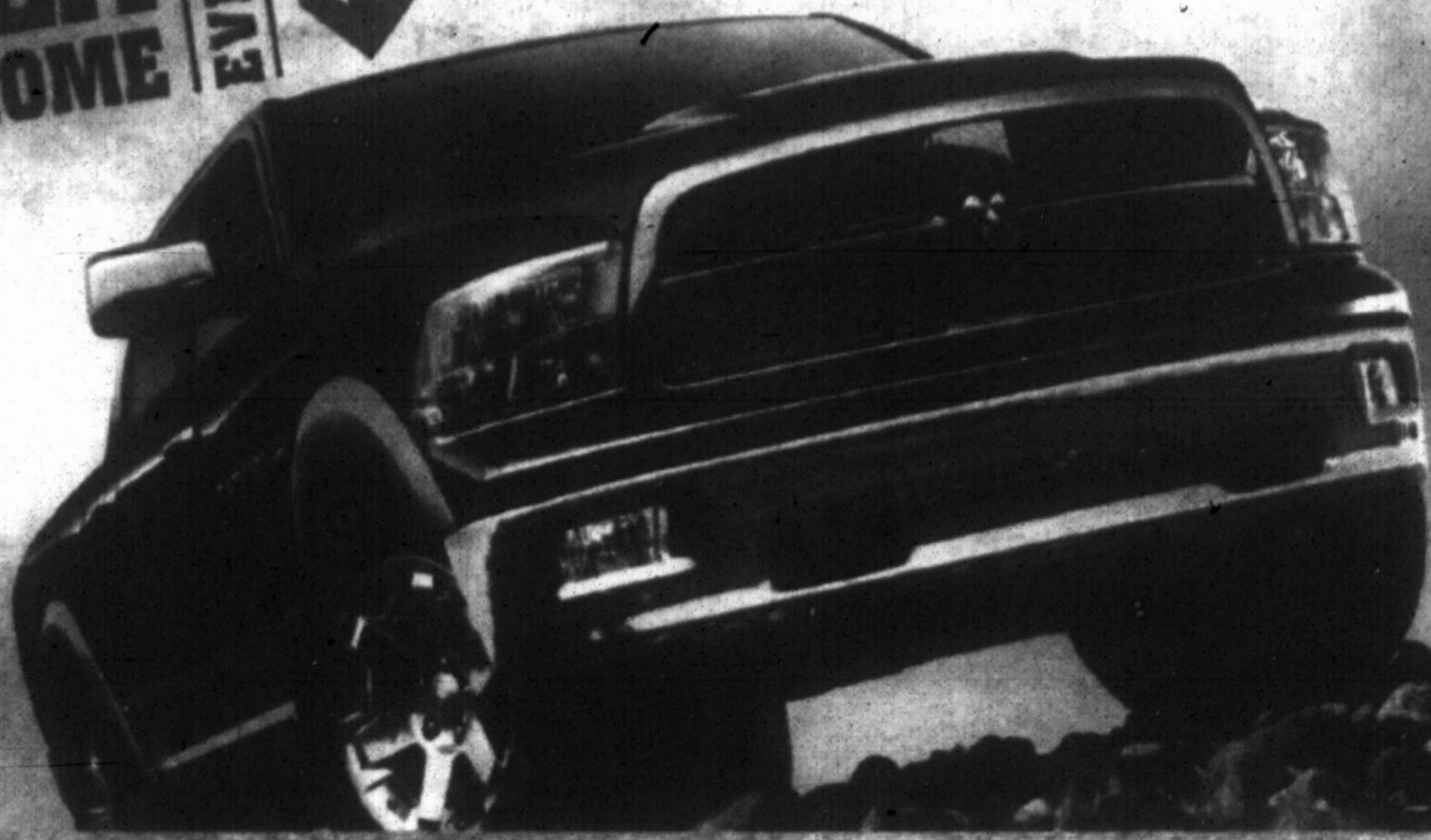


When customers read the fine print: 1. The Summer Drive One Home Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after July 6, 2011. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailer for complete details and conditions. *\$25,995 Purchase Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A-AGR) only and includes \$8,750 Consumer Cash Discount. Pricing includes freight (\$1,400), air tax (if applicable), title and OMVIC fee. Pricing excludes license, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. **Consumer Cash Discounts are offered on most new 2010 and select 2011 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. 11. Customer Choice Financing for 36, 48, and 60-month terms on approved credit through TD Financing Services and Ally Credit Canada is available at participating dealerships to qualified retail customers on select new 2011 Chrysler, Jeep, Dodge and Ram models. Taxes on the full negotiated purchase price are payable at the beginning of the contract term resulting in higher payments than payments based on a periodic basis and are not reflected in advertised payments. The following terms apply to TD Financing Services contracts. (Different contract terms apply to Ally Credit Canada offers. See your retailer for complete details.) Vehicles are financed over a 36, 48, or 60-month term with payments amortized over a term of up to 96 months and the pre-determined residual balance payable at the end of the contract. At contract's end, customers have the choice of returning their vehicle through a Chrysler, Jeep, Dodge, Ram dealership with no further obligations (except payment of a \$199 return fee and access wear and tear, mileage and similar charges), financing the remaining balance for the rest of the amortization period at then-current standard rates or paying the residual balance in full. Some conditions apply to Customer Choice Financing offered by TD in Quebec, is subject to different terms and conditions. All advertised Customer Choice Financing offers are TD offers. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A-AGR) with a Purchase Price of \$25,995 financed at 0.99% APR over 36 months with \$2,099 down and payment amortized over 96 months results in 78 bi-weekly payments of \$119 and one final payment of \$15,200 for a cost of borrowing of \$595 and a total obligation of \$26,579.80. Taxes, license, insurance, registration, access mileage and wear and tear charges, any retailer administration fees and other applicable fees and charges not included. Retailers may sell for less. See participating retailer for complete details. 