

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 August 3, 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 2011 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 \$99 return fee and excess wear and tear, mileage and similar charges), financing the remaining balance at their current standard rates or paying the residual balance in full. Some conditions apply. 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 payments amortized over 89 months equals 78 bi-weekly payments of \$129 and one final payment of \$14,440 for a cost of borrowing of \$574 and a total obligation of \$26,568.88. Taxes, licence, insurance, registration, any retailer administration fees and other applicable fees and taxes are not included. Retailers may sell for less. • Loyalty Bonus Cash is offered on most new 2011 and 2012 Chrysler, Jeep, Dodge and Ram models (with the exception of 2011/2012 Dodge Caliber Canada Value Package and ST Plus, Grand Caravan Canada Value Package, Grand Caravan Canada Value Package, Journey Canada Value Package, Ram 1500 Reg Cab [4x2 & 4x4], Ram Chassis Cab, Jeep Wrangler 2-door Sport, Patriot Sport [4x2 & 4x4] and Compass Sport [4x2 & 4x4]) and is deducted from the negotiated price after taxes. Eligible customers include those that have entered into a new Chrysler, Jeep, Dodge or Ram vehicle Financial Lease or Gold Key Lease with a maturity date from August 1st, 2011 and 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 license. • Based on 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. • Based 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.

SUMMER DRIVE ONE HOME EVENT



THE POWER TO PULL MEETS THE POWER TO SAVE.

V8 POWER. V6 FUEL ECONOMY.*

THE 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; FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.*



CUSTOMER CHOICE FINANCING

\$129 @ 0.99%††
BI-WEEKLY 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 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 System¹
- Available Class-Exclusive in-floor storage bins²
- 5 Year/100,000 km Powertrain Warranty

COMPARE WITH THE COMPETITION

	RAM 1500 QUAD CAB SXT 4x4	CHRYSLER PT CRUISER 1500 Extended Cab 4x4 Super-cab 4x4	FORD F150 SXT Super-cab 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.

SCAN HERE FOR MORE GREAT OFFERS



RamTruck.ca/Offers

