

BRAND	2024 MODEL	2024 PY VIP Incentive Amount (Off-Invoice Credit)
RAM	Ram 2500 / 3500 Regular Cab Pickup	\$6,250
	Ram 2500 / 3500 Mega/Crew 4x2 - Laramie/Longhorn/Limited	\$6,250
	Ram 2500 / 3500 Mega/Crew 4x2 Big Horn/Tradesman	\$6,250
	Ram 2500 / 3500 Mega/Crew 4x4 - Laramie/Longhorn/Limited	\$8,000
	Ram 2500 / 3500 Mega/Crew 4x4 Big Horn/Tradesman/Powerwagon	\$7,500

BRAND	2025 MODEL	2024 PY VIP Incentive Amount (Off-Invoice Credit)
RAM	Ram 1500 Quad/Crew 4X2 (DT models) (Excludes BEV)	\$4,250
	Ram 1500 Quad/Crew 4X4 (DT models) Tradesman Only (Excludes BEV)	\$6,250
	Ram 1500 Quad/Crew 4X4 (DT models) BigHorn Only (Excludes BEV)	\$9,250
	Ram 1500 Quad/Crew 4X4 (DT models) excl. Tradesman/BigHorn (Excludes BEV)	\$10,500