SIRIUS SATELLITE RADIO
DODGE caravan Kids

THE POWER TO PULL
MEETS THE POWER TO SAVE.

V8 POWER. V6 FUEL ECONOMY.¥

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

PURCHASE FOR
$25,995•

2011 Ram 1500 Crew Cab Laramie with optional equipment shown.§

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

CONSUMERS BEST BUY DIGEST

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
- 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

RAM FACTS
- More pickup owners are switching to Ram 1500 than to any other pickup≠
- Canada's Fastest Growing Choice of Light Duty Pickup°
- Most Awarded Ram Truck Ever
- Winner of Consumers Digest 2011 Best Buy Award
- Winner of *Automobile Magazine* "All Star" award 2 years in a row (2010 and 2011)
- HEMI® engine is a 6-time winner of *Ward's* Automotive "10 Best Engines"
- HEMI® V8 FuelSaver MDS technology seamlessly transforms the powerful HEMI® V8 to a fuel-saving four cylinder
- Available Class-Exclusive RamBox® Cargo Management System◊
- Available Class-Exclusive in-floor storage bins◊
- 5 Year/100,000 km Powertrain Warranty

COMPARE WITH THE COMPETITION

	RAM 1500 QUAD CAB SXT 4X4	CHEVROLET SILVERADO 1500 Cheyenne Edition Extended Cab 4X4	FORD F150 STX SuperCab 4X4
V8 ENGINE	✔	✔	✘
EXT. CAB WITH 4 FULL-SIZE DOORS	✔	✘	✘
SIRIUS® SATELLITE RADIO (1 YEAR NO-CHARGE SUBSCRIPTION)	✔	✘	✘
REAR STABILIZER BAR	✔	✘	✘
HD ENGINE COOLING	✔	✘	✘
LINK COIL REAR SUSPENSION	✔	✘	✘
POWER WINDOWS AND LOCKS	✔	✔	✘
4 & 7-PIN TRAILER TOW WIRING HARNESS	✔	✘	✘

RETURNING LEASE CUSTOMERS, GET $3,000 LOYALTY CASH.∞

+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

Wise customers read the fine print: •,*, ††, § The Summer Drive One Home Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after July 6, 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. Pricing includes freight ($1,400), air tax (if applicable), 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. **Taxes on the full negotiated purchase price are payable at the beginning of the contract term resulting in higher payments than payments taxed on a periodic basis and are not reflected in advertised payments.** 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 shown. Price including applicable Consumer Cash Discounts: $39,635. Pricing includes freight ($1,400), air tax (if applicable), 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. ≠Loyalty Bonus Cash is available at participating retailers to eligible retail customers on the purchase/lease by August 2, 2011 of a new Chrysler, Jeep, Dodge, Ram vehicle FinancialLinx or Gold Key Lease with a maturity date from July 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 2011 EnerGuide full-size truck V8 to V6 fuel economy comparison. ≠Based on May 2010 – May 2011 Canadian industry light-duty pickup truck owners trading in their pickup for a new pickup truck. °Based on 2011 year-to-date market share gain. ΩBased on *Ward's* Full-Size Pickup Segmentation. ®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.

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