2012 Ram 1500 Crew Cab Longhorn 4x4 shown.§

MORE PEOPLE ARE SWITCHING TO THE RAM 1500.≠ THIS PRICE MAY HAVE SOMETHING TO DO WITH IT.

CANADA'S LONGEST-LASTING LINE OF PICKUPS»
2012 RAM 1500 REGULAR CAB ST 4X2

$19,995•

PURCHASE PRICE INCLUDES $7,500 CONSUMER CASH,• FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.•

- 3.7 L V6 engine
- Air conditioning
- Media Centre 130 CD/MP3 with six speakers
- 7- and 4-pin trailer wiring harness
- Sentry Key engine immobilizer

2012 Ram 1500 Regular Cab SLT 4x2 shown.§

2012 RAM 1500 QUAD CAB SXT 4X4

5 STAR SAFETY
★★★★★
NHTSA 5 Star for Side Impact‡

$23,595•

CONSUMERS DIGEST BEST BUY

PURCHASE PRICE INCLUDES $9,750 CONSUMER CASH,• $1,500 SAVE THE FREIGHT DISCOUNT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.•

OR CHOOSE

$138 BI-WEEKLY FINANCING† **@ 4.99%** FOR 96 MONTHS WITH $0 DOWN

STEP UP TO THE 2012 RAM 1500 QUAD CAB SLT 4X4

- **HEMI® V8 power with V6 fuel economy◊**
- Remote keyless entry
- 17" aluminum wheels
- SiriusXM™ Satellite Radio (12-month trial subscription to the Sirius Select package)
- Temperature and compass gauges
- Premium interior door trim
- Overhead console
- Power sliding rear window

$13 MORE BI-WEEKLY

SAVE THE FREIGHT❖ WE PICK IT UP. YOU PICK UP $1,500 IN SAVINGS.

+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.

GUTS·GLORY RAM

RamTruck.ca/Offers

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 on or after May 1, 2012. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailers for complete details and conditions. •$19,995 Purchase Price applies to 2012 Ram 1500 Regular Cab ST 4x2 (22A+AGR) only and includes $7,500 Consumer Cash Discount, $23,595 Purchase Price applies to 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) only and includes $9,750 Consumer Cash Discount and $1,500 Save the Freight Discount. Pricing includes freight ($1,500, if applicable), 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. Retailer may sell for less. *Consumer Cash Discounts are offered on select 2012 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. †4.99% purchase financing for up to 96 months available on the 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) model to qualified customers on approved credit through Royal Bank of Canada, Scotiabank, TD Auto Finance and Ally Credit Canada. Retailer order/trade may be necessary. Retailer may sell for less. See your retailer for complete details. Example: 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) with a Purchase Price of $23,595 (including applicable Consumer Cash Discount and $1,500 Save the Freight Discount) financed at 4.99% over 96 months with $0 down payment, equals 208 bi-weekly payments of $138 with a cost of borrowing of $5,070 and a total obligation of $28,665.46. Pricing includes 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. Retailer may sell for less. §2012 Ram 1500 Crew Cab Longhorn 4x4 shown. Price including applicable Consumer Cash Discount and $1,500 Save the Freight Discount: $44,950. 2012 Ram 1500 Regular Cab SLT 4x2 shown. Price including applicable Consumer Cash Discount and $1,500 Save the Freight Discount: $25,445. Pricing includes 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 retailer for details. ≠Based on October 2010 – November 2011 Canadian industry survey of light-duty pickup truck owners trading in their pickup for a new pickup truck. »Longest-lasting based on longevity. Based on R. L. Polk Canada Inc. Canadian Vehicles in Operation data as of July 1, 2010 for model years 1987 – 2011. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under license. ‡Star ratings are part of the U.S. National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). ◊Based on 2012 EnerGuide full-size truck V8 to V6 fuel economy comparison. **The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.

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