2010 Ram 1500 Crew Cab Laramie shown.§

CANADA'S **hottest** model event

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

2010 RAM 1500 QUAD CAB SXT 4X4

FEATURING OUR BEST DEALS OF THE YEAR

NOW ONLY $24,999•

INCLUDES $8,250 CONSUMER CASH;* $500 DEALER PERFORMANCE CASH;** $1,000 DEALER INCENTIVE;*** FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.+

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

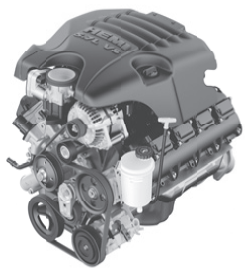
OR CHOOSE

$151 BI-WEEKLY @ A VARIABLE PRIME RATE OF **2.75%±** FOR 84 MONTHS

STEP UP FOR ONLY $27 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 • Class IV receiver hitch



NO CHARGE HEMI® ENGINE

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

VISIT YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILER. RamTruck.ca/Offers

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 August 21, 2010 and August 31, 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. •$24,999 Purchase Price applies to 2010 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes $8,250 Consumer Cash Discount, $500 Dealer Performance Cash and $1,000 Dealer Incentive. Limited quantities available, retailer trade may be required. 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. ***Up to $1,000 Dealer Incentive available on new 2010 Ram 1500 models (excluding 4x2 and Chassis Cab models) at participating retailers only and will be deducted from the negotiated price before taxes. See retailers 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 $24,999 financed at 0% for 36 months equals monthly payments of $694.41; cost of borrowing of $0 and a total obligation of $24,999. 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 Quebec dealers. TD offer is not open to residents of Newfoundland and Labrador, Yukon, Nunavut and Northwest Territories. Some conditions apply. See participating retailer for complete details. §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.