CANADA'S **hottest** model event

IF YOU WANT A HOT MODEL, IT'S TIME TO STEP UP.

2010 Dodge Ram 1500 Crew Cab Laramie shown.§

2010 RAM 1500 QUAD CAB SXT 4X4

CANADA'S FASTEST GROWING CHOICE OF LIGHT DUTY PICKUP°

PURCHASE FOR

$25,999•

INCLUDES $8,250 CONSUMER CASH,* $500 DEALER PERFORMANCE CASH,** FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.+

PLUS GET **0%†** PURCHASE FINANCING for 36 months

OR CHOOSE

$157 BI-WEEKLY @ A VARIABLE PRIME RATE OF **2.75%±** FOR 84 MONTHS

STEP UP FOR ONLY **$34** MORE BI-WEEKLY

2010 RAM 1500 SLT

- 5.7L HEMI® V8 with MDS and VVT, and 390 hp • Tire Pressure Monitoring display • Vehicle Information Centre with trip computer/temperature/compass • Remote Keyless Entry
- 20" Aluminum chrome-clad wheels • Class IV receiver hitch
- Uconnect phone with voice command

NO CHARGE HEMI® ENGINE

2010 Ram 3500 Crew Cab Laramie 4x2 shown.

2010 RAM HEAVY DUTY

- 350 hp @ 3,000 rpm • Up to 650 lb-ft @ 1,500 rpm
- Ram is the **only** Heavy Duty Diesel pickup in the market that **does not** require a diesel exhaust fluid (DEF) system to meet stringent 2010 emissions requirements
- Best-In-Class low-end torque
- Class-Exclusive standard integrated exhaust brake
- **Nobody offers a better diesel engine warranty: 5 years/160,000 km**

0%† PURCHASE FINANCING for 36 months

***MOTOR TREND'S* 2010 TRUCK OF THE YEAR**

CASH DISCOUNTS OF UP TO $8,750

+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.

CHRYSLER Jeep DODGE RAM

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DODGE CARAVAN KIDS PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

SIRIUS SATELLITE RADIO

Wise customers read the fine print: •, *, **, †, ±, § Canada's Hottest Model Event offers apply to retail deliveries of selected new and unused models purchased between July 21, 2010 and August 3, 2010 from participating retailers. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailer for complete details and conditions. •$25,999 Purchase Price applies to 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes $8,250 Consumer Cash Discount and $500 Dealer Performance Cash. See participating retailer for complete details. Pricing includes freight ($1,400), air tax, 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. 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. **Dealer Performance Cash Discounts are offered on 2010 Ram 1500 Quad Cab SXT 4x4 and are manufacturer-to-retailer incentives, which are deducted from the negotiated price before 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: 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of $25,999 financed at 0% for 36 months equals monthly payments of $722.19; cost of borrowing of $0 and a total obligation of $25,999. Pricing includes freight ($1,400), air tax, 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. Retailers may sell for less. ±Variable Prime Rate financing up to 84 months is offered on approved credit on most new 2010 vehicles to qualified retail customers through TD Financing Services and Royal Bank of Canada. Bi-weekly payments shown are based on 84 month terms. Variable rate shown is based on TD and RBC Prime Rate and fluctuates accordingly. Payments and financing term may increase or decrease with rate fluctuations. RBC offer not open to residents of Quebec. TD offer is not open to residents of New Brunswick, Newfoundland and Labrador, Yukon, Nunavut and Northwest Territories. Some conditions apply. See participating retailer for complete details. °Based on calendar year to date market share gain. §2010 Dodge Ram 1500 Crew Cab Laramie 4x4 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.