

BEAUTY AND **BRAWN**  
TECHNOLOGY AND **TOWING**  
PERFORMANCE AND **POWER**



CHRYSLER 200 AND **RAM 1500**

INTRODUCING  
WORLD-CLASS  
EVERYTHING.



THE ALL-NEW CHRYSLER 200



REWARD YOURSELF  
WITH EXCELLENCE.



The all-new 2015 Chrysler 200 is changing the game. As Canada's most affordable mid-size sedan<sup>1</sup>, it puts refinement right in your hands without any compromise. From its sleek, sculpted exterior and welcoming interior, to advanced all-wheel-drive (AWD) agility, every inch of this world-class sedan is created for excellence. It's a stunning combination of quality craftsmanship, detailed design and ingenious engineering.

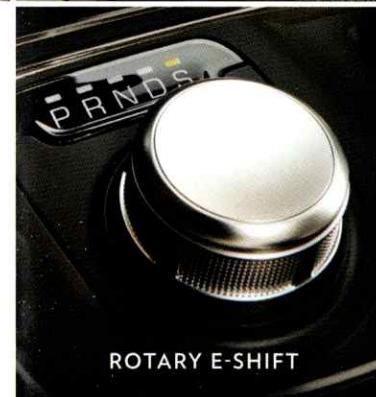




## REDESIGNED AND REDEFINED.

When you put the all-new Chrysler 200 in drive, you'll notice the smooth precision of the standard, segment-exclusive<sup>2</sup> nine-speed automatic transmission with rotary E-shift. Its aerodynamic design and all-new 2.4L Tigershark™ MultiAir® four-cylinder engine deliver efficient power with an impressive 26 percent improvement in fuel economy over its predecessor. You'll also find exclusive technology with available features like:

- Adaptive Cruise Control with Stop and Go<sup>3\*</sup>
- Parallel and Perpendicular Park Assist<sup>3\*</sup>
- The most technologically advanced AWD system in its class, which engages only when you need it to maximize fuel efficiency



ROTARY E-SHIFT



8.4-INCH TOUCHSCREEN MULTIMEDIA CENTRE\*

The Chrysler 200 offers refined amenities, like pass-through storage, a sliding cup holder and hidden media hub. With over 55 standard and available safety and security features – and the most advanced in its class<sup>2</sup> – this sedan takes protection to the next level.



With Forward Collision Warning

\*Available.



CHRYSLER



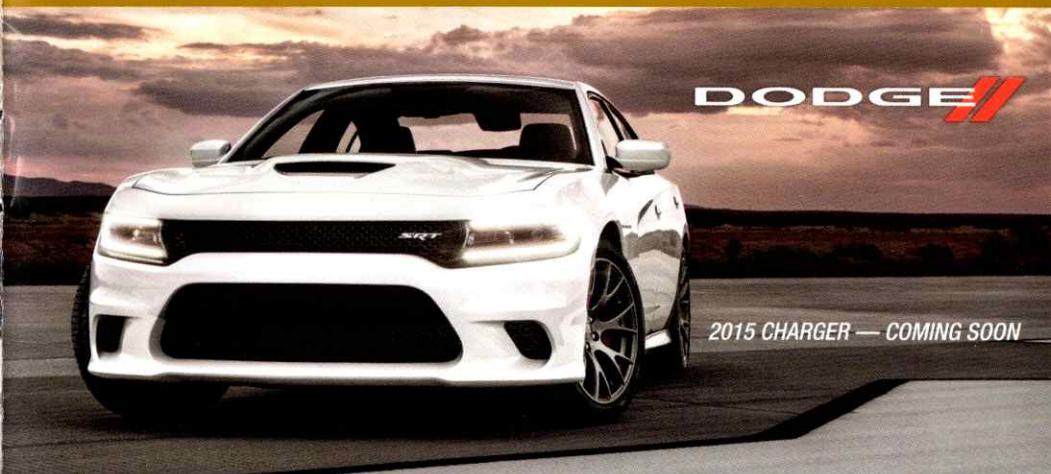
## BOLD BEAUTY WITH UNDENIABLE PRESENCE.

