THE NEW FALL COLOURS

INTRODUCING CUSTOMER CHOICE FINANCING.††
THE NEW WAY TO OWN A VEHICLE.

LOW MONTHLY PAYMENTS, AND
THE OPTION TO RETURN AFTER 36 MONTHS.

JUST ANNOUNCED!

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

PURCHASE FOR
$27,499*
INCLUDES $6,250 CONSUMER CASH*.

2010 Ram 1500 Crew Cab TRX 4x4 Off-Road shown.§

OR CHOOSE

$168 BI-WEEKLY @ A VARIABLE PRIME RATE OF **3.00%±** FOR 84 MONTHS

OR CHOOSE

CUSTOMER CHOICE FINANCING
$170 BI-WEEKLY @ **4.99%††** FOR 60 MONTHS AND $0 DOWN
WITH THE OPTION TO RETURN AFTER 60 MONTHS

STEP UP FOR ONLY **$19** 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 gauge
- Premium interior door trim • Overhead console
- Power sliding rear window

NO CHARGE HEMI® ENGINE

MOTOR TREND'S 2010 TRUCK OF THE YEAR

Cummins TURBO DIESEL AVAILABLE

2010 RAM HEAVY DUTY
LEGENDARY CUMMINS® POWER

- 350 hp @ 3,000 rpm • Up to 650 lb-ft @ 1,500 rpm
- Ram is the ***only*** Heavy Duty Diesel pickup in the market that ***does not*** require a diesel exhaust fluid (DEF) system to meet stringent 2010 emissions requirements
- Class-Exclusive 6-speed manual transmission
- Best-In-Class low-end torque
- Nobody offers a better diesel engine warranty: 5 years/160,000 km

2010 Ram 3500 Crew Cab Laramie 4x2 shown.§

0%† PURCHASE FINANCING for 36 months

RETURNING LEASE CUSTOMERS, GET UP TO $750 LOYALTY CASH°

CHRYSLER Jeep DODGE RAM

VISIT YOUR ATLANTIC CHRYSLER, JEEP®, DODGE, RAM RETAILER. RamTruck.ca/Offers

DODGE Caravan Kids

SIRIUS SATELLITE RADIO

Wise customers read the fine print: •, °, †, ±, ††, § The New Fall Colours offers apply to retail deliveries of selected new and unused models purchased between October 1, 2010 and November 1, 2010 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 and conditions. • $27,499 Purchase Price applies to 2011 Ram 1500 Quad Cab SXT 4x4 only and includes $6,250 Consumer Cash Discount. See participating 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 Ally Credit Canada on most 2010 Chrysler, Jeep, Dodge and Ram models, except Challenger, Caliber Canada Value Package and SE Plus, Grand Caravan Cargo Van, Sprinter and Ram Chassis Cab. Example: 2010 Ram 2500 Crew Cab 4x4 ST with a Purchase Price of $46,420 financed at 0% for 36 months equals monthly payments of $1,289.44, cost of borrowing of $0 and a total obligation of $46,420. 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. 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. ±10% purchase financing for 36 months available to qualified customers on approved credit through Royal Bank of Canada, Scotiabank, TD Financing Services and Ally Credit Canada on most 2010 Chrysler, Jeep, Dodge and Ram models, except Challenger, Caliber Canada Value Package and SE Plus, Grand Caravan Cargo Van, Sprinter and Ram Chassis Cab. Example: 2010 Ram 2500 Crew Cab 4x4 ST with a Purchase Price of $46,420 financed at 0% for 36 months equals monthly payments of $1,289.44, cost of borrowing of $0 and a total obligation of $46,420. 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. 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 and Lease offers available to residents of Newfoundland and Labrador, Nova Scotia, New Brunswick, Prince Edward Island and Northwest Territories. See participating retailers for complete details. Offers subject to change and may be extended without notice. Offers available to qualified retail customers through Chrysler Financial, Dodge Financial and Ram Finance on select 2010 and 2011 Chrysler, Jeep, Dodge and Ram models (excludes Grand Caravan Cargo Van and Ram Chassis Cab). Vehicles are financed with 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 in Quebec is subject to different terms and conditions. Example: 2011 Ram 1500 Quad Cab SXT 4x4 (24A+AGR) with a Purchase Price of $27,499 financed at 4.99% APR over 60 months with payments of $170 and one final payment of $10,260 for a cost of borrowing of $4,835 and a total obligation of $32,334.40. 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. §2010 Ram 1500 Crew Cab 4x4 ST advertised. Colour shown not available on 2011 models, with the exception of 2010 Dodge Caliber SE, 2010 Jeep Compass and Patriot 4x2, 2010 Jeep Wrangler Sport, 2010 Dodge Journey SE, 2010 Dodge Grand Caravan C/VP and Cargo Van (C/V), and is deducted from the negotiated price after taxes. Eligible customers include those with Gold Key Lease maturity dates between November 1st and January 3rd, 2011. Some conditions apply. See your retailer for complete details. °Based on calendar year to date market share gain. °°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.