2011 Ram 1500 Crew Cab Laramie with optional equipment shown. \$30,835. Pricing includes freight (\$1,400), air tax (if applicable), title and OMVIC fee. Pricing excludes license, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. See bottom of the ad for range of optional retailer fees. Retailer order/trade may be necessary. Retailers may sell for less. **Loyalty Bonus Cash is available at participating retailers to eligible retail customers on the purchase/lease by August 2, 2011 of a new 2010/2011 Chrysler, Jeep, Dodge, Ram model (with the exception of 2010/2011 Ram 1500 Regular Cab and Ram Cab & Chassis Cab 4x2 and 4x4, 2011 Jeep Compass and Patriot 4x2 and Sport 4x4, 2010/2011 Jeep Wrangler Sport, 2010/2011 Dodge Journey SE, 2010/2011 Dodge Grand Caravan CVP and Cargo Van (CV) and 2012 Fiat 500) and is deducted from the negotiated price after taxes. Eligible customers include those who have entered into a new Chrysler, Jeep, Dodge, Ram vehicle Financial Lease or Gold Key Lease with a maturity date from July 1, 2011 forward. Some conditions apply. See your retailer for complete details. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC; used under license. *Based on 2011 Chrysler, Jeep, Dodge, Ram vehicle Financial Lease or Gold Key Lease with a maturity date from July 1, 2011 forward. Some conditions apply. See your retailer for complete details. **Based on 2011 year-to-date market share gain. *Based on J.D. Power's 2011 Best Buy award. ©2011 Ram Trucks LLC. All rights reserved. SIRIUS and the logo are registered trademarks of Sirius Satellite Radio Inc. *Jeep is a registered trademark of Chrysler Group LLC. Customer Choice Financing is a trademark of Chrysler Group LLC.

SUMMER DRIVE ONE HOME EVENT



THE POWER TO PULL MEETS THE POWER TO SAVE.

V8 POWER. V6 FUEL ECONOMY.*

THE NEW 2011 RAM 1500 QUAD CAB SXT 4X4 CANADA'S FASTEST GROWING CHOICE OF LIGHT DUTY PICKUP*

PURCHASE FOR
\$25,995*

2011 Ram 1500 Crew Cab Laramie with optional equipment shown.¹

INCLUDES \$8,750 CONSUMER CASH;
FREIGHT, AIR TAX, TIRE LEVY AND
OMVIC FEE. TAXES EXCLUDED. OTHER
RETAILER CHARGES MAY APPLY.



