

Wise customers read the fine print: • H.S. The New Fall Colours offers apply to retail deliveries of selected new and unused models purchased between October 1, 2010 and November 1, 2010 from participating retailers. Retailer order/trade-in may be necessary. Offers subject to change and may be extended without notice. See participating retailer for complete details. • \$28,999 purchase price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only. Includes \$6,250 consumer cash, freight, air tax, tire levy and OMVIC fee. Taxes excluded. Other retailer charges may apply. See your retailer for complete details. • Variable Prime Rate financing is offered on most new 2010 and 2011 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 is not open to residents of Newfoundland and Labrador, Yukon, Nunavut and Northwest Territories. Some conditions apply. See participating retailer for complete details. • Customer Choice Financing is available at participating dealerships to qualified retail customers on most new 2010 and 2011 Chrysler, Jeep, Dodge and Ram models except Grand Caravan Cargo Van and Ram Chassis Cab. Vehicles are financed over a 36-, 48- or 60-month term with payments amortized over a term of up to 96 months and the pre-determined residual balance payable at the end of the contract. At contract's end, customers have the choice of returning their vehicle through a Chrysler, Jeep, Dodge, Ram dealership with no further obligations (except payment of a \$199 return fee and excess wear and tear, mileage and similar charges), financing the remaining balance for the rest of the amortization period at then-current standard rates or paying the residual balance in full. Some conditions apply. Customer Choice Financing in Quebec is subject to different terms and conditions. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of \$28,999 financed at 4.99% APR over 60 months with payment amortized over 87 months equals 130 bi-weekly payments for complete details. \$2010 Ram 1500 Crew Cab TRX 4 Off-Road shown has a higher price than the 2011 Ram 1500 Quad Cab SXT 4x4 advertised. Colour shown not available on 2011 model. See your retailer or go to www.dodge.ca for complete details. • Loyalty Bonus Cash is offered on most 2010 and 2011 models, (with the exception of 2010 Dodge Caliber SE, 2010 Jeep Compass and Patriot 4x2, 2010 Jeep Wrangler Sport, 2010 Dodge Journey SE, 2010 Dodge Ram CVP and Cargo Van (C/V), and is deducted from the negotiated price after taxes. Eligible customers include those with Gold Key Lease maturity dates between November 1st and January 3rd, 2011. Some conditions apply. See your retailer for complete details. • Based on calendar year market share gain. • SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc. • Jeep is a registered trademark of Chrysler Group LLC. Customer Choice Financing is a trademark of Chrysler Group LLC.

# THE NEW FALL COLOURS

## INTRODUCING CUSTOMER CHOICE FINANCING.† THE NEW WAY TO OWN A VEHICLE.

### LOW MONTHLY PAYMENTS, AND THE OPTION TO RETURN AFTER 36 MONTHS.



2010 Ram 1500 Crew Cab TRX 4 Off-Road shown.‡

### JUST ANNOUNCED!

## THE NEW 2011 RAM 1500 QUAD CAB SXT 4X4 CANADA'S FASTEST GROWING CHOICE OF LIGHT DUTY PICKUP\*

PURCHASE FOR

# \$28,999\*

OR CHOOSE

INCLUDES \$6,250 CONSUMER CASH†, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.‡

# \$177 BI-WEEKLY

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A VARIABLE PRIME RATE OF

# 3.00%±

FOR 84 MONTHS

## CUSTOMER CHOICE FINANCING

OR CHOOSE

# \$183 BI-WEEKLY @ 4.99%††

FOR 60 MONTHS AND \$0 DOWN

WITH THE OPTION TO RETURN AFTER 60 MONTHS

### STEP UP FOR ONLY \$18 MORE BI-WEEKLY with Customer Choice Financing

- THE NEW 2011 RAM 1500 QUAD CAB SLT 4X4
- Remote Keyless Entry • 17" Aluminum wheels
  - SIRIUS® Satellite Radio (includes one year of service)
  - Temperature and compass gauge
  - Premium interior door trim • Overhead console
  - Power sliding rear window

## NO CHARGE HEMI® ENGINE

+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.

### RETURNING LEASE CUSTOMERS, GET UP TO \$750 LOYALTY CASH\*



VISIT YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILER. [RamTruck.ca/Offers](http://RamTruck.ca/Offers)

