

THE FIRST BIG DEAL EVENT



Starting From Price for
2015 Ram 1500 Laramie Crew Cab
shown: \$44,890¹

TOTAL DISCOUNTS UP TO
\$8,500^o

INCLUDES **\$1,500 BONUS CASH¹** IF YOU ARE A LICENSED TRADESMAN OR IF YOU CURRENTLY OWN ANY PICKUP TRUCK

2015 RAM 1500 QUAD CAB SXT 4X4

\$160 BI-WEEKLY FINANCING¹ @ **3.99%** FOR 96 MONTHS WITH \$0 DOWN

2015 RAM 1500 CREW CAB SXT 4X4

\$179 BI-WEEKLY FINANCING¹ @ **3.99%** FOR 96 MONTHS WITH \$0 DOWN



Starting From Price
for 2015 Jeep Cherokee Limited shown: \$32,490¹

2015 JEEP CHEROKEE SPORT
BEST-IN-CLASS CAPABILITY[™]

\$24,495

PURCHASE PRICE INCLUDES
FREIGHT, A/C CHARGE, TIRE
LEVY AND OMVIC FEE. TAXES
EXCLUDED. OTHER RETAILER
CHARGES MAY APPLY.²

AVAILABLE
0% FINANCING¹
AND GET FOR 36 MONTHS



AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA
2014 JEEP CHEROKEE
BEST NEW SUV
(UNDER \$35,000)
2014 JEEP CHEROKEE
CANADIAN UTILITY
VEHICLE OF THE YEAR

2015 DODGE GRAND CARAVAN CANADA VALUE PACKAGE
CANADA'S BEST-SELLING MINIVAN FOR MORE THAN 31 YEARS

\$19,995

PURCHASE PRICE INCLUDES
\$8,100 CONSUMER CASH²
FREIGHT, A/C CHARGE, TIRE
LEVY AND OMVIC FEE. TAXES
EXCLUDED. OTHER RETAILER
CHARGES MAY APPLY.²

OR
CHOOSE

\$112 @ **3.99%**
BI-WEEKLY FINANCING¹ FOR 96 MONTHS WITH \$0 DOWN



Starting From Price for
2015 Dodge Grand Caravan SXT Premium Plus shown: \$35,690¹



Starting From Price for
2015 Chrysler 200 C shown: \$29,790¹

THE ALL-NEW 2015 CHRYSLER 200 LX
MOST AFFORDABLE MID-SIZE CAR IN CANADA³

\$19,995

PURCHASE PRICE INCLUDES \$3,500 CONSUMER CASH²; FREIGHT, A/C CHARGE, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.²

OR
CHOOSE

\$112 BI-WEEKLY FINANCING¹
@ **3.99%** FOR 96 MONTHS WITH \$0 DOWN

STEP UP TO THE 200
LIMITED FOR ONLY

\$12 MORE BI-WEEKLY



(With optional forward collision warning.)

2015 DODGE JOURNEY CANADA VALUE PACKAGE
CANADA'S FAVOURITE CROSSOVER⁴

\$19,995

PURCHASE PRICE INCLUDES
\$2,000 CONSUMER CASH²
FREIGHT, A/C CHARGE, TIRE
LEVY AND OMVIC FEE. TAXES
EXCLUDED. OTHER RETAILER
CHARGES MAY APPLY.²

OR
CHOOSE

\$112 @ **3.99%**
BI-WEEKLY FINANCING¹ FOR 96 MONTHS WITH \$0 DOWN



Starting From Price for
2015 Dodge Journey Crossover shown: \$31,785¹

¹Your 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.



