

MOTOR TREND TRUCK OF THE YEAR[®] 2014



**BEST FUEL
ECONOMY OF
ANY FULL-SIZE
TRUCK****



**CANADA'S
LONGEST-LASTING
PICKUP[™]**

THE FIRST EVER BACK-TO-BACK WINNER IN HISTORY.

THE NEW 2014 RAM 1500

GET TOTAL
DISCOUNTS
OF UP TO

\$8,500[€]

— AS GOOD AS —
36 MPG^{Hwy}
7.8L/100 KM

2014 RAM 1500 QUAD CAB SXT 4X4

\$27,795^{*}

PURCHASE PRICE INCLUDES \$8,500 CONSUMER CASH,^{*}
FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES
EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.^{*}

OR

\$189

BI-WEEKLY
LEASE^{*}

@ **4.99%**
FOR 48 MONTHS
WITH \$1,599 DOWN

*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.



2014 Ram 1500 Crew Cab
Laramie Limited (EcoDiesel)
shown. Late availability.⁵

GUTS - GLORY



RAM

RAMTRUCKOFFERS.CA

((SiriusXM))

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

Wise customers read the fine print: € • * ♦ § The Motor Trend Truck of the Year Sales Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after January 7, 2014. Offers subject to change and may be extended without notice. All pricing includes freight (\$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. €\$8,500 in Total Discounts is available on new 2014 Ram 1500 models (excluding Reg Cab) and consists of \$8,500 in Consumer Cash Discounts. •\$27,795 Purchase Price applies to the new 2014 Ram 1500 Quad Cab SXT 4x4 (25A+AGR) only and includes \$8,500 Consumer Cash Discount. *Consumer Cash Discounts are offered on select 2013/2014 vehicles and are deducted from the negotiated price before taxes. ♦4.99% lease financing of up to 48 months available on approved credit on eligible new Ram 1500 models through WS Leasing Ltd. (a wholly owned subsidiary of Westminster Savings Credit Union) to qualified customers 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: 2014 Ram 1500 Quad Cab SXT (25A+AGR) with a Purchase Price of \$27,795 leased at 4.99% over 48 months with \$1,599 down payment, equals 104 bi-weekly payments of \$189 with a cost of borrowing of \$4,292.88 and a total obligation of \$22,237.28. 22,000 kilometre/year allowance. Charge of \$0.18 per excess kilometre. Some conditions apply. \$2014 Ram 1500 Crew Cab Laramie Limited (EcoDiesel) shown. Late availability. #Based on Automotive News classification and 2013/2014 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. **Based on Chrysler Group internal fuel economy ratings. =Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on R. L. Polk Canada, Inc. Canadian Vehicles in Operation data as of November 1, 2013 for model years 1988-2013 for all large pickups sold and available in Canada over the last 25 years. ™The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.