

Wise customers read the fine print: \* 1. †. ‡. \$ Month of the Ram Sales Event offers apply to retail deliveries of selected new and unregistered Ram models purchased between June 1 and June 30, 2010 from participating retailers. Retailer order/trade may be necessary. Offers subject to change without notice. See participating retailer for complete details and conditions. • \$25,999 Purchase Price applies to 2010 Ram 1500 Quad Cab® SXT 4x4 (24A+AGR) only and includes \$8,250 Consumer Cash, Discount Offer. See participating retailer for complete details. Pricing includes freight (\$1,400), air tax, tire levy and OMVIC fee. Pricing excludes licence, insurance, registration, any retailer administration fees, other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. \*Consumer Cash Discounts are offered on most new 2009/2010 vehicles and are manufacturer-to-retailer incentives, which are deducted from the negotiated price before taxes. Amounts vary by vehicle. See your retailer for complete details. †10% purchase financing for 36 months available to qualified customers on approved credit through Royal Bank of Canada, Scotiabank, TD Financing Services and GMAC on most 2010 Chrysler, Jeep, Dodge and Ram models, except Challenger, Caliber Canada Value Package and SE Plus. Grand Caravan Canada Value Package and Cargo Van, Sprinter and Ram Chassis Cab. Example: 2010 Ram 1500 Quad Cab® SXT 4x4 (24A+AGR) with a Purchase Price of \$25,999 financed at 0% for 36 months equals monthly payments of \$722.19, cost of borrowing of \$0 and a total obligation of \$25,999. Pricing includes freight (\$1,400), air tax, tire levy and OMVIC fee. Pricing excludes licence, insurance, registration, any retailer administration fees, other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. ‡Variable Prime Rate financing up to 84 months is offered on approved credit on most new 2010 vehicles to qualified retail customers through TD Financing Services and Royal Bank of Canada. Bi-weekly payments shown are based on 84 month terms. Variable rate shown is based on TD and RBC Prime Rate and fluctuates accordingly. Payments and financing term may increase or decrease with rate fluctuations. RBC offer not open to residents of Quebec. TD offer is not open to residents of Quebec. †Based on U.S. National Highway Traffic Safety Administration (NHTSA) scoring system for 2010 model year Ram. \*SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc. ®Jeep is a registered trademark of Chrysler Group LLC. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under license.



2010 Ram 1500 Crew Cab SLT shown†

## FIRST WE MADE IT POWERFUL. THEN WE MADE IT MORE AFFORDABLE.

### 2010 RAM 1500 QUAD CAB® SXT 4X4

PURCHASE FOR

**\$25,999\***

INCLUDES \$8,250 CONSUMER CASH; FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.†



5 STAR SAFETY

★★★★★  
NHTSA 5 Star Frontal Impact\*

PLUS GET

**0%**†

OR CHOOSE

PURCHASE FINANCING FOR 36 MONTHS

**\$156** BI-WEEKLY

@

A VARIABLE PRIME RATE OF

**2.50%**‡

FOR 84 MONTHS

### 2010 RAM 2500 CREW CAB® SXT 4X4

SOME HEAVY DUTY SAVINGS ON **MOTOR TREND'S 2010 TRUCK OF THE YEAR.®**



**0%**†

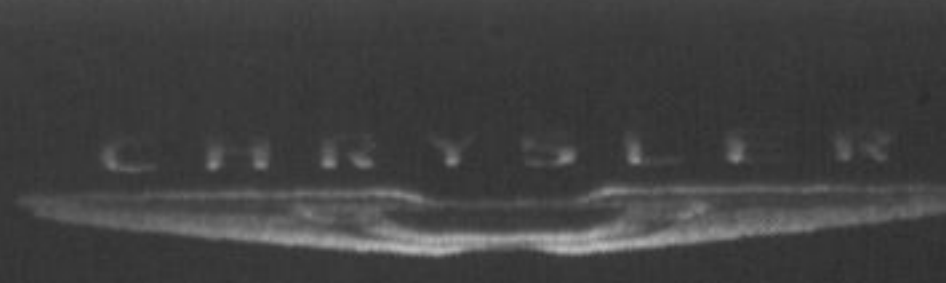
PURCHASE FINANCING FOR 36 MONTHS



**CUMMINS**  
**TURBO DIESEL**  
Available

2010 Ram 3500 Crew Cab Laramie 4x4 shown†

+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.



**Jeep**

**DODGE**



**RAM**

**DODGE**  
**Caravan Kids**

**SIRIUS**  
SATELLITE RADIO

VISIT YOUR NEIGHBOURHOOD CHRYSLER, JEEP®, DODGE, RAM RETAILER.

RamTruck.ca/Offers