

Wise customers read the fine print: * - †. † Loyalty Rewards Event offers apply to retail deliveries of selected new and unused models purchased between February 2nd and March 1st, 2010 from participating retailers. Retailer order/trade may be necessary. Offers subject to change without notice. See participating retailer for complete details and conditions. † Your local retailer may charge additional fees for administration/pre-delivery that can range from \$0 to \$1,099 and anti-theft/safety products that can range from \$0 to \$1,299. Charges may vary by retailer. See local retailer for complete pricing information. † \$27,999 Purchase Price applies to 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes \$6,250 Consumer Cash Discount and \$1,000 Bonus Cash Offer. See participating retailer for complete details. Price includes freight (\$1,400), air tax, tire levy, OMVIC fee. Price excludes licence, insurance, registration, any retailer administration fees, other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. † Bonus Cash offer includes Loyalty Bonus Cash, Conquest Bonus Cash and Conquest Bonus Cash. Loyalty Bonus Cash is available to customers who currently own a Chrysler, Jeep, Dodge, Ram, Plymouth or Eagle vehicle and who purchase or lease a new 2009/2010 Chrysler, Jeep, Dodge vehicle (excluding 2009/2010 Dodge Challenger and 2010 Dodge Caliber SE/CVP). Some conditions apply. Conquest Bonus Cash varies from \$500-\$1,000 depending on vehicle purchased/leased. Conquest Bonus Cash applies to customers who currently own a competitive minivan and who purchase/lease a new 2009/2010 Dodge Grand Caravan or Journey or Chrysler Town & Country model or customers who currently own a competitive pickup truck and who purchase/lease a new 2009/2010 Ram 1500 or Ram HD model. Some conditions apply. Conquest Bonus Cash varies from \$500-\$1,000 depending on vehicle purchased/leased. Bonus Cash is a manufacturer-to-retailer incentive which will be deducted from the negotiated price after taxes. See your retailer for complete details. † 10% purchase financing for 36 months available to qualified customers on approved credit through Royal Bank of Canada, Scotiabank, TD Financing Services and GMAC on most 2010 Chrysler, Jeep, Dodge and Ram models, except Challenger, Callier Canada Value Package and Cargo Van, Sprinter and Ram Chassis Cab. Example: 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of \$27,999 financed at 0% for 36 months equals monthly payments of \$77.75; cost of borrowing of \$0 and a total obligation of \$27,999. Price includes freight (\$1,400), air tax, tire levy, OMVIC fee. Price excludes licence, insurance, registration, any retailer administration fees, other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. † Variable Prime Rate up to 84 months is offered on most new 2010 vehicles on approved credit to qualified retail customers through TD Financing Services. Biweekly payments shown are based on 84 month terms. Variable rate is TD Prime Rate and fluctuates accordingly. Payments and financing term may increase or decrease with rate fluctuations. Offer not valid for residents of New Brunswick, Newfoundland and Labrador, Yukon, Northwest and NWT. Some conditions apply. † Ram 1500 offers the most powerful V6 under 6.0 litres in its class. † Based on U.S. National Highway Traffic Safety Administration (NHTSA) scoring system for 2010 model year Ram 1500. † SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc. † Jeep is a registered trademark of Chrysler Group LLC.



Jeep

DODGE



YOU DESERVE THE BEST, CANADA

CRAFTSMANSHIP AND TECHNOLOGY THAT WILL MAKE YOU FORGET YOU'RE IN A TRUCK. UNTIL YOU PUT YOUR FOOT DOWN.

SAVE AN EXTRA **\$1,000*** IF YOU OWN A **TOYOTA, GM, FORD** OR ANY OTHER COMPETITIVE PICKUP, OR IF YOU'RE A CURRENT OWNER OF A CHRYSLER, JEEP, DODGE OR RAM VEHICLE.

Canada's Most Powerful Light Duty Pickup.*

5 STAR SAFETY



NHTSA 5 Star Frontal Impact†



2010 RAM 1500 QUAD CAB® SXT 4X4

THE VARIABLE PRIME RATE RAM ADVANTAGE	
RAM 1500 2.25%[‡] Variable Prime Rate for 72 months Amount Financed: \$35,000	FORD F-150 7.99% A.P.R. Financing for 72 months Amount Financed: \$35,000
RAM ADVANTAGE \$6,723[‡] in Potential Savings with 2.25% Variable Prime Rate	

[‡]\$ 6,723 potential savings amount is based on the assumption that the average prime rate during the 72-month financing term will be 2.25%

PURCHASE FOR **\$27,999[†]** PLUS GET **0%[†]** PURCHASE FINANCING FOR 36 MONTHS

INCLUDES \$6,250 CONSUMER CASH* AND \$1,000 LOYALTY/CONQUEST BONUS CASH, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.*

OR CHOOSE **\$166** AT **2.25%[‡]** FOR 84 MONTHS



VISIT YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILER OR DODGE.CA/OFFERS