**200** – The most affordable mid-size sedan in Canada<sup>1</sup>

**300** – Best-in-class 6.4 L/100 km (44 mpg) highway fuel economy<sup>8</sup>  
– Advanced all-wheel drive (available)

**Town & Country** – The most luxurious and versatile minivan  
in Canada<sup>9</sup>

# COME SEE THE BEST OF ALL WORLDS.



## PERFORMANCE IS OUR PASSION.

**Grand Caravan** — Canada's best-selling minivan for over 30 years

**Journey** — Canada's #1-selling crossover<sup>10</sup>

**Charger** — All-new for 2015, Charger SRT® Hellcat has undeniable presence and is the fastest sedan in the world

**Challenger** — Redesigned for 2015 and ready to roll with up to 707 hp

**Durango** — A fuel-efficient ride with up to 3,265 kg (7,200 lb) towing<sup>12</sup>

**Dart** — Highway fuel efficiency as low as 4.8 L/100 km (59 mpg)<sup>13</sup>

## DESIGNED FOR ADVENTURE SEEKERS.

**Cherokee** — 2014 Canadian Utility Vehicle of the Year

**Grand Cherokee** — There's a reason it's the most awarded SUV ever<sup>14</sup>

**Wrangler** — Named 4x4 of the Decade by *Four Wheeler Magazine*<sup>15</sup>

**Wrangler Unlimited** — One-of-a-kind open-air freedom

**Patriot** — Most affordable SUV in Canada<sup>16</sup>

**Compass** — Most rear-seat legroom in its class<sup>17</sup>

## A STYLISH ICON WITH ITALIAN ROOTS.

**500** — Enjoy the ride of the award-winning 1.4L MultiAir® I-4 engine

**500c** — Embrace open-air freedom with one of Canada's most affordable convertibles

**500 Turbo** — A true performer with a turbocharged I-4 engine

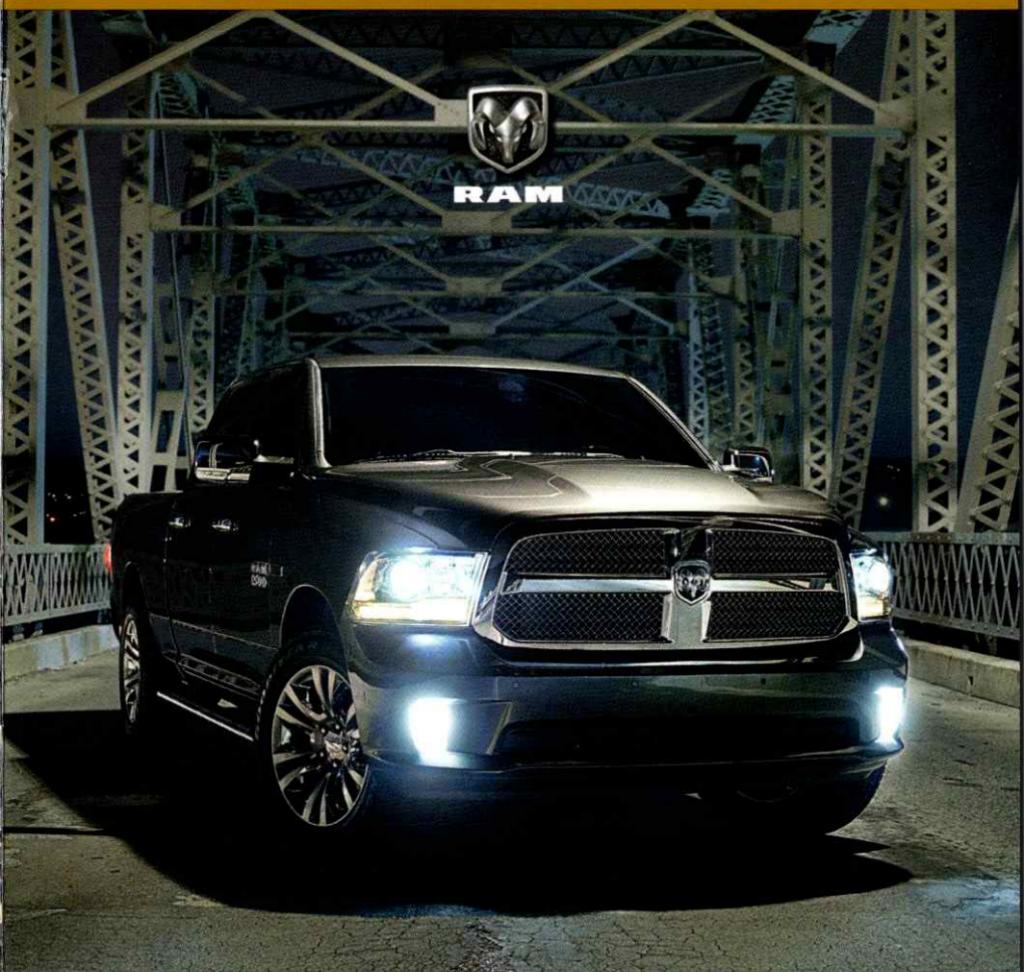
**500L** — Four doors, room for five and unlimited possibilities

