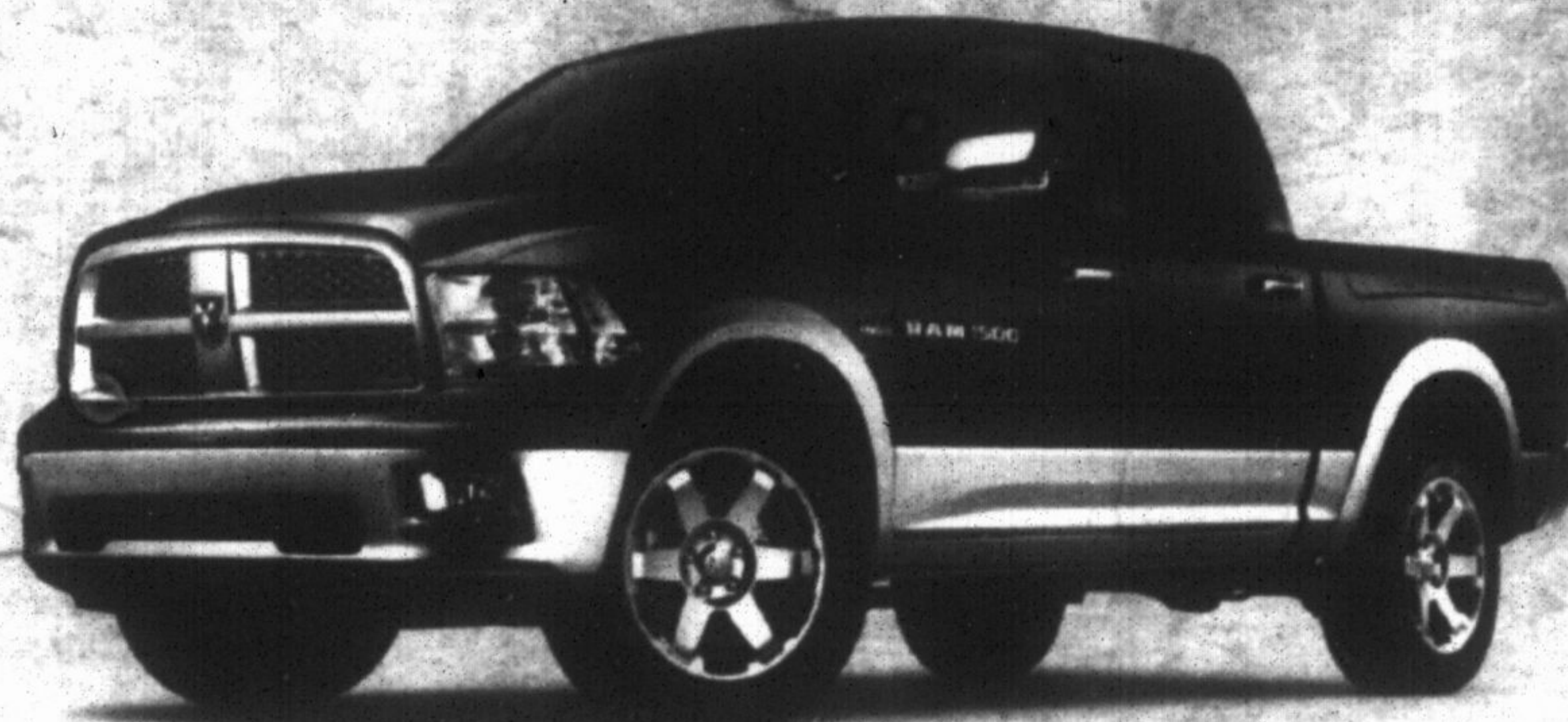


Also customers read the fine print: * \$ The 2011 Ram Clearout Event offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers on or after September 1, 2011. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailers for complete details and conditions. ** \$23,995 Purchase Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes \$10,750 Consumer Cash Discount. \$26,995 Purchase Price applies to 2011 Ram 1500 Quad Cab SLT 4x4 (26G+XFI) only and includes \$10,001 Consumer Cash Discount. Pricing includes freight (\$1,400), 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. Retailer order/trade may be necessary. Retailers may sell for less. ▶ An advertised selling price for the 2011 Ram 1500 Quad Cab 4x4 SXT (24A+AGR) below \$24,000 (including \$10,750 Consumer Cash Discount, freight (\$1,400), air tax (if applicable), tire levy and OMVIC fee). Price excludes licence, insurance, registration, any retailer administration fees, other retailer charges and other applicable fees and taxes. *Consumer Cash Discounts are offered on 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. \$2011 Ram 1500 Crew Cab Laramie shown. Price including applicable Consumer Cash Discount, \$36,195. Pricing includes freight (\$1,400), 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. See bottom of the ad for range of potential retailer fees. Retailer order/trade may be necessary. Retailers may sell for less. *Loyalty Bonus Cash is offered on most new 2011 and 2012 Chrysler, Jeep, Dodge and Ram models (with the exception of 2011/2012 Dodge Caliber Canada Value Package and SE Plus, Grand Caravan Canada Value Package, Grand Caravan Cargo Van, Journey Canada Value Package, Ram 1500 Reg Cab [4x2 & 4x4], Ram Chassis Cab, Jeep Wrangler 2-door Sport, Patriot Sport [4x2 & 4x4] and Compass Sport [4x2 & 4x4]) and is deducted from the negotiated price after taxes. Eligible customers include those that had entered into a new Chrysler, Jeep, Dodge or Ram vehicle Gold Key Lease with a maturity date from September 1st, 2011 and forward. Some conditions apply. See your retailer for complete details. ©Based on 2011 EnerGuide full-size truck V8 to V6 fuel economy comparison. *SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc.

PURCHASE THE 2011 RAM 1500 QUAD CAB SXT 4X4 FOR

\$23,995*

**THE 2011 RAM CLEAROUT
AT OUR BEST PRICE OF THE YEAR.**



PURCHASE PRICE INCLUDES \$10,750 CONSUMER CASH,* FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.

OR CHOOSE

THE 2011 RAM 1500 QUAD CAB SLT 4X4

PURCHASE FOR
\$26,995*

INCLUDES \$10,001 CONSUMER CASH,* FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.

- HEMI® V8 power with V6 fuel economy*
- 17" aluminum wheels
- SIRIUS® Satellite Radio (includes one year of service)
- Power sliding rear window

2011 Ram 1500 Crew Cab Laramie shown.†

NO CHARGE HEMI® ENGINE

**COMPARE
WITH THE
COMPETITION**

	RAM 1500 QUAD CAB SXT 4x4	CHEVROLET SILVERADO 1500 Extended Cab 4x4	FORD F150 STX SuperCab 4x4
V8 ENGINE	✓	✓	×
EXT. CAB WITH 4 FULL-SIZE DOORS	✓	×	×
SIRIUS® SATELLITE RADIO (1 YEAR NO-CHARGE SUBSCRIPTION)	✓	×	×
REAR STABILIZER BAR	✓	×	×
HD ENGINE COOLING	✓	×	×
LINK COIL REAR SUSPENSION	✓	×	×
POWER WINDOWS AND LOCKS	✓	✓	×
4 & 7-PIN TRAILER TOW WIRING HARNESS	✓	×	×

RETURNING LEASE CUSTOMERS, GET \$1,500 LOYALTY CASH.†

*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 \$1,258. Charges may vary by retailer.

**SCAN HERE
FOR MORE GREAT OFFERS**



GUTS · GLORY  **RAM**