

Wise customers read the fine print: • • • ††. \$ The Breakthrough Year Event offers apply to retail deliveries of selected new and unused models purchased from participating retailers on or after January 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. • \$16,995 Purchase Price applies to 2010 Dodge Journey SE Canada Value Package (2ZF) only and includes \$2,250 Consumer Cash Discount. See participating retailer for complete details. Pricing excludes freight (\$1,400), licence, insurance, 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 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 offered by TD in Quebec is subject to different terms and conditions. All advertised Customer Choice Financing offers are TD offers. Example: 2010 Dodge Journey SE Canada Value Package (2ZF) with a Purchase Price of \$16,995 financed at 5.99% APR over 60 months with payments amortized over 82 months equals 130 bi-weekly payments of \$117 and one final payment of \$5,178 for a cost of borrowing of \$3,438 and a total obligation of \$20,432.72. 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 retailer for complete details. \$2010 Dodge Journey R/T AWD shown has a higher price than the 2010 Dodge Journey SE Canada Value Package advertised. See your retailer or go to www.dodge.ca for complete details. • 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. ^Based on January through November 2010 R.L. Polk sales total registrations.

PURCHASE FOR

\$16,995*

AT THIS PRICE, WHAT ELSE IS THERE TO SAY?



2010 DODGE JOURNEY SE CANADA VALUE PACKAGE

CANADA'S #1 SELLING CROSSOVER*

INCLUDES \$2,250 CONSUMER CASH.*

2010 Dodge Journey R/T AWD shown.†

CUSTOMER CHOICE FINANCING

OR CHOOSE **\$117** @ **5.99%**^{††}
BI-WEEKLY | 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

2010 DODGE JOURNEY SXT

- Trip computer with temperature and compass
- Leather-wrapped steering wheel with audio controls
- 16" Aluminum wheels

Dodge.ca/Offers

A **BREAK THROUGH** YEAR



CANADA'S NEWEST SHOWROOM

DODGE CARAVAN KIDS
Proud Sponsor of ANZCA KIDS' FOOTBALL CANADA

SIRIUS SATELLITE RADIO

CHRYSLER

Jeep

DODGE



RAM