**500 Abarth** — Small but wicked with 160 hp

CANADA'S  
MOST FUEL-EFFICIENT  
PICKUP — EVER.<sup>4</sup>



GUTS·GLORY  RAM



## CANADA'S LONGEST-LASTING LINE OF PICKUPS.<sup>6</sup>

**1500** – The most fuel-efficient full-size pickup ever<sup>4</sup>

**2500/3500** – The best-selling diesel pickup<sup>18</sup>

**2500** – Do more, with best-in-class 3/4-ton towing<sup>19</sup>

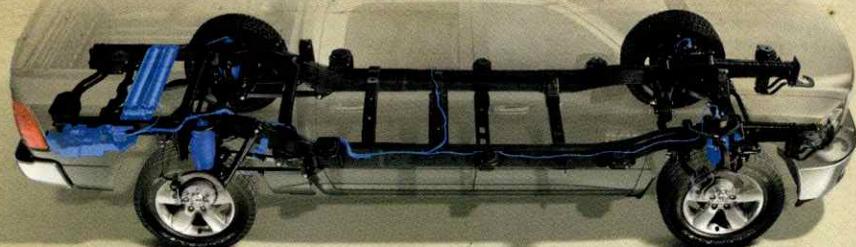
**3500** – Class-dominating towing – up to 13,608 kg (30,000 lb)<sup>20</sup>



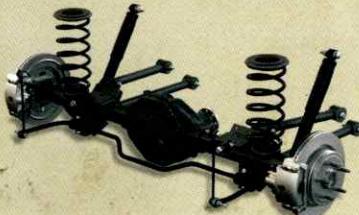
## ONLY RAM TRUCKS HAVE:

**TORQUEFLITE® EIGHT-SPEED AUTOMATIC TRANSMISSION** — when paired with any of our engine options, it offers remarkable fuel economy, quick acceleration and tailors performance to each driver's unique style and load condition.

**ACTIVE-LEVEL™ FOUR-CORNER AIR SUSPENSION** — a hardworking system designed for optimal aerodynamics, automatic load levelling, enhanced off-road capability and easier entry and egress.



**FIVE-LINK COIL SPRING REAR SUSPENSION** — enhanced control and handling in a lightweight system that delivers the strength, durability and capability to handle huge jobs.



## AWARD-WINNING INTERIOR.

Made with premium materials — packed with industry-leading technology and ingenious storage options, the Ram 1500 cradles you in comfort no matter how tough the workday gets.

## THREE POWERFUL, AWARD-WINNING ENGINES.

### 3.0L ECODIESEL V6 — 2014 WARD'S 10 BEST ENGINES AWARD

**WINNER** The industry's only diesel engine in a light duty pickup and the best fuel economy of any pickup ever — up to 7.1 L/100 km (40 mpg) highway<sup>4</sup>. Plus, it hauls up to 4,173 kg (9,200 lb)\*.



### 3.6L PENTASTAR™ VVT V6 — 3-TIME WINNER OF WARD'S 10 BEST ENGINES AWARD

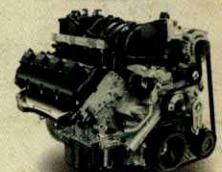
Up to 7.8 L/100 km (36 mpg) highway<sup>4</sup>

and boasting 305 horsepower and 269 lb-ft of torque.



### 5.7L HEMI® VVT V8 — 6-TIME WINNER OF WARD'S 10 BEST

**ENGINES AWARD** Experience legendary HEMI® performance and FuelSaver MDS Technology that cranks out V8 horsepower with V6 fuel economy — and towing capability of up to 4,740 kg (10,450 lb)\*.



\*When properly equipped.

**RAM  
1500**



FIRST EVER BACK-TO-BACK WINNER.

