



Wise customers read the fine print. \* \* \* ††. \$ The Drive It to Believe It Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers between March 1, 2011 and March 31, 2011. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailer for complete details and conditions. \*\$25,995 Purchase Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes \$8,750 Consumer Cash Discount. 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 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 2010 and selected 2011 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. †Customer Choice Financing for 36-, 48- and 60-month terms on approved credit through TD Financing Services and Ally Credit Canada is available at participating dealerships to qualified retail customers on most new 2010 Chrysler, Jeep, Dodge and Ram models (except Grand Caravan, Cargo Van and Ram Chassis Cab) and select 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 offers are TD offers. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of \$25,995 financed at 2.99% APR over 60 months with payment amortized over 94 months equals 130 bi-weekly payments of \$143 and one final payment of \$10,165 for a cost of borrowing of \$2,752 and a total obligation of \$28,747.11. Taxes, licence, insurance, registration, excess mileage and wear and tear charges, any retailer administration fees and other applicable fees and charges not included. Retailers may sell for less. See participating retailer for complete details. \$2011 Ram 1500 Crew Cab Sport shown has a higher price than the 2011 Ram 1500 Quad Cab SXT 4x4 advertised. See your retailer or go to www.ramtruck.ca for complete details. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under licence. \*Based on 2010 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 RAM DRIVE IT TO BELIEVE IT EVENT

BUILT FOR REAL WORK. AT VERY WORKABLE PRICES.

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



PURCHASE FOR  
**\$25,995\***

INCLUDES \$8,750 CONSUMER CASH,<sup>†</sup>  
FREIGHT, AIR TAX, TIRE LEVY AND  
OMVIC FEE. TAXES EXCLUDED. OTHER  
RETAILER CHARGES MAY APPLY.\*

2011 Ram 1500 Crew Cab Sport shown.<sup>‡</sup>

**CUSTOMER  
CHOICE FINANCING**

**\$143** @ **2.99%**<sup>††</sup>  
BI-WEEKLY | FOR 60 MONTHS  
AND \$0 DOWN

WITH THE OPTION TO RETURN  
AFTER 60 MONTHS

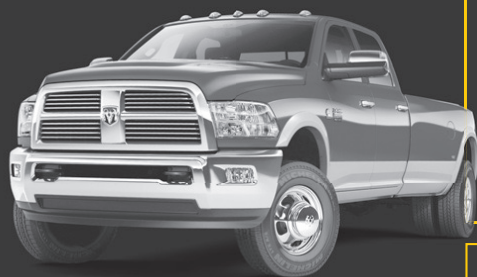
**STEP UP FOR ONLY  
\$13** MORE BI-WEEKLY  
with Customer Choice Financing

**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 gauges
- Premium interior door trim • Overhead console
- Power sliding rear window

**NO CHARGE  
HEMI® ENGINE**

**JUST ANNOUNCED**  
**2011 RAM HEAVY DUTY**  
LEGENDARY CUMMINS® POWER



- Ram is the **only** Heavy Duty Diesel pickup in the market that **does not** require a Diesel Exhaust Fluid (DEF) system to meet stringent Canadian emissions requirements
- 350 hp @ 3,000 rpm • Up to 650 lb-ft of torque
- Class-exclusive 6-speed manual transmission
- **Nobody offers a better diesel engine warranty:**  
5 years/160,000 km



**NO CHARGE  
CUMMINS® TURBO  
DIESEL ENGINE**  
**\$9,345 VALUE**

+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.

RamTruck.ca/Offers

**SCAN  
HERE  
FOR MORE  
GREAT OFFERS**



# CANADA'S NEWEST SHOWROOM

16 ALL-NEW OR COMPLETELY REDESIGNED VEHICLES.

