

Wise customers read the fine print: • The 2012 Black Friday offers are limited time offers which apply to retail deliveries of selected new and unused models purchased from participating retailers from November 18 to November 25, 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. • \$24,995 Purchase Price applying to 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) only and includes \$9,250 Consumer Cash Discount and \$500 Black Friday Bonus Bucks. Offer pricing includes freight, \$1,400 air tax (if applicable), tire levy and OMVIC fee. Pricing excludes license, registration, any 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 select 2011/2012 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. • The \$500 Black Friday Bonus Bucks offer includes applicable taxes and is available on the retail purchase price of the following eligible vehicles between November 18 through November 25, 2011 at participating retailers: any new 2011/2012 Dodge Grand Caravan (excluding LX models), Chrysler Town & Country and Dodge Avenger (excluding SE models), \$500 Bonus Cash will be deducted from the negotiated purchase price after taxes or may be used at customer's option to reduce their first monthly payment or towards the purchase of Major accessories or service packages. Some conditions apply. See your retailer for complete details. • 14.99% purchase financing for up to 96 months available on the new 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR), model to qualified customers on approved credit through Royal Bank of Canada. Retailer order/trade may be necessary. Retailer may sell for less. See your retailer for complete details. Example: 2012 Ram 1500 Quad Cab SXT 4x4 (23A+AGR) with purchase price of \$24,995 (including applicable Consumer Cash Discount, financing at 4.99% over 36 months with \$0 down payment, equals 208 bi-weekly payments of \$146 with a cost of borrowing of \$30,366.31. Pricing includes freight (\$1,400), air tax (if applicable), tire levy and OMVIC fee. Pricing excludes license, registration, any retailer charges and other applicable fees and taxes. Retailer order/trade may be necessary. Retailers may sell for less. \$2012 Ram 1500 Crew Cab SLT with SLT Plus Decor Group shown. Price including applicable Consumer Cash Discount \$32,220. Pricing includes freight (\$1,400), air tax (if applicable), tire levy and OMVIC fee. Pricing excludes license, registration, any 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. • Longest-lasting based on longevity. Based on R.L. Polk Canada Inc. Canadian Vehicles in Operation data as of July 1, 2010 for model years 1987 - 2011. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under license necessary. Retailers may sell for less. • Star ratings are part of the U.S. National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov). • Based on 2012 FuelEconomy.gov V6 fuel economy comparison. • SIRIUS and the dog logo are registered trademarks of SIRIUS Satellite Radio Inc.

SCAN HERE FOR MORE GREAT OFFERS



THE BLACK FRIDAY EVENT

BLACK IS BACK.



2012 RAM 1500 QUAD CAB SXT 4X4
CANADA'S LONGEST-LASTING LINE OF PICKUPS*

\$24,995*



5 STAR SAFETY
★★★★★
NHTSA 5 Star for Side Impact*

PURCHASE PRICE INCLUDES \$9,250 CONSUMER CASH, \$500* BLACK FRIDAY BONUS BUCKS, FREIGHT, AIR TAX, TIRE LEVY AND OMVIC FEE. TAXES EXCLUDED. OTHER RETAILER CHARGES MAY APPLY.

2012 Ram 1500 Crew Cab SLT with SLT Plus Decor Group shown.†

OR CHOOSE

\$146 BI-WEEKLY FINANCING† @ **4.99%** FOR 96 MONTHS WITH \$0 DOWN

STEP UP TO THE 2012 RAM 1500 QUAD CAB SLT 4X4

- HEMI® V8 power with V6 fuel economy*
- 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

\$19
MORE BI-WEEKLY

2012 CANADIAN TRUCK KING CHALLENGE WINNER

GET \$500 BLACK FRIDAY BONUS BUCKS:

*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

