



RECOGNITION

RAM 1500's
COMBINATION OF
TOWING, HAULING,
LUXURIOUS INTERIOR
AND UNIMPEACHABLE
FUEL ECONOMY
PUT IT ON TOP

READ MORE AT
RAMFACTS.CA

EFFICIENCY

CANADA'S MOST
FUEL-EFFICIENT
PICKUP EVER**

INNOVATION

CLASS-EXCLUSIVE
ACTIVE-LEVEL™
FOUR-CORNER AIR
SUSPENSION†

DURABILITY

CANADA'S
LONGEST-LASTING
LINE OF PICKUPS‡

GUTS · GLORY



RAM

2015 RAM 1500
MOTOR TREND'S 2015
HALF-TON PICKUP SHOOTOUT
WINNER



Starting From Price for
2015 Ram 1500 Laramie Limited Quad Cab shown: \$50,485†

GET UP TO
\$9,500
IN TOTAL
DISCOUNTS*

2015 RAM 1500
QUAD CAB SXT 4X4

\$27,495

PURCHASE PRICE INCLUDES \$8,000 CONSUMER CASH‡ \$1,500 BONUS CASH‡ FREIGHT, A/C CHARGE, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.

OR FINANCE FOR

\$152 @ 3.49%

BI-WEEKLY FOR 96 MONTHS WITH \$0 DOWN

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

NOW AVAILABLE

RAM 1500

BEST FUEL

ECONOMY OF ANY

PICKUP EVER

MAXIMIZE YOUR VALUE

2015 RAM 1500 CREW CAB SXT 4X4

WITH CLASS IV RECEIVER HITCH
NOW AVAILABLE WITH 6.4-FT BOX

FINANCE FOR **\$171 @ 3.49%**
BI-WEEKLY FOR 96 MONTHS WITH \$0 DOWN



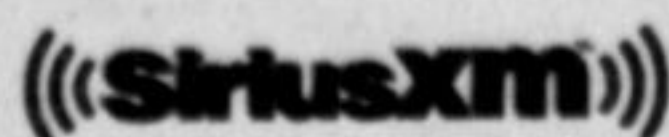
STRETCH OUT IN THE CREW CAB WITH ADDITIONAL LEGROOM

*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.

REBUILDING YOUR CREDIT? NON-PRIME RATES FROM ONLY 4.99% OAC*

RAMTRUCKOFFERS.CA

Wise customers read the fine print: 0, 1, 2, 3, 4. The Ram Truck offers are limited time offers which apply to retail deliveries of selected in-stock new and unused models purchased/leased from participating retailers on or after February 3, 2015. Offers subject to change and may be extended or changed without notice. All pricing includes freight (\$1,695), air conditioning charge (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. \$9,500 in Total Discounts is available on new 2015 Ram 1500 models (excluding Reg Cab) and consists of \$8,000 in Consumer Cash Discounts and \$1,500 in Ram Truck Loyalty/Conquest Bonus Cash. See your retailer for complete details. ‡Consumer Cash Discounts are deducted from the negotiated price before taxes. †\$1,500 Ram Truck Loyalty/Conquest/Skilled Trades Bonus Cash is available on the retail purchase/lease of 2014/2015 Ram 1500 (excludes Regular Cab), 2014 Ram 2500/3500, 2014 Ram ProMaster or 2014 Ram Cargo Van and is deducted from the negotiated price after taxes. Eligible customers include: 1. Current owners/lessees of a Dodge or Ram Pickup Truck or Large Van or any other manufacturer's Pickup Truck or Large Van. The vehicle must have been owned/leased by the eligible customer and registered in their name on or before February 1, 2015. Proof of ownership/lease agreement will be required. 2. Customers who are skilled tradesmen or are acquiring a skilled trade. This includes Licensed Tradesmen, Certified Journeymen or customers who have completed an Apprenticeship Certification. A copy of the Trade Licence/Certification required. 3. Customers who are Baumeier Approved service providers. Proof of membership is required. Limit one \$1,500 bonus cash offer per eligible truck transaction. Some conditions apply. See your retailer for complete details. †3.49% purchase financing for up to 96 months available on select new 2015 models through RBC, Scotiabank and TD Auto Finance. Retailer order/trade may be necessary. Examples: 2015 Ram 1500 Quad Cab 4x4 SXT (25A+AGR)/2015 Ram 1500 Crew Cab 4x4 SXT (25A+AGR+XFH) with a Purchase Price of \$27,495/\$30,914 with a \$0 down payment, financed at 3.49% for 96 months equals 208 bi-weekly payments of \$152/\$171 with a cost of borrowing of \$4,056/\$4,561 and a total obligation of \$31,551/\$35,474.79. ‡Non-prime financing available on approved credit. Financing example: 2015 Ram 1500 Quad 4x4 SXT with a Purchase Price of \$27,495 financed at 4.99% over 84 months, equals 182 bi-weekly payments of \$179 for a total finance obligation of \$32,632.54. †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 Automotive News Full-Size Pickup segmentation. 2015 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. 11.3 L/100 km (25 MPG) city and 8.0 L/100 km (35 MPG) highway on Ram 1500 Quad Cab 4x2 HFE model with 3.0L EcoDiesel V6 and 8-speed automatic. †Based on Automotive News Full-Size Pickup segmentation. ‡Longevity based on entire Ram Pickup lineup compared to competitive pickups. Based on IHS Automotive: Pick Canadian Vehicles in Operation data as of July 1, 2014, for model years 1988-2014 for all large pickups sold and available in Canada over the last 27 years. †The SiriusXM logo is a registered trademark of SiriusXM Satellite Radio Inc.



DODGE
Caravan Kids
PRIDE SPONSOR OF AMERICAN SOCIETY ACROSS CANADA