

# TRADE IN TRADE UP

SUMMER CLEARANCE EVENT

GET UP TO **\$10,000** IN TOTAL DISCOUNTS



Starting From Price for 2014 Ram 1500 Laramie Limited shown: \$48,785.5

## A NEW RAM MEANS A GREAT DEAL.

**2014 RAM 1500 QUAD CAB SXT 4X4** **\$26,595** | FINANCE FOR **\$150** @ **3.99%**  
BI-WEEKLY\* FOR 96 MONTHS WITH \$0 DOWN

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.\*

**STEP UP TO EVEN MORE VALUE**

**2014 RAM 1500 CREW CAB SXT 4X4 WITH CLASS IV RECEIVER HITCH**

FINANCE FOR **\$170** @ **3.99%**  
BI-WEEKLY\* FOR 96 MONTHS WITH \$0 DOWN



NOW AVAILABLE

**RAM 1500** **ECO DIESEL** WITH UP TO **40 MPG HWY\***  
**BEST FUEL ECONOMY OF ANY PICKUP EVER\*\***

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



**GREAT OFFERS ON A 2014 RAM HEAVY DUTY CANADA'S BEST-SELLING,‡ LONGEST-LASTING DIESEL PICKUP†**

**BEST-IN-CLASS TOWING ≤ 30,000 LB**  
5,300 LB MORE THAN THE CLOSEST COMPETITOR≤

**NO CHARGE CUMMINS TURBO DIESEL ENGINE**  
**\$9,345 VALUE**



\*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.

**RAMTRUCKOFFERS.CA**

**Wise customers read the fine print:** \*, †, ‡ § The Trade In Trade Up Summer Clearance 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, 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. Financing and lease offers available to qualified customers on approved credit. Retailer order/trade may be necessary. Retailer may sell for less. \*Consumer Cash Discounts 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 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 July 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. †3.99% purchase financing for up to 96 months available on new select models through RBC, Scotiabank and TD Auto Finance. Retailer order/trade may be necessary. Examples: 2014 Ram 1500 Quad Cab 4x4 SXT (25A+AGR)/2014 Ram 1500 Crew Cab 4x4 SXT (25A+AGR+XFH) with a Purchase Price of \$26,595/\$30,173, with a \$0 down payment, financed at 3.99% for 96 months equals 208 bi-weekly payments of \$150/\$170 with a cost of borrowing of \$4,514/\$5,121 and a total obligation of \$31,108.81/\$35,294.08. ‡Based on 2014 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. 2014 Ram 1500 4x2 model with 3.0L EcoDiesel V6 and 8-speed automatic – Hwy: 7.1 L/100 km (40 MPG) and City: 10.2 L/100 km (28 MPG). ••With as low as 7.1 L/100 km (40 MPG) highway. †Best-selling based on IHS Automotive: Polk Canadian new vehicle registrations through October 2013 for large diesel pickups under 14,000 lbs GVW. ‡Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2013, for model years 1994-2013 for all large pickups sold and available in Canada over the last 20 years. ≤Based on 3500/350 pickups. When properly equipped. ¶The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.

