



THE ORIGINAL HOME OF BUY 3 TIRES GET 4TH TIRE FREE!†

†Must be dealer installed. Excludes tire sizes over 18 inches. Installation and balancing extra.



AVAILABLE ON TIRES FROM:



GET YOUR VEHICLE READY FOR WINTER AND YOU COULD BE SAYING BAHAMAS INSTEAD OF BAH HUMBAG.

Bring in your vehicle for any eligible service special, and you'll receive a "Drive In and Win" contest card for instant prizes. You also qualify for a draw to win a weeklong cruise for 2 to the Bahamas!

*No purchase necessary. For instant win prizes/values/odds of winning, see back of scratch and win card. The 2013 "Drive In and Win" contest consists of a scratch and win instant win promotion and an online sweepstakes with regionally awarded prizes. A skill-testing question must be correctly answered. Complete contest details available at www.mopar.ca. The instant win contest closes on December 31, 2013 or while supplies of official "Drive In and Win" cards last (whichever occurs first). The online sweepstakes closes with entries received by 11:59 pm (ET) December 31, 2013. Online sweepstakes prizes consist of a weeklong cruise for 2 to the Bahamas (approx. value: \$5,000) awarded regionally as follows: British Columbia (including Northwest Territories): 1, Alberta: 2, Prairies: 1, Ontario: 2, Quebec: 1, Atlantic: 1. Limit: one standard entry/person/PIN code. *Jeep and HEMI are registered trademarks of Chrysler Group LLC, used under license by Chrysler Canada Inc.

WHY YOU NEED WINTER TIRES

"THE SCIENCE OF 7 DEGREES"

At precisely 7° Celsius the superior adhesion of winter tires begins to make a difference, regardless of road or weather conditions. With their specifically formulated rubber compounds, winter tires reduce vehicle stopping distances by up to 25% — performance that can make the difference between a close call and calling for a tow.

HEMI® PEACE-OF-MIND MAINTENANCE SERVICE

SERVICE INCLUDES:

- ✓ Up to 7 litres of Genuine Mopar® Motor Oil
- ✓ Mopar Oil Filter
- ✓ Rotation of 4 tires
- ✓ **Peace-of-Mind Inspection** of cooling system, all fluid levels, electronic battery test, front and rear brake systems, exhaust system and suspension system
- ✓ Provide written report
- ✓ Manufacturer's Check

\$ 79^{95¢}
Synthetic/semi-synthetic oil available at additional cost.

‡Environmental handling charges may apply. Additional charges may be applied based on vehicle configuration and options, and fluid disposal. See your retailer for details.

4 WHEEL ALIGNMENT

SERVICE INCLUDES:

- ✓ 4 wheel computerized alignment with toe adjustment
- ✓ Front and rear suspension system inspection
- ✓ Steering component inspection
- ✓ Provide written report
- ✓ Manufacturer's Check

\$ 79^{95¢}
Prolongs Tire Life

*All necessary parts and related labour extra. Additional charges may be applied based on vehicle configuration and options. Excludes HD Trucks & Sprinters. See your retailer for details.

MOPAR FUEL SYSTEM SERVICE

SERVICE INCLUDES:

- ✓ Cleaning of deposits from injectors, intake valves and combustion chambers to help restore fuel delivery and efficiency, help reduce fuel consumption and improve starting performance
- ✓ Manufacturer's Check

\$ 89^{95¢}

‡Parts/chemicals extra. Excludes Diesel Engine.



OPTIC NERVE 111 Queen Street East, Suite 200, Toronto, ON, Canada M5C 1S2
Telephone: 416.962.5589 Fax: 416.962.3454

Client: CHRYSLER CANADA
Project: 04 SERVICE POS
Dock#: CSR 13 8063
Client Code: NONE
Built At: 100%
Scale: 1" = 1"
V.D#: 22" X 28"
Safety: 21" X 27"

Art Director: D. NIEMELA
Copywriter: C. DUFRESNE
Print Mgr: C. RUDY
Client Serv: D. WOODRICH, MCEACHERN
Colour: 4C
Fonts: TT SLUG OFF, SENTICOSANSOTCONDENSED, SENTICOSANSOT, FUTURA, EUROSTILE

Typesetting: Optic Nerve
This advertisement prepared by PUBLICIS

LASER% NONE

APPROVALS	BY	DATE
Studio		
Type Mgr.		
Proofreader		
Print Mgr.		
Art Director		
Copywriter		
Creative Dir.		
Acct. Mgmt.		
Client		

PRODUCTION NOTES

FINALS TO PRODUCTION

Title: THE ORIGINAL HOME OF BUY 3 TIRES GET 4TH TIRE FREE!
Pub:

Region/Layer Code:

AD NUMBER/COMPONENT:
CSR_138063_POSTER_J_ON_E_R1

DUE DATE: AUG 20

REV: 0 1 PDF

■ CYAN ■ MAGENTA ■ YELLOW ■ BLACK