YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILERS INVITE YOU TO THEIR

SPRING INTO DRIVE EVENT

5 STAR SAFETY
★★★★★
NHTSA 5 Star Frontal Impact‡

2010 Ram Crew
1500 Laramie shown.¥

CONSUMERS' BEST BUY DIGEST®

$500 BONUS CASH ON MOST 2010 VEHICLES*

PLUS NO-CHARGE OPTIONS OF UP TO $1,000Ω

Canada's Most Powerful Light Duty Pickup Truck¥

2010 RAM 1500 QUAD CAB® SXT 4X4
PURCHASE FOR

$27,999▼

PLUS GET **0%†** PURCHASE FINANCING FOR 36 MONTHS

OR CHOOSE **$166** BI-WEEKLY @ A VARIABLE PRIME RATE OF **2.25%▪** FOR 84 MONTHS

WITH DISCOUNTS UP TO **$7,250♦**

INCLUDES $5,750 CONSUMER CASH♦, $500 BONUS CASH*, $1,000 NO-CHARGE OPTIONSΩ, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.▲

RAM 1500	FORD F-150
2.25%▪	7.99%
Variable Prime Rate for 72 months	A.P.R. Financing for 72 months
Amount Financed: $35,000	Amount Financed: $35,000

The Variable Prime Rate Advantage **$6,723Ω** in Potential Savings with 2.25% Variable Prime Rate

ΩΩ$ 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%

CANADA'S #1 SELLING CROSSOVER√

2010 DODGE JOURNEY SE CANADA VALUE PACKAGE
PURCHASE FOR

$19,999▼

PLUS GET **0%†** PURCHASE FINANCING FOR 36 MONTHS

OR CHOOSE **$119** BI-WEEKLY @ A VARIABLE PRIME RATE OF **2.25%▪** FOR 84 MONTHS

WITH DISCOUNTS UP TO **$1,250♦**

PRICE AND PAYMENTS INCLUDE $750 CONSUMER CASH♦, $500 BONUS CASH*, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.▲

5 STAR SAFETY
★★★★★
NHTSA 5 Star Frontal and Side Impact‡

HWY: 7.9L/100 KM (36 MPG)△
CITY: 11.0L/100 KM (26 MPG)△

INSURANCE INSTITUTE FOR HIGHWAY SAFETY
TOP SAFETY PICK 2010

**2010 JOURNEY SE SHOWN.

www.dodge.ca/offers

THIS SPECIAL EVENT ENDS **MARCH 31**

CHRYSLER Jeep® DODGE RAM

Wise customers read the fine print: ▼,Ω, *, ♦, †, ▪ Spring Into Drive Event offers apply to retail deliveries of selected new and unused models purchased between March 2nd and March 31st, 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 $1,098 and anti-theft/safety products that can range from $0 to $1,298. 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 $5,750 Consumer Cash Discount, $500 Bonus Cash Offer and $1,000 No-Charge Options. $19,999 Purchase Price applies to 2010 Dodge Journey SE Canada Value Package (22F) only and includes $750 Consumer Cash Discount and $500 Bonus Cash Offer. See participating retailer for complete details. Prices include freight ($1,400), air tax, tire levy, OMVIC fee. Prices exclude licence, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. Ω**No-Charge Option Discounts** are available on all new and unused 2010 Jeep Wrangler/Wrangler Unlimited, Jeep Liberty and Ram 1500 models (except regular cab 4x2 models). No-Charge Option Discounts will be deducted from the price of eligible options/upgrades before taxes. Any unused portion of this discount will not be refunded and may not be banked for future use. *Bonus Cash is offered on all new and unused 2010 vehicles except Dodge Challenger, Dodge Caliber CVP and Caliber SE PLUS and Sprinter models. Bonus Cash is a manufacturer-to-retailer incentive which will be deducted from the negotiated price after taxes. See your retailer for complete details. ♦2010 Dodge Journey SE shown. Price including applicable Consumer Cash Discount/Bonus Cash Offer: $19,999. Price excludes freight ($1,400), licence, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. ♦Consumer Cash Discounts are offered on most new 2009/2010 vehicles and are manufacturer-to-retailer incentives, which are deducted from the negotiated price before taxes. Amounts vary by vehicle. See your retailer for complete details. †0% 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, Caliber Canada Value Package and SE Plus, Grand Caravan Canada Value Package and Cargo Van, Sprinter and Ram Chassis Cab. Examples: Ram 1500 Quad Cab SXT 4x4 (24A+AGR)/2010 Dodge Journey (22F) with a Purchase Price of $27,999/$19,999 financed at 0% for 36 months equals monthly payments of $777.75/$555.53; cost of borrowing of $0 and a total obligation of $27,999/$19,999. Prices include freight ($1,400), air tax, tire levy, OMVIC fee. Prices exclude licence, insurance, registration, any retailer administration fees, other retailer charges and 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. Bi-weekly 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, Nunavut and NWT. Some conditions apply. See participating retailer for complete details. ¥Ram 1500 offers the most powerful V8 under 6.0 litres in its class. ΔBased on 2010 EnerGuide Fuel Consumption Guide ratings published by Natural Resources Canada. Transport Canada test methods used. Your actual fuel consumption may vary. ‡Based on U.S. National Highway Traffic Safety Administration (NHTSA) scoring system for 2010 model year Dodge Grand Caravan and Journey and Ram 1500. √Based on January through December 2009 R.L. Polk sales total registrations. ¥¥2010 Ram Crew 1500 Laramie with optional equipment shown has a higher price than the 2010 Ram 1500 Quad Cab SXT 4x4 advertised. See your retailer or go to www.dodge.ca for complete details. ®SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc. ®Jeep is a registered trademark of Chrysler Group LLC. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under license.

DODGE Caravan Kids — PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

SIRIUS SATELLITE RADIO