CUSTOMER CHOICE FINANCING

\$119 @ 0.99%¹¹
BI-WEEKLY FOR 36 MONTHS
AND \$2,099 DOWN

WITH THE OPTION TO RETURN
AFTER 36 MONTHS

STEP UP FOR ONLY
\$16¹¹ MORE BI-WEEKLY
with Customer Choice Financing

THE NEW 2011 RAM 1500 QUAD CAB SLT 4X4

- Remote keyless entry • 17" aluminum wheels
- SIRIUS[®] Satellite Radio (includes one year of service)
- Temperature and compass gauges
- Premium interior door trim • Overhead console
- Power sliding rear window

NO CHARGE HEMI[®] ENGINE

RAM FACTS

- More pickup owners are switching to Ram 1500 than to any other pickup¹
- Canada's Fastest Growing Choice of Light Duty Pickup¹
- Most Awarded Ram Truck Ever
- Winner of Consumers Digest 2011 Best Buy Award
- Winner of Automobile Magazine "All Star" award 2 years in a row (2010 and 2011)
- HEMI[®] engine is a 6-time winner of Ward's Automotive "10 Best Engines"
- HEMI[®] V8 FuelSaver MDS technology seamlessly transforms the powerful HEMI[®] V8 to a fuel-saving four cylinder
- Available Class-Exclusive RamBox[®] Cargo Management System²
- Available Class-Exclusive in-floor storage bins³
- 5 Year/100,000 km Powertrain Warranty

COMPARE WITH THE COMPETITION

| | RAM 1500 QUAD CAB SXT 4X4 | RAM 1500 QUAD CAB SLT 4X4 | RAM 1500 QUAD CAB LARAMIE 4X4 |
|---|---------------------------|---------------------------|-------------------------------|
| V8 ENGINE | ✓ | ✓ | ✗ |
| EXT. CAB WITH 4 FULL-SIZE DOORS | ✓ | ✗ | ✗ |
| SIRIUS [®] SATELLITE RADIO (1 YEAR NO-CHARGE SUBS. TRIAL) | ✓ | ✗ | ✗ |
| REAR STABILIZER BAR | ✓ | ✗ | ✗ |
| H/D ENGINE COOLING | ✓ | ✗ | ✗ |
| LINK COIL REAR SUSPENSION | ✓ | ✗ | ✗ |
| POWER WINDOWS AND LOCKS | ✓ | ✓ | ✗ |
| 4 & 7-PIN TRAILER TOW WIRING HARNESS | ✓ | ✗ | ✗ |

RETURNING LEASE CUSTOMERS, GET \$3,000 LOYALTY CASH.⁴

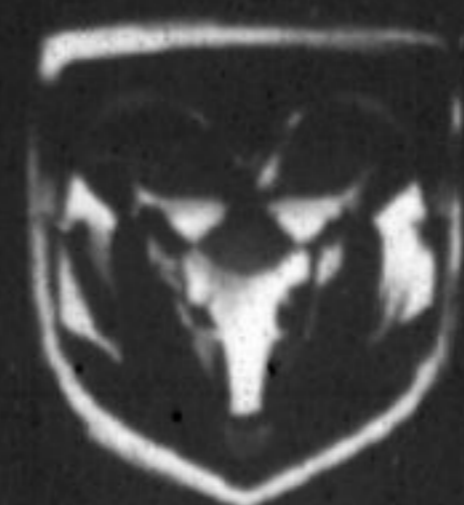
*Your local retailer may charge additional fees for administration/pre-delivery that can range from \$0 to \$1,098 and anti-theft/safety products that can range from \$0 to \$1,298. Charges may vary by retailer.

RamTruck.ca/Offers

SCAN HERE FOR MORE GREAT OFFERS



GUTS · GLORY



RAM