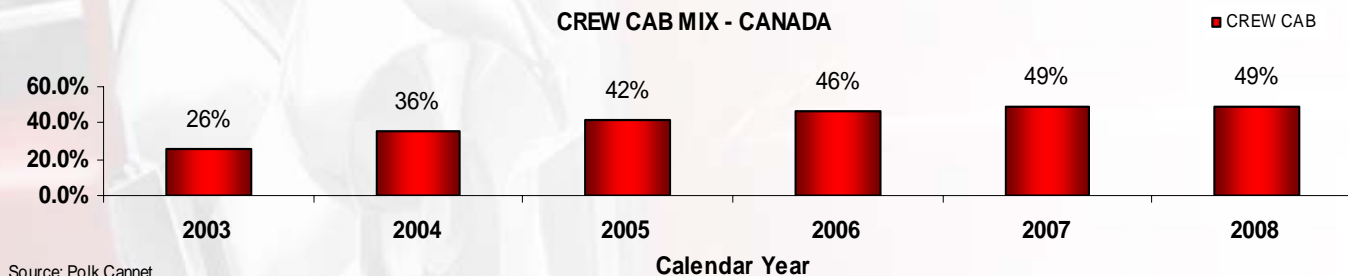


RAM FACT #3

Crew Cab Market



Crew Cab - fastest growing sub-segment of the L.D. Full-Size pickup market.



Crew Cab – the largest volume sub-segment of the L.D. Full-Size pickup market.

Top 10 selling F.S. truck markets Crew Cab Take rates*

	2008 (Jan- July) % CREW CAB MIX*
CANADA	49%
Toronto	55%
Edmonton	55%
Calgary	60%
Montréal	50%
Vancouver	57%
Ottawa - Hull	42%
Winnipeg	48%
Wood Buffalo	62%
Hamilton	52%
Québec City	33%



* Source: Polk Cannet (Retail) - See attached for complete listing.

RAM FACT #3



Crew Cab Market

The sales percentage of L.D. Crew Cab trucks will aid you in ordering the fastest selling mix of Crew and Quad Cabs for your individual markets.

	2008 (Jan- July) % CREW CAB MIX*
1 Toronto	55%
2 Edmonton	55%
3 Calgary	60%
4 Montréal	50%
5 Vancouver	57%
6 Ottawa - Hull	42%
7 Winnipeg	48%
8 Wood Buffalo	62%
9 Hamilton	52%
10 Québec City	33%
11 Oshawa	57%
12 Saskatoon	57%
13 Windsor	46%
14 London	52%
15 Regina	60%
16 St. John's	40%
17 Kelowna	51%
18 Halifax	35%
19 Greater Sudbury	46%
20 St. Catharines - Niagara	55%
21 Kitchener	47%
22 Chicoutimi - Jonquière	27%
23 Medicine Hat	66%
24 Barrie	51%
25 Grande Prairie	59%
26 Red Deer	64%
27 Victoria	43%
28 Cold Lake	48%
29 Sault Ste. Marie	46%
30 Chatham-Kent	44%
31 Thunder Bay	44%
32 Moncton	35%
33 Abbotsford	67%
34 Lloydminster	66%
35 Lethbridge	58%

	2008 (Jan- July) % CREW CAB MIX*
36 Timmins	52%
37 Kamloops	48%
38 Fredericton	32%
39 Saint John	27%
40 Prince George	46%
41 North Bay	33%
42 Kawartha Lakes	48%
43 Kingston	44%
44 VerNon	48%
45 Peterborough	38%
46 Prince Albert	57%
47 Labrador City	58%
48 Cape Breton	25%
49 Rouyn-Noranda	52%
50 Sherbrooke	33%
51 Trois-Rivières	48%
52 Leamington	47%
53 Nanaimo	48%
54 Norfolk	47%
55 Baie-Comeau	33%
56 Belleville	42%
57 Sarnia	49%
58 Yellowknife	58%
59 Cranbrook	55%
60 Chilliwack	60%
61 Corner Brook	27%
62 Val-d'Or	52%
63 Fort St. John	66%
64 Campbell River	38%
65 Courtenay	45%
66 Moose Jaw	60%
67 Thompson	51%
68 Sept-Iles	33%
69 Guelph	53%
70 Bathurst	32%

	2008 (Jan- July) % CREW CAB MIX*
70 Bathurst	32%
71 Dawson Creek	54%
72 Estevan	65%
73 Alma	27%
74 Brooks	50%
75 Brandon	56%
76 Penticton	53%
77 Williams Lake	48%
78 Quesnel	47%
79 Amos	40%
80 Charlottetown	32%
81 Brantford	51%
82 Orillia	58%
83 Kenora	36%
84 Swift Current	67%
85 Rimouski	33%
86 Dolbeau-Mistassini	24%
87 Drummondville	56%
88 Grand Falls-Windsor	34%
89 New Glasgow	24%
90 Brockville	50%
91 Truro	34%
92 Saint-Jean-sur-Richelieu	64%
93 Saint-Georges	35%
94 Gander	39%
95 Owen Sound	48%
96 Cornwall	54%
97 Granby	54%
98 Duncan	43%
99 North Battleford	74%
100 Haileybury	53%
101 Midland	55%
102 Shawinigan	54%
103 Woodstock	48%
104 Yorkton	52%
105 Edmundston	45%

	2008 (Jan- July) % CREW CAB MIX*
106 Portage la Prairie	52%
107 Wetaskiwin	49%
108 Squamish	56%
109 Terrace	60%
110 Camrose	49%
111 Pembroke	28%
112 Campbellton	29%
113 Whitehorse	51%
114 Parksville	39%
115 Victoriaville	55%
116 La Tuque	29%
117 Port Hope and Hope	53%
118 Powell River	47%
119 Stratford	51%
120 Kentville	36%
121 Matane	27%
122 Port Alberni	50%
123 Sorel-Tracy	44%
124 Collingwood	74%
125 Elliot Lake	45%
126 Salaberry-de-Valleyfield	54%
127 Kitimat	64%
128 Saint-Hyacinthe	26%
129 Thetford Mines	37%
130 Joliette	41%
131 Tillsonburg	54%
132 Cobourg	41%
133 Prince Rupert	50%
134 Magog	18%
135 Rivière-du-Loup	21%
136 Petawawa	34%
137 Lachute	44%
138 Cowansville	22%
139 Summerside	60%
140 Hawkesbury	50%