REBUILDING YOUR CREDIT?
NON-PRIME RATES FROM ONLY 6.99% OAC⁵



Wise customers read the fine print: ^o = \$, ¹ = \$, ² = \$, ³ = \$, ⁴ = \$, ⁵ = \$ The First Big Deal Sales 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 3, 2015. Offers subject to change and may be extended without notice. All pricing includes freight (\$1,695), air-conditioning charge (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. Financing and lease offers available to qualified customers on approved credit. Retailer order/trade may be necessary. Retailer may sell for less. ^o\$8,500 in Total Discounts is available on the new 2015 Ram 1500 Quad Cab SXT 4x4 model and consists of \$7,000 Consumer Cash Discount and \$1,500 in Ram Truck Loyalty/Conquest Bonus Cash. See your retailer for complete details. ¹\$1,500 Ram Truck Loyalty/Conquest/Skilled Trades Bonus Cash is available on the retail purchase/lease of 2014/2015 Ram 1500 (excludes Regular Cab), 2014 Ram 2500/3500, 2014 Ram ProMaster or 2014 Ram Cargo Van and is deducted from the negotiated price after taxes. Eligible customers include: 1. Current owners/lessees of a Dodge or Ram Pickup Truck or Large Van or any other manufacturer's Pickup Truck or Large Van. The vehicle must have been owned/leased by the eligible customer and registered in their name on or before January 1, 2015. Proof of ownership/lease agreement will be required. 2. Customers who are skilled tradesmen or are acquiring a skilled trade. This includes Licensed Tradesmen, Certified Journeymen or customers who have completed an Apprenticeship Certification. A copy of the Trade Licence/Certification required. 3. Customers who are Baumeier Approved service providers. Proof of membership is required. Limit one \$1,500 bonus cash offer per eligible truck transaction. Some conditions apply. See your retailer for complete details. ³3.99% purchase financing for up to 96 months available on new select models through RBC, Scotiabank and TD Auto Finance. Retailer order/trade may be necessary. Examples: 2015 Ram 1500 Quad Cab SXT 4x4 (25A+AGR)/2015 Ram 1500 Crew Cab SXT 4x4 (25A+AGR+XFH)/2015 Dodge Grand Caravan Canada Value Package/2015 Chrysler 200 LX/2015 Dodge Journey Canada Value Package with a Purchase Price of \$28,447/\$31,914/\$19,995/\$19,995/\$19,995, with a \$0 down payment, financed at 3.99% for 96 months equals 208 bi-weekly payments of \$160/\$179/\$112/\$112/\$112 with a cost of borrowing of \$4,828/\$5,417/\$3,394/\$3,394/\$3,394 and a total obligation of \$33,275.14/\$37,330.57/\$23,388.63/\$23,388.63/\$23,388.63. ⁴10% purchase financing for up to 36 months available on new 2015 Jeep Cherokee models to qualified customers on approved credit through RBC, Scotiabank and TD Auto Finance. Retailer order/trade may be necessary. Example: 2015 Jeep Cherokee Sport 4x2 (24A) with a Purchase Price of \$24,495 with a \$0 down payment, financed at 0% for 36 months equals 78 bi-weekly payments of \$314 with a cost of borrowing of \$0 and a total obligation of \$24,495. ⁵Consumer Cash Discounts are deducted from the negotiated price before taxes. ⁶Non-prime financing available on approved credit. Financing example: 2015 Dodge Grand Caravan Canada Value Package with a Purchase Price of \$19,995 financed at 6.99% over 84 months, equals 182 bi-weekly payments of \$139 for a total finance obligation of \$25,341.15. Some conditions apply. See your retailer for complete details. ⁷Starting From Prices for vehicles shown include Consumer Cash Discounts and do not include upgrades (e.g., paint). Upgrades available for additional cost. ⁸Based on 2014 Ward's Middle Cross Utility segmentation. ⁹Based on 2014 Ward's Lower Middle Sedan segmentation. Based on MSRP of base models. Excludes other vehicles designed and manufactured by Chrysler Group LLC. ¹⁰Based on IHS Automotive: Polk Canadian Vehicles in Operation data available as of July, 2014 for Crossover Segments as defined by Chrysler Canada Inc. ¹¹The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc. ¹²Jeep is a registered trademark of FCA US LLC used under license by Chrysler Canada Inc.

