

MOTOR TREND TRUCK OF THE YEAR[®] 2013



2013 Ram 1500 Quad Cab Laramie 4x4
with optional equipment shown.[§]

ALL-NEW 2013 RAM 1500

2013 RAM 1500 QUAD CAB SXT 4X4

\$26,495*

PURCHASE PRICE INCLUDES \$9,250
CONSUMER CASH[†]; FREIGHT,
AIR TAX, TIRE LEVY AND OMVIC
FEE. TAXES EXCLUDED. OTHER
RETAILER CHARGES MAY APPLY.*

OR
CHOOSE

\$152 @ 4.49%

BI-WEEKLY
FINANCING[†]

FOR 96 MONTHS
WITH \$0 DOWN

STEP UP TO THE 2013 RAM 1500 QUAD CAB SLT 4X4

- Best-in-Class fuel economy[‡]
- Only extended cab with four full-size doors
- Class-Exclusive Active Level air suspension (available)^Ω
- Class-Exclusive RamBox cargo management system (available)^Ω
- Class-Exclusive 8-speed automatic (available)^Ω
- Class-Exclusive multilink coil spring rear suspension^Ω

\$16
MORE BI-WEEKLY

**CANADA'S MOST FUEL EFFICIENT
FULL-SIZE PICKUP***

UP TO
36 MPG HWY
7.8L/100KM

*Your local retailer may charge additional fees for administration/pre-delivery that can range from \$0 to \$1,098 and anti-theft/safety products that can range from \$0 to \$1,298. Charges may vary by retailer.



GUTS · GLORY  **RAM**

RAMTRUCK.CA/OFFERS

Wise customers read the fine print: •, *, ∞, †, § The 2013 Ram Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after January 8, 2013. Offers subject to change and may be extended without notice. All pricing includes freight (\$1,500–\$1,595), air tax (if applicable), tire levy and OMVIC fee. Pricing excludes licence, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailer may sell for less. •\$26,495 Purchase Price applies to the new 2013 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) only and includes \$9,250 Consumer Cash Discount. *Consumer Cash Discounts are offered on select 2013 vehicles and are deducted from the

negotiated price before taxes. †4.49% purchase financing for up to 96 months available on the new 2013 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) model to qualified customers on approved credit through Royal Bank of Canada, Scotiabank, TD Auto Finance and Ally Credit Canada. Retailer order/trade may be necessary. Retailer may sell for less. See your retailer for complete details. Example: 2013 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) with a Purchase Price of \$26,495 (including Consumer Cash Discount) financed at 4.49% over 96 months with \$0 down payment, equals 208 bi-weekly payments of \$152 with a cost of borrowing of \$5,092 and a total obligation of \$31,586.78. §2013 Ram 1500 Crew Cab Laramie 4x4 with optional equipment shown. Price including applicable Consumer Cash Discount: \$38,755. ‡Based on *Automotive News* classification and 2013 Ram 1500 3.6 L V6 4x2 and 8-speed transmission, 11.4 L/100 km (25 MPG) City and 7.8 L/100 km (36 MPG) Highway. Based on 2013 EnerGuide fuel consumption guide ratings published by Natural Resources Canada. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors. Ask your retailer for complete EnerGuide information. ΩBased on 2012 *Automotive News* full-size pickup segmentation and competitive information. ™The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.

((SiriusXM))

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CARAVAN KIDS
PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

