

TRADE
IN

TRADE
UP

SUMMER
CLEAROUT
EVENT



2013 Ram 1500 Crew Cab SLT with optional equipment shown.¹

**DON'T JUST TRADE IN.
TRADE UP TO THE
TRUCK OF THE YEAR.**

GET UP TO \$10,750 IN CASH DISCOUNTS²

2013 RAM 1500 QUAD CAB SXT 4X4



**ALL-NEW 2013
RAM 1500**

\$24,995³

PURCHASE PRICE INCLUDES
\$9,250 CONSUMER CASH,*
\$1,500 LOYALTY/CONQUEST
BONUS CASH,⁴ FREIGHT, AIR
TAX, TIRE LEVY AND OMVIC
FEE. TAXES EXCLUDED. OTHER
RETAILER CHARGES MAY APPLY.

STEP UP TO THE 2013 RAM 1500 QUAD CAB SLT 4X4

- Best-in-Class fuel economy⁵
- Only extended cab with four full-size doors
- Class-Exclusive Active Level air suspension (available)⁶
- Class-Exclusive RamBox cargo management system (available)⁶

AND LEASE FOR

\$119 @ 4.99%

BI-WEEKLY*

FOR 60 MONTHS
WITH \$4,559 DOWN

**CANADA'S MOST
FUEL EFFICIENT
FULL-SIZE PICKUP***

**36 MPG
HWY**

**GREAT LEASE
OFFERS**

AVAILABLE

ALSO INCLUDES
AN ADDITIONAL

\$1,500 BONUS CASH^{7,8}

IF YOU ARE A LICENSED TRADESMAN OR IF
YOU CURRENTLY OWN ANY PICKUP TRUCK

*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 Trade In Trade Up 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 11, 2013. Offers subject to change and may be extended without notice. All pricing includes freight (\$1,595 - \$1,695), 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. €\$10,750 in Cash Discounts are available on new 2013 Ram 1500 models (excluding Reg Cab) and consist of \$9,250 in Consumer Cash Discounts and \$1,500 in Ram Truck Loyalty/Conquest Bonus Cash. See your retailer for complete details. •\$24,995 Purchase Price applies to the new 2013 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) only and includes \$9,250 Consumer Cash Discount and \$1,500 Loyalty/Conquest Bonus Cash. *Consumer Cash Discounts are offered on select 2013 vehicles and are deducted from the negotiated price before taxes. +\$1,500 Ram Truck Loyalty/Conquest Bonus Cash is available to qualified customers on the retail purchase/lease of any 2012/2013 Ram 2500/3500 models (excluding Cab & Chassis models) and 2013 Ram 1500 (excludes Reg Cab models) and is deducted from the negotiated price after taxes. Eligible customers include current owners/lessees of a Dodge or Ram pickup truck or any other manufacturer's pickup truck. The vehicle must have been owned/leased by the eligible customer and registered in their name on or before July 1, 2013. Proof of ownership/lease agreement will be required. Additional eligible customers include licensed tradesmen and those working towards Skilled Trade certification. Some conditions apply. See your retailer for complete details. •4.99% lease financing of up to 60 months available on approved credit through WS Leasing Ltd. (a wholly owned subsidiary of Westminster Savings Credit Union) to qualified customers on applicable new 2012, 2013 and 2014 models at participating retailers in Ontario, New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island. Retailer order/trade may be necessary. Retailer may lease for less. See your retailer for complete details. Example: 2013 Ram 1500 Quad Cab SLT (25G+XFH) with a Purchase Price of \$26,374 leased at 4.99% over 60 months with \$4,559 down payment, equals 130 bi-weekly payments of \$119 with a cost of borrowing of \$4,715.50 and a total obligation of \$17,495.40, 22,000 kilometre/year allowance. Charge of \$0.18 per excess kilometre. Some conditions apply. •2013 Ram 1500 Crew Cab SLT with optional equipment shown. Price including applicable Consumer Cash Discount: \$44,785. #Based on *Automotive News* classification and 2013 Ram 1500 3.6 L V6 4x2 and 8-speed transmission. 11.4 L/100 km (25 MPG) City and 7.8 L/100 km (36 MPG) Highway. Based on 2013 EnerGuide fuel consumption guide ratings published by Natural Resources Canada. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors. Ask your retailer for complete EnerGuide information. QBased on 2012 *Automotive News* full-size pickup segmentation and competitive information. ®The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.

((SiriusXM))

**DODGE
CARAVAN KIDS**
PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

