



START SOMETHING NEW
SALES EVENT

Jeep JEEP DAYS



PRICE PLUNGE

PLUNGING TEMPS MEAN PLUNGING PRICES ON EVERY VEHICLE IN STOCK.
0 PAYMENTS TIL SPRING!#

#1 CDJR STORE IN WISCONSIN

20% OFF MSRP!

4 AVAILABLE



5 AVAILABLE

NEW 2017 RAM
1500 CREW CAB BIG HORN
SALE PRICE
\$37,345*

MSRP \$54,335 STK# M171841
20% off MSRP:-\$10,267
Palmen savings:-\$3,723
Big Horn savings PKG:-\$3,000
TOTAL SAVINGS
\$17,000

LEASE FOR
\$219**

NEW 2018 RAM
1500 QUAD CAB 4X4
PER MONTH/
36 MONTH LEASE

NEW 2017 DODGE
GRAND CARAVAN
MSRP \$27,780 STK# M171796
20% off MSRP:-\$5,556
Palmen savings:-\$1,225
SALE PRICE
\$20,999*

TOTAL SAVINGS
\$6,781



1 AVAILABLE

NEW 2017 CHRYSLER
PACIFICA TOURING L
STK# M18206
LEASE FOR
\$275^

PER MO/42 MOS.



4 AVAILABLE

NEW 2018 JEEP
COMPASS LATITUDE 4X4
STK# M18221
Jeep owners lease for \$117*** per month
LEASE FOR
\$149**
PER MO/36 MOS.



4 AVAILABLE

NEW 2018 JEEP
CHEROKEE LATITUDE PLUS 4X4
STK# M18402
LEASE FOR
\$189^^^
PER MO/24 MOS.



7 AVAILABLE

NEW 2018 JEEP
GRAND CHEROKEE 4X4
STK# M18602
Jeep owners lease for \$209*** per month
LEASE FOR
\$235**
PER MO/36 MOS.



3 AVAILABLE

NEW 2018 JEEP
WRANGLER UNLIMITED SPORT 4X4
STK# M18560
LEASE FOR
\$249^^
PER MO/39 MOS.



3 AVAILABLE

COMMERCIAL TRUCK HEADQUARTERS

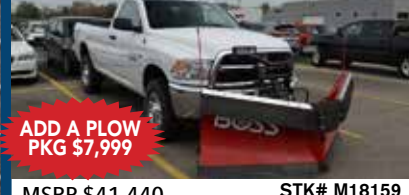
NEW 2018 RAM
PROMASTER CITY TRADESMAN
Additional Conquest Savings
MSRP \$25,415 STK# M18301
Palmen Savings:-\$1,297
Midwest consumer cash:-\$1,000
On-The-Job:-\$500
SALE PRICE
\$22,618*



NEW 2018 RAM
PRO MASTER 1500
Additional Conquest Savings
MSRP \$34,605 STK# M18210
Palmen savings:-\$2,106
Midwest consumer cash:-\$2,500
On-The-Job:-\$1,000
SALE PRICE
\$28,999*



NEW 2018 RAM
RAM 2500
ADD A PLOW PKG \$7,999
MSRP \$41,440 STK# M18159
Palmen savings:-\$2,489
Midwest consumer cash:-\$2,000
On-The-Job:-\$1,000
Ram truck engine bonus:-\$750
SALE PRICE
\$35,201*



NEW 2017 RAM
3500 CREW CAB 4X4 KNAPHEIDE DUMP BODY
MSRP \$64,485 STK# 17L1423
MIDWEST RETAIL CASH:-\$2,000
COMMERCIAL UPFIT:-\$1,000
MIDWEST COMMERCIAL BONUS:-\$500
PALMEN SAVINGS:\$4,954
SALE PRICE
\$56,031*



GET THE **PALMEN MOTORS ADVANTAGE!**

- 80 Years Of Happy Customers!
- Honest Upfront Pricing - Everyone Qualifies!
- First Oil Change at No Extra Charge
- Car Washes at No Extra Charge

UAW ACTIVE AND RETIRED EMPLOYEES QUALIFY FOR EXTRA REBATES AND INCENTIVES. See dealer for details.

PROBLEM CREDIT? YOU MAY BE ELIGIBLE FOR UP TO AN ADDITIONAL \$1,500 REBATE FROM CHRYSLER CREDIT

PALMEN MOTORS
CHRYSLER DODGE Jeep RAM

5431 75TH ST. (HWY 50)
KENOSHA, WI • (262) 697-3100

PALMENMOTORS.COM

WE SPEAK: ITALIAN, GREEK AND SPANISH



***Jeep owners must own a 2006 or newer Jeep model to qualify for rebate. #No Payments for 90 days. Interest accrues from date of delivery. With approved credit. *MSRP Manufacturer's Suggested retail price may not reflect the actual selling price of the vehicle for sale in this area. Add tax, title license and dealer service fees. Manufacturer rebates applied. Everyone qualifies. **36 month leases (RAM \$0 security deposit + \$3999 down payment + \$219 First Month payment + \$4250 Midwest lease cash + \$500 Midwest Bonus = \$8,968 due at signing) (Compass \$0 Security deposit + \$3999 down payment + \$149 First month payment + \$2250 indirect lending cash + \$500 Midwest bonus cash = \$6898 due at signing)(Grand Cherokee \$0 Security deposit + \$3999 down payment + \$235 first month payment + \$2500 Midwest lease cash = \$6734 due at signing). Add tax title license and dealer service fees. Leases are 10,000 miles per year. Manufacture rebates applied. Everyone qualifies. Security deposit is waived with approved credit. ^42 month lease (Paci ca \$0 security deposit + \$3999 down payment + \$275 first month payment + \$2500 Midwest lease cash = \$6274 due at signing) all leases are 10,000 miles per year. Add tax, title license and dealer service fees. Manufacturer rebates applied, everyone qualifies. Security deposit is waived with approved credit. ^^24 month lease (Cherokee Latitude \$0 Security deposit + \$189 first month payment + \$2500 Midwest lease cash + \$1000 Cherokee lease cash + \$3999 down payment + \$500 Midwest Bonus Cash = \$8188 due at signing) all leases are 10,000 miles per year. Add tax, title license and dealer service fees. Manufacturer rebates applied, everyone qualifies. Security deposit is waived with approved credit. Vehicles in this advertisement are for illustration purposes only and may not reflect the actual color, model or options of the vehicle for sale. The dealer is not responsible for typographical errors in this advertisement. +Based on 2017 CDJR sales reporting statistics in the state of Wisconsin. Expires 1/31/2018.