

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



**MOTOR  
TREND  
TRUCK  
OF THE YEAR  
2014**

Starting From Price for  
2014 Ram 1500 Sport  
Crew Cab shown: \$36,050\*

## 2014 RAM 1500 QUAD CAB SXT 4X4

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

**\$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 + 1% RATE**  
PULL-AHEAD INTO A NEW VEHICLE SOONER.  
EXCLUSIVE TO OUR EXISTING FINANCE/LEASE CUSTOMERS. ENDS MARCH 31

**36 MPG  
HWY**  
7.8 L/100 KM

**GREAT OFFERS ON A 2013 RAM HEAVY-DUTY**  
CANADA'S BEST-SELLING, LONGEST-LASTING HEAVY-DUTY DIESEL PICKUP\*

**BEST-IN-CLASS TOWING\***  
**30,000 LBS**  
TOWS 3 TONNES MORE THAN THE COMPETITION\*\*

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



\*Your local retailer may charge additional fees for  
administration/pre-delivery that can range from \$0 to  
\$1,050 and anti-theft/safety products that can range  
from \$0 to \$1,298. Charges may vary by retailer.

**GUTS · GLORY**  **RAM**

[RAMTRUCKOFFERS.CA](http://RAMTRUCKOFFERS.CA)

**Wise customers read the fine print:** \*, †, ‡, § The Ram Truck offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after March 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. Financing and lease offers available to qualified customers on approved credit. 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 March 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. \*Consumer Cash Discounts 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 (23A+AGR) models through RBC, Scotiabank and TD Auto Finance. Retailer order/trade may be necessary. Example: 2014 Ram 1500 Quad Cab 4x4 SXT (25A+AGR) with a Purchase Price of \$26,295, with a \$0 down payment, financed at 4.29% for 96 months equals 208 bi-weekly payments of \$150 with a cost of borrowing of \$4,816 and a total obligation of \$31,111.33. ‡ Finance Pull-Ahead Bonus Cash and 1% Rate Reduction are available to eligible customers on the retail purchase/lease of select 2014 Chrysler, Jeep, Dodge, Ram or Fiat models at participating retailers from March 1 to 31, 2014 inclusive. Finance Pull-Ahead Bonus Cash will be deducted from the negotiated price after taxes. 1% Rate Reduction applies on approved credit to most qualifying subvented financing transactions through RBC, TD Auto Finance and Scotiabank. 1% Rate Reduction cannot be used to reduce the final interest rate below 0%. Eligible customers include all original and current owners of select Chrysler, Jeep, Dodge, Ram or Fiat models with an eligible standard/subvented finance or lease contract maturing between January 1, 2014 and December 31, 2016. Trade-in not required. See retailer for complete details and exclusions. § Starting From Prices for vehicles shown include Consumer Cash Discounts and do not include upgrades (e.g., paint). Upgrades available for additional cost. \*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 3.6 L V6 4x2 and 8-speed transmission - Hwy: 7.8 L/100 km (36 MPG) and City: 11.4 L/100 km (25 MPG). Ask your retailer for complete EnerGuide information. † 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 2500/F-250 and 3500/F-350 full-size pickups. ¶ The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.

