2010 Ram Crew 1500 Laramie shown§.

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

CONSUMERS BEST BUY DIGEST

2010 RAM 1500 QUAD CAB® SXT 4X4

PURCHASE FOR

$27,999•

INCLUDES $5,750 CONSUMER CASH*, $500 BONUS CASH, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY+.**

Canada's Most Powerful Light Duty Pickup◊

• 310 hp 4.7L Flex Fuel V8 engine • 5-speed automatic transmission • Electric shift-on-the-fly, part-time 4WD • Electronic Stability Program (ESP™) with Hill Start Assist, Roll Mitigation, Trailer Sway Control and Brake Assist • 17-inch chrome-clad steel wheels • Bright front and rear bumpers • Air conditioning • Power, heated, foldaway mirrors • Side-curtain air bags • Speed control • Power front windows and locks • 4-wheel disc brakes with ABS • SIRIUS® Satellite Radio

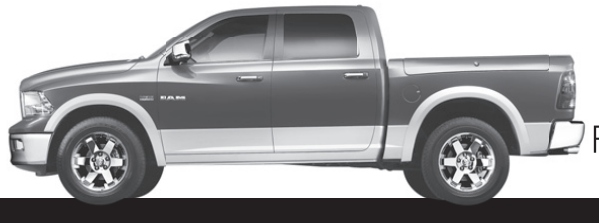
PLUS GET

0%† PURCHASE FINANCING FOR 36 MONTHS

OR CHOOSE

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

+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.



FOR THE HAUL OF FAME.

WHY CANADA DRIVES RAM.

CHRYSLER Jeep® DODGE RAM

VISIT YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILER.

Ramtruck.ca

Wise customers read the fine print: •, *, **, †, § Why Canada Drives Event offers apply to retail deliveries of selected new and unused models purchased between May 1 and May 31, 2010 from participating retailers. Retailer order/trade may be necessary. Offers subject to change without notice. See participating retailer for complete details and conditions. •$27,999 Purchase Price applies to 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes $5,750 Consumer Cash Discount and $500 Bonus Cash Offer. See participating retailer for complete details. Price includes freight ($1,400), air tax, tire levy and OMVIC fee. Price excludes 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. **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. †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. Example: 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 $777.75; cost of borrowing of $0 and a total obligation of $27,999. Price includes freight ($1,400), air tax, tire levy and OMVIC fee. Price excludes 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 and financing term may increase or decrease with rate fluctuations. Offer not valid for residents of New Brunswick, Newfoundland and Labrador, Yukon, Nunavut and Northwest Territories. Some conditions apply. See participating retailer for complete details. ◊Ram 1500 offers the most powerful V8 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. §2010 Ram Crew 1500 Laramie with optional equipment shown. Price including applicable Consumer Cash Discount/Bonus Cash Offer: $41,240. Price includes freight ($1,400), air tax, tire levy and OMVIC fee. Price excludes 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. 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.

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PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

SIRIUS SATELLITE RADIO