0; and observed fuel economy on 100-mile hwy loop.
- Installation of window tinting
- Addition of LineX spray-in bedliner
- Installation of cross-bed fuel delivery/tool cargo-management
- Thule rack system

NOVEMBER 2010

- Adding performance
- Suspension lift, tire upsize/upgrade
- Installation of fender flares
- Aftermarket turbo-back dual exhaust system

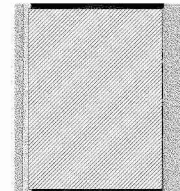
FEBRUARY 2011

- Pulling power and protection
- Installation of custom HD front/rear bumpers
- Addition of 12,000-lb electric winch
- Installation of driving, fog and roof-mounted spotlight
- Road report; fuel economy to-date; general impressions from staff
- LineX spray-on protection along lower rocker panels and on custom bumpers/inside of tailgate

MAY 2011

- Wrap up
- Body paint/graphics
- Install CB radio/business radio
- Load up truck with hand-tools, safety gear, miscellaneous equipment
- Install rear backup sensors and/or backup camera system
- Final road test/review

In addition to all this we'll have many more details, write ups, how to's, test results and comments from the editors and installers posted monthly on our website www.propickupmag.com.



We're going to customize the coolest construction truck ever, starting with a new 2010 Ram 2500 4x4 diesel as our base model...

By Bruce W. Smith

If you could design your dream truck, from scratch, what would it look like? How would you modify the stock model, and what would you add to it to make it the ultimate construction contractors' truck?

That's the task we've set for ourselves with our Project Big Boss.

During the next eight months we're going to turn an already fine diesel pickup, the new Ram 2500 Crew Cab 4x4 diesel, into a ride any construction company boss would be proud to drive. And we're going to show you, step by step, how we do it.

When we drove the new 2010 Heavy-Duty Ram 2500 Crew Cab 4x4 diesel we knew it was well-suited for construction, contracting and landscaping work, classy and comfortable, yet powerful and durable (see our review on page 16). In short, the Cummins-powered Ram 2500 Crew Cab 4x4 is just what the big boss would order. So we did.

To help with this ambitious project, we're teaming up with a couple of sources here in our hometown of Tuscaloosa, Alabama. Locklear's Dodge City (www.locklearcars.com) will be making sure our 2010 Ram Crew Cab is regularly serviced and maintained, and Todd Mowr's crew at Truck Supply & Outfitters (www.trucksupplyandoutfitters.com), who do this sort of thing for a living, will installing all the upgrades we've planned for the Big Boss.

Our quarterly magazine and monthly web updates on the Big Boss will show you how every product we add is installed, the cost, how well it works, and what, if any, effect it has on the Big Boss' overall performance. We're going to load it up with products and accessories designed to improve its functionality as




both mobile office and rolling business card. And we'll document the truck's mechanical prowess in driver's logbook that will chart fuel economy, mileage, use, and maintenance.

We're seeking innovative products that provide both function and looks for the Big Boss. Our shopping list for our Ram 2500 Crew Cab is long, ranging from jobsite "necessaries" such as a 12,000-pound electric Warn winch, heavy-duty custom bumpers, suspension upgrades and body protection to auxiliary lights, more aggressive tires, on-board air and in-bed re-fuel tank, a bedliner and more.

We also plan to make the Big Boss' interior even more comfortable and efficient as a mobile office with the addition of communications equipment and all the tools a hardworking contractor might need in the field. If you're thinking compact electronics and computers, wireless and WiFi, you're on the right track.

Giving the Big Boss a larger fuel capacity, more horsepower, and greater cargo management will also play a big role in our project plans because we know such a pickup will be used seven days a week for both work and play.

So, should the Big Boss Ram 2500 be up to its axles in mud and rock at a jobsite or rolling down the open road with the family RV or boat in tow, it's going to perform just as sweet as it looks. And you'll have seen it all unfold every step of the way in these pages and on our website (www.propickupmag.com). 

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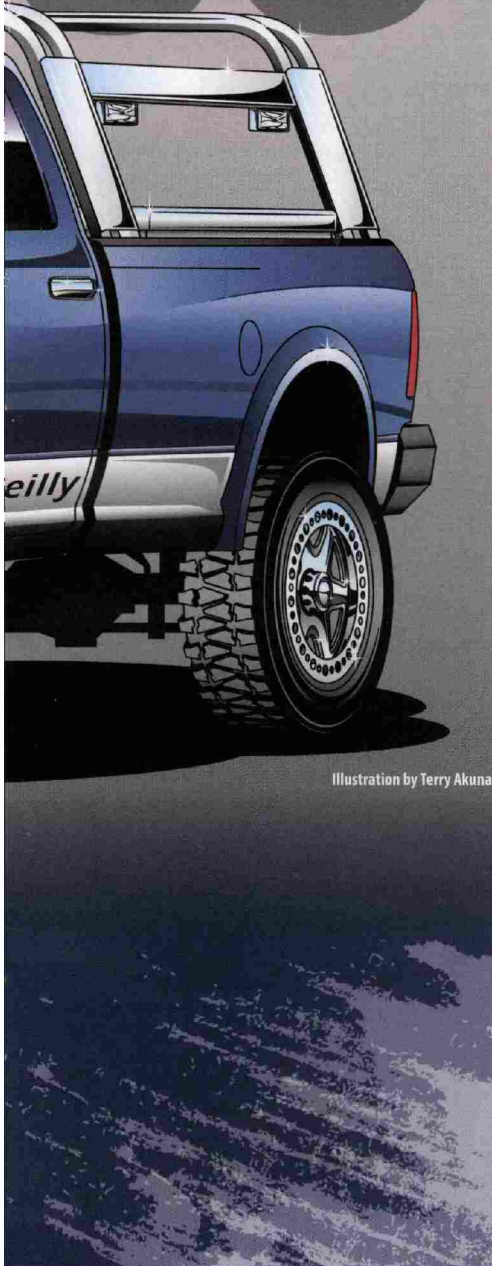


Illustration by Terry Akuna