

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

**\$1,500
BONUS CASH***
IF YOU ARE A LICENSED
TRADESMAN OR IF YOU
CURRENTLY OWN ANY
PICKUP TRUCK

GET TOTAL DISCOUNTS OF UP TO
\$10,000€

—AS GOOD AS—
**36 MPG
HWY**
7.8L/100 KM

2014 RAM 1500 QUAD CAB SXT 4x4

\$26,295*

PURCHASE PRICE INCLUDES \$8,500 CONSUMER
CASH; \$1,500 BONUS CASH; FREIGHT, AIR TAX,
TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED.
OTHER RETAILER CHARGES MAY APPLY:

OR
CHOOSE

\$150
BI-WEEKLY
FINANCING†
@ 4.29%
FOR 96 MONTHS
WITH \$0 DOWN

STEP UP TO THE
2014 RAM 1500
QUAD CAB SLT 4x4

\$24
MORE BI-WEEKLY

**PULL-AHEAD
BONUS CASH \$1,000***
PULL-AHEAD INTO A NEW VEHICLE SOONER.
EXCLUSIVE TO OUR EXISTING FINANCE/LEASE CUSTOMERS.

+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.‡

GUTS · GLORY  **RAM**

RAMTRUCKOFFERS.CA

Wise customers read the fine print: *, €, •, †, ‡, Ω, \$ 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 February 1, 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. *\$1,500 Ram Truck Loyalty/Conquest Bonus Cash is available to qualified customers on the retail purchase/lease of any 2013/2014 Ram 2500/3500 models (excluding Cab & Chassis models) and 2014 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 February 1, 2014. 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. €\$10,000 in Total Discounts is available on new 2014 Ram 1500 models (excluding Reg Cab) and consists of \$8,500 in Consumer Cash Discounts and \$1,500 in Bonus Cash. *Consumer Cash Discounts are offered on select 2014 vehicles and are deducted from the negotiated price before taxes. †4.29% purchase financing for up to 96 months available on the new 2014 Ram 1500 Quad Cab SXT 4x4 (25A+AGR) only and includes \$8,500 Consumer Cash Discount and \$1,500 in Bonus Cash. ‡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.

((SiriusXM))

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