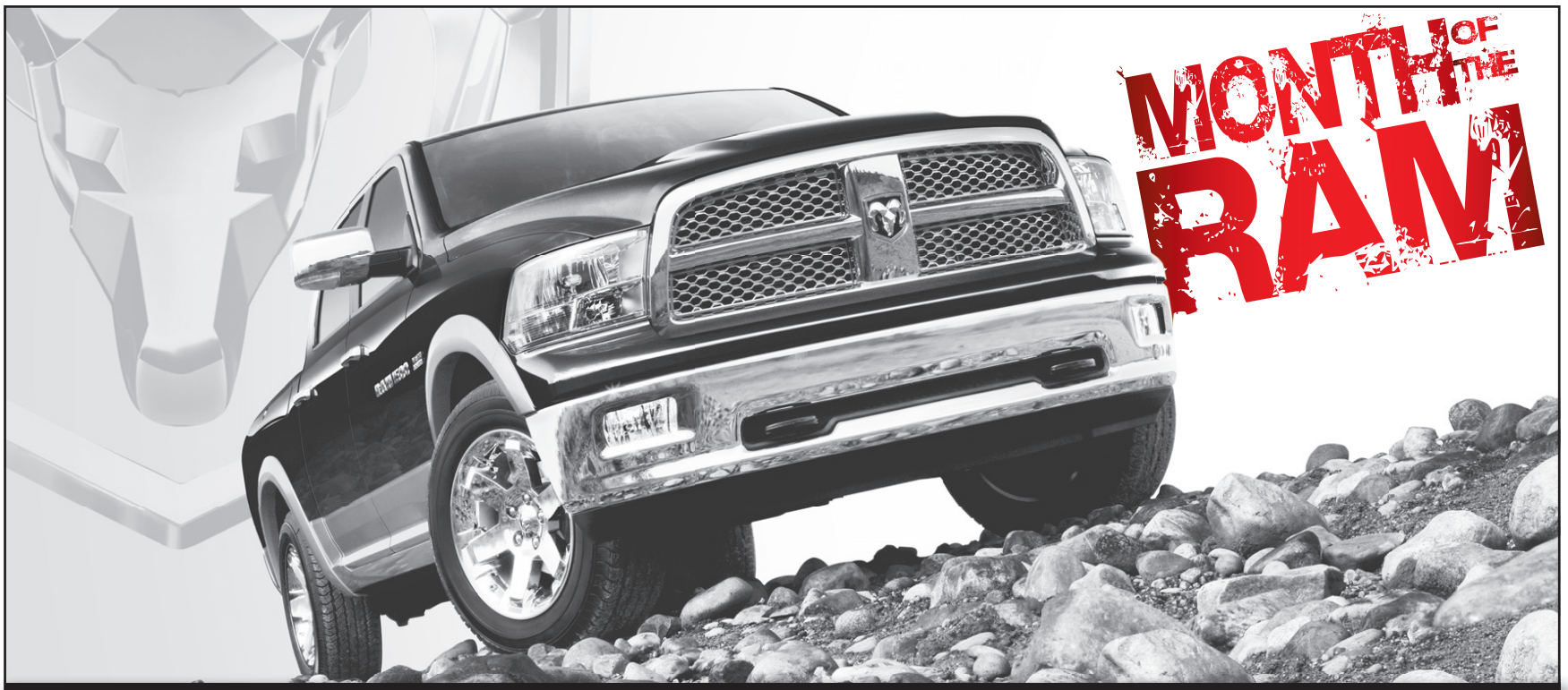

HARD WORK REALLY DOES PAY OFF.

THE NEW 2011 RAM 1500 QUAD CAB SXT 4X4

CANADA'S FASTEST GROWING CHOICE OF LIGHT DUTY PICKUP°

CONSUMERS BEST BUY DIGEST

PURCHASE FOR **$25,995•** INCLUDES $8,750 CONSUMER CASH,* FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.+

2011 Ram 1500 Crew Cab Laramie with optional equipment.§

CUSTOMER CHOICE FINANCING

OR CHOOSE **$119** BI-WEEKLY @ **0.99%††** FOR 36 MONTHS AND $2,099 DOWN

WITH THE OPTION TO RETURN AFTER 36 MONTHS

STEP UP FOR ONLY **$16** MORE BI-WEEKLY with Customer Choice Financing

THE NEW 2011 RAM 1500 QUAD CAB SLT 4X4

- **HEMI® V8 power with V6 fuel economy**
- **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

2011 RAM HEAVY DUTY

CANADA'S #1 SELLING DIESEL PICKUP¥

- **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**

Cummins TURBO DIESEL AVAILABLE

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.

RETURNING LEASE CUSTOMERS, GET $1,500 LOYALTY CASH.*

RamTruck.ca/Offers

MORE POWER. LESS FUEL. GREAT VALUE.

14 VEHICLES WITH 35 MPG HWY OR BETTER

CHRYSLER Jeep DODGE RAM

More Power. Less Fuel. Great Value is a comparison between the entire current Chrysler Canada lineup. Wise customers read the fine print: •, *, †, ††, § The Month of the Ram Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers between June 1 and June 30, 2011. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailers 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 retailers 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 2010 and select 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 select new 2011 Chrysler, Jeep, Dodge and Ram models. The following terms apply to TD Financing Services contracts. **(Different contract terms apply to Ally Credit Canada offers. See your retailer for complete details.)** 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 offered by TD in Quebec is subject to different terms and conditions. All advertised Customer Choice Financing offers are TD offers. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of $25,995 financed at 0.99% APR over 36 months with $2,099 down and payment amortized over 96 months equals 78 bi-weekly payments of $119 and one final payment of $15,200 for a cost of borrowing of $585 and a total obligation of $26,579.80. 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 retailers for complete details. §2011 Ram 1500 Crew Cab Laramie with optional equipment. Price including applicable Consumer Cash Discount: $39,770. 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. See bottom of the ad for range of potential retailer fees. Retailer order/trade may be necessary. Retailers may sell for less. ∞Loyalty Bonus Cash is available at participating retailers to eligible retail customers on the purchase/lease by June 30, 2011 of a new 2010/2011 Chrysler, Jeep, Dodge, Ram model (with the exception of 2010/2011 Ram 1500 Regular Cab and Ram Cab & Chassis Cab 4x2 and 4x4, 2010/2011 Dodge Caliber SE, 2010 Jeep Compass and Patriot 4x2 and 4x4, 2011 Jeep Compass and Patriot Sport 4x2 and Sport 4x4, 2010/2011 Dodge Grand Caravan CVP and Cargo Van (C/V) and 2012 FIAT 500) and is deducted from the negotiated price after taxes. Eligible customers include those who had entered into a new Chrysler, Jeep, Dodge, Ram vehicle FinanciaLinx or Gold Key Lease with a maturity date from June 1, 2011 forward. Some conditions apply. See your retailer for complete details. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under licence. ¥Based on Polk sales total registrations for 2010 and 2011 (January through March). °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.

SIRIUS SATELLITE RADIO

DODGE CARAVAN KIDS

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