## CANADA'S ONLY DIESEL LIGHT DUTY PICKUP.

The 2014 Ram 1500 dominates the field and rules the work site with the best fuel economy of any full-size pickup with its gas or diesel engine.<sup>4</sup> Boasting efficiency as impressive as 7.1 L/100 km (40 mpg) highway, you can expect up to 29 percent (9 mpg) better fuel economy versus Ford EcoBoost.<sup>5</sup> It's the mainstay of Canada's longest-lasting line of pickups<sup>6</sup> and it enjoys the highest customer loyalty of any truck in Canada.<sup>7</sup>

Little wonder why Ram is Canada's fastest-growing line of full-size pickup trucks<sup>11</sup>. Climb in.



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RAM

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(1) Based on 2014 *Ward's* Lower Middle Sedan segmentation. Based on MSRP of base models. Excludes other vehicles designed and manufactured by Chrysler Group LLC. (2) Based on 2014 *Ward's* Lower Middle Sedan segmentation. (3) This is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of their surroundings and be prepared to take corrective action to avoid collisions. (4) Based on 2014 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. 10.2 L/100 km (28 mpg) city and 7.1 L/100 km (40 mpg) highway on Ram 1500 4x2 model with 3.0L EcoDiesel V6 and 8-speed automatic. 11.4 L/100 km (25 mpg) city and 7.8 L/100 km (36 mpg) highway on Ram 1500 HFE gas models. Ask your retailer for EnerGuide information. (5) Based on 2014 EnerGuide fuel consumption ratings. Comparison between the Ram 1500 4x2 with 3.0L EcoDiesel V6 and 8-speed automatic with 7.1 L/100 km (40 mpg) highway and the Ford F-150 4x2 with the 3.5L EcoBoost V6 and 6-speed automatic with 9.0 L/100 km (31 mpg) highway. (6) Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2013, for model years 1988-2013 for all large pickups sold and available in Canada over the last 26 years. (7) Based on third-party competitive "trade-in" data for MY2008 to MY2013 new full-size pickups. (8) Based on 2014 *Ward's* Large/Regular Car segmentation. Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only. Ask your retailer for EnerGuide information. Up to 6.4 L/100 km (44 mpg) highway and 10.9 L/100 km (26 mpg) city with 3.6L Pentastar VVT V6 engine and 8-speed automatic transmission on RWD models. (9) Based on 2014 *Ward's* Small Van segmentation. Excludes other vehicles designed and manufactured by Chrysler Group LLC. (10) Based on R. L. Polk Canada, Inc. May 2008 to September 2013 Canadian Total New Vehicle Registration data for Crossover Segments as defined by Chrysler Canada Inc. (11) Based on IHS Automotive: Polk Canadian Total New Vehicle Registration data comparing calendar year end market share and volume for 2009 versus 2013 for the Ram large pickup segment as defined by Chrysler Canada Inc. (12) When properly equipped. (13) Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on driving habits and other factors. Use for comparison purposes only. Ask your retailer for EnerGuide information. 4.8 L/100 km (59 mpg) highway and 7.3 L/100 km (39 mpg) city with the 1.4L Intercooled Turbo with MultiAir® and the 6-speed manual transmission. (14) Jeep Grand Cherokee has received more awards over its lifetime than any other SUV. (15) Based on 2001-2010 model years. (16) Based on 2014 *Ward's* Sport and Cross Utility segmentations. (17) Based on 2014 *Ward's* Small Cross/Utility segmentation. Excludes other vehicles designed and manufactured by Chrysler Group LLC. (18) Based on IHS Automotive: Polk Canadian new vehicle registrations through October 2013 for large diesel pickups under 14,000-lb GVW. (19) Based on 2500/2500 pickups. When properly equipped. (20) Segment is *Automotive News* Full-Size Pickup. Ram 3500 is segment-leading in towing capability of up to 30,000 lb, payload capability of up to 7,320 lb, GCWR capability of up to 37,600 lb and diesel torque of up to 850 lb-ft. Chrysler, Jeep, Dodge, Ram, TorqueFlite, SRT and HEMI are registered trademarks and Tigershark and Active-Level are trademarks of Chrysler Group LLC, used under licence by Chrysler Canada Inc. FIAT is a registered trademark of Fiat Group Marketing & Corporate Communication S.p.A., used under licence by Chrysler Group LLC. MultiAir is a registered trademark of C.R.F. Società Consortile per Azioni. ©2014 Chrysler Canada Inc. All Rights Reserved. If you no longer wish to receive our marketing information, please contact 1-800-373-1474. If you would like to see our privacy policy, please contact the Privacy Officer at 1-877-639-8629 or email [privacyofficer.ca@chrysler.com](mailto:privacyofficer.ca@chrysler.com).