

MAGNUM

*As in Dodge Magnum® engines. As in Dodge Ram...the truck recently ranked the "most appealing pickup" by J.D. Power and Associates.**

POWER

We're talking Dodge. Overall the most powerful line of truck engines on the planet.

SALES

Now, save \$400 on any new Dodge Ram with a Magnum V-8.

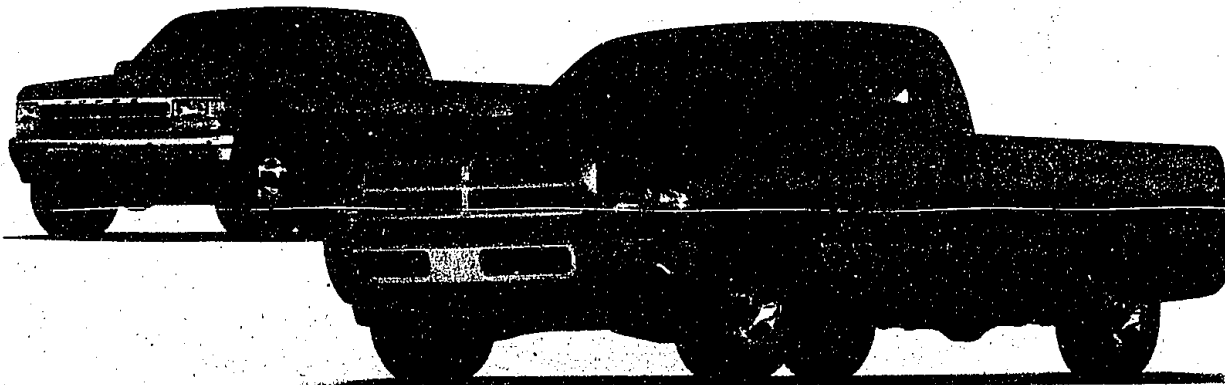
*Get \$670 total savings on select Rams with a 5.9 Liter Magnum V-8.***

Lease Dodge Ram for as little as \$269 a month for 24 months with \$1,995 down.†

*Or get up to \$3,000 off** Dodge Dakota...the midsize that's a little bigger, a lot better.*

EVENT

It's the first time America's hottest pickups have ever been on sale like this. But the savings end sooner than later. So see your friendly Dodge dealer today.



America's Truck Stop  The New Dodge

*J.D. Power and Associates 1995 APEAL Study, Automotive Performance, Execution, and Layout. Study based on a total of 27,859 consumer responses. **\$400 cash savings on V-8s plus \$270 MSRP discount on select 5.9L models. †Actual terms vary by participating dealer. Typical 36 lease for qualified lessees, based on base SLT MSRP with 243 pkg. Assumes \$1075 dealer contribution, which could affect final price. Monthly payments total \$1,444. Option to buy at lease end at pre-negotiated price. Charge for miles over 12,000/yr. & excess wear, tax, title, license, 1st mo. payment & \$300 deposit due in advance. \$275 due at lease end. †\$1500 cash savings plus \$1,504 to \$2,500 in package value discounts, based on value of SLT pkg. items vs. pkg. MSRP's.