

Ram Heavy Duty Snow Plow Prep Promotion

SNO-WAY
SNOW & ICE CONTROL EQUIPMENT

Winter 2011



Introducing the Ram Heavy Duty Snow Plow Prep Promotion

Stock up now to get a jump on winter with the toughest, most snow capable trucks on the planet.

Snow Plow Prep Promotion includes:

- \$1000 Ram "On the Job" upfit allowance
- And \$500 additional Incentive
- Ram Snow Plow Prep Package
 - Code: AHD
 - 180 amp alternator
 - Transfer case skid plate shield

To qualify, vehicle must:

- Have snow plow prep package, code AHD
- Be delivered by April 2, 2012
- Have invoice for plow in the deal jacket



Covers 2011-2012 MY RAM 2500-3500 HD trucks with 4x4 & AHD (snow plow prep)

- 6spd auto trans. with increased gear ratios that are perfect for snowplowing
- Standard Trans. Temperature display in EVIC
- Available 4.10 axle ratio for increased pushing power
- 5.7l gas engine allows for heaviest plow- up to 1155 lbs.
- Proven 6.7L Cummins Diesel
- Increased U joint size from previous models
- Larger brake pads and rotors than Ford Super Duty
- Available integrated trailer brake controller
- Integrated 7 & 4 pin trailer wiring connectors standard

BEGINS: September 6, 2011
ENDS: April 2, 2012

5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY