PURCHASE FOR

$24,995•

AT THIS PRICE, WHAT ELSE IS THERE TO SAY?

THIS YEAR'S TRUCK – LAST YEAR'S PRICE!

THE NEW 2011 RAM 1500 QUAD CAB SXT 4X4

INCLUDES $8,250 CONSUMER CASH* AND $500♦ FIRST FREE PAYMENT OFFER.

2011 Ram 1500 Laramie Crew Cab (with optional equipment) shown§

CONSUMERS BEST BUY DIGEST

OR CHOOSE

CUSTOMER CHOICE FINANCING

$134 BI-WEEKLY @ 2.99%†† FOR 60 MONTHS AND $0 DOWN

WITH THE OPTION TO RETURN AFTER 60 MONTHS

STEP UP FOR ONLY $11 MORE BI-WEEKLY with Customer Choice Financing

(Includes $500♦ First Free Payment Offer)

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

WE'LL MAKE YOUR FIRST PAYMENT UP TO $500♦

CHRYSLER Jeep DODGE RAM

DECK THE DRIVEWAY HOLIDAY EVENT

RamTrack.ca/Offers

DODGE CARAVAN KIDS PROUD SPONSOR OF AMATEUR HOCKEY ACROSS CANADA

SIRIUS SATELLITE RADIO

Wise customers read the fine print: •, ♦, *, ††, § The Deck the Driveway Holiday Event offers apply to retail deliveries of selected new and unused models purchased between December 1, 2010 and January 3, 2011 from participating retailers. Retailer order/trade may be necessary. Offers subject to change and may be extended without notice. See participating retailer for complete details. Pricing excludes freight ($1,400), licence, 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. ♦The up Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) only and includes $8,250 Consumer Cash Discount and $500 First Free Payment Offer. See participating retailer for complete details. Pricing excludes freight ($1,400), licence, 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. ♦The up to $500 First Free Payment Offer includes an amount on account of GST/HST (where applicable) and in the Province of Quebec, GST and QST. Customers may choose to have the up to $500 (including taxes) First Free Payment Offer applied to reduce the selling price after taxes of their new vehicle purchase, rather than to cover their first free payment. Offer is available to all retail customers that purchase a new eligible 2010/2011 Chrysler, Jeep, Dodge or Ram from December 1, 2010 through January 3, 2011 (excluding only the following 2010 and 2011 models: Jeep Patriot 4x2/4x4 Sport, Compass 4x2/4x4 Sport, Wrangler 2-Door Sport, Dodge Journey SE, Grand Caravan Cargo Van & Canada Value Package, Caliber CVP & SE Plus, Ram 1500 Quad Cab SXT 4x4 and Ram Cab and Chassis). *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. †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 most new 2010 Chrysler, Jeep, Dodge and Ram models (except Grand Caravan Cargo Van and Ram Chassis Cab) and select 2011 Chrysler, Jeep, Dodge and Ram models. 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 excess 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. Customer Choice Financing offers are TD offers. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of $24,995 financed at 2.99% APR over 60 months with payment amortized over 97 months equals 130 bi-weekly payments of $134 and one final payment of $10,260 for a cost of borrowing of $2,681 and a total obligation of $27,676.06. Freight ($1,400), taxes, licence, insurance, registration, excess 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 retailers for complete details. §2011 Ram 1500 Laramie Crew Cab (with optional equipment) shown has a higher price than the 2011 Ram 1500 Quad Cab SXT 4x4 advertised. See your retailer or go to www.dodge.ca for complete details. The Best Buy Seal is a registered trademark of Consumers Digest Communications LLC, used under licence. ®SIRIUS and the dog 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.