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## **2014 Chrysler 300 Lineup Delivers World-class Craftsmanship, Technology And Value Wrapped in 'Imported From Detroit' Style**

- Best-in-class fuel economy: 3.6-liter aluminum Pentastar V-6 engine with state-of-the-art ZF eight-speed automatic transmission delivers 31 mpg highway on Chrysler 300 rear-wheel drive models and 18 mpg city and 27 mpg highway on all-wheel-drive models
- Working hand-in-hand, John Varvatos' signature fashion style combined with Chrysler designers styling expertise forged two 300 sedan models that embody the soul of 'Imported from Detroit'
- Chrysler's intelligent AWD system features a segment-exclusive active transfer case and front-axle disconnect for maximum fuel efficiency and even more all-season capability
- As the most innovative sedan in its class, the Chrysler 300 offers technologies like the award-winning Uconnect 8.4N with easy-to-use Garmin navigation, voice commands, 3-D map and route guidance graphics, and real-time SiriusXM Traffic
- Available Beats Audio premium sound system provides Chrysler 300 models with the studio-quality sound experience the way the artist intended
- Chrysler 300 remains the most luxurious vehicle in its class and provides best-in-class rear-seat volume for the comfort and roominess expected in a world-class flagship sedan

August 31, 2013, Auburn Hills, Mich. - Through lifestyle driven models, the 2014 Chrysler 300 continues to show the numerous personalities that are capable from its iconic and elegant design executed with world-class performance, efficiency and quality. Beginning with the return of the ultimate in style – Chrysler 300C John Varvatos Limited Edition, the ultimate in luxury – Chrysler 300C John Varvatos Luxury Edition, the ultimate audiophile – Chrysler 300S with Beats by Dr. Dre and its unique “blacked out” appearance, and the ultimate combination of luxury and value – Chrysler 300; the 2014 brand’s flagship sedan continues to exude a distinct attitude that could only be “Imported From Detroit.”

### **Ultimate in style: Chrysler 300C John Varvatos Limited Edition returns**

With its unique Phantom Black tri-coat exterior paint and discrete metallic finishes inside and out, the limited-production Chrysler 300C John Varvatos Limited Edition returns in 2014, exuding a Detroit-tough attitude. Styled after the black with Titanium-finished John Varvatos' cologne bottle, a Titanium-finished grille surround, Titanium Chrome Chrysler “wing” badge and Black Chrome grille blades mimic the foundries that made Motor City flourish. For a more striking look, an aggressively styled front fascia integrates larger air inlets and features Black Chrome grille blades and Titanium-finished accents. Matching the cologne bottle finish are new 20-inch cast-aluminum wheels, day light opening surrounds and mirror caps finished in Titanium. At the rear, LED taillamps with blackened detail give a more masculine look, while dual-exhaust tips in titanium, and John Varvatos and Chrysler wing deck-lid badges finished in Titanium Chrome complete the look.

Delivering John Varvatos' signature style through a unique combination of dark colors and exotic materials, the Chrysler 300C John Varvatos Limited Edition surrounds its passengers with craftsmanship and an industrious style that could only be “Imported from Detroit.” Inside, John Varvatos' logos are proudly debossed on unique Pewter Metallic leather seats and are tailored with unique Diesel Gray and black pattern Varvatos stitching – for a look that is straight out of his fitted-jacket collection. Translated from John Varvatos' latest watch design are a specially designed gauge cluster and clock with Pearlescent White face and Charcoal Black Metallic bezels. Extensive use of exotic Poltrona Frau® black leather with Diesel Gray accent stitching surrounds the bespoke environment, while a hand-stitched heated steering wheel is finished with Diesel Gray thread and Titanium Chrome accents for added

detail. Completing the Chrysler 300C Varvatos Limited Edition's interior are Titanium, unique Charcoal Hydrographic Wood and Gloss Black finished interior accents.

The limited-production 2014 Chrysler 300C John Varvatos Limited Edition will return later in the 2014 model year.

#### **Ultimate in luxury: Chrysler 300C John Varvatos Luxury Edition**

Delivering distinct Detroit styling with the refinement and confidence worthy of Fifth Avenue, the 2014 Chrysler 300C John Varvatos Luxury Edition sedan is designed to be the most luxurious and fuel-efficient Chrysler flagship sedan ever. In collaboration with John Varvatos, this 300 sedan combines ultra-premium leather and hand-sanded wood – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features.

Exclusive interior features found on the Chrysler 300C John Varvatos Luxury Edition sedan include the choice of monotone black or exclusive Dark Mocha with black Poltrona Frau “Foligno” leather. Black or Dark Mocha seats are wrapped exclusively in supple Nappa leather and proudly feature the John Varvatos debossed logo. Both driver and front-passenger seats are 12-way power-adjustable with two-mode ventilation and heat. A black or Dark Mocha with black leather-wrapped steering wheel includes die-cast paddle shifters and a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected and hand-sanded Natural Pore Mocha finished in matte to enhance the beauty of the real wood.

Outside, large 20-inch polished face [19-inch with all-wheel drive (AWD)] and painted pocket aluminum wheels, provide the Chrysler 300C John Varvatos Luxury Edition sedan with a planted and road-holding look. Platinum chrome accents provide an even more upscale look, while a platinum-chrome mesh grille and John Varvatos deck-lid badge ensure a truly distinctive appearance.

#### **Ultimate audiophile: Chrysler 300S**

With its “blacked out” appearance, world-class ride and handling, discrete exterior styling elements, contemporary interior materials, Beats Audio system and state-of-the-art technology features – the 2014 Chrysler 300S exudes street credibility with even more performance.

Unique to the Chrysler 300S model is the award-winning 3.6-liter Pentastar V-6 engine with a cold-air induction system and sport-tuned exhaust system – which enables the aluminum mill to produce 300 horsepower (+8 horsepower), 264 ft.-lb. of torque (+4 ft.-lb) compared to the rest of the six-cylinder flagship models. The segment-exclusive eight-speed automatic transmission with steering-wheel mounted paddle shifters and sport mode help to deliver added precision and performance to the pavement. In addition, 20-inch polished-face aluminum wheels with black painted pockets, all-season performance tires, touring-tuned suspension with 25 percent quicker steering and 20 percent heavier on-center feel than the entry-level 300 model provide the 300S driver with a visceral driving experience.

For customers who seek more performance, the Chrysler 300S is available with the 5.7-liter HEMI V-8 engine with four-cylinder mode Fuel Saver Technology and 370 horsepower, along with a firmer performance-tuned suspension and larger performance-disc brake system.

#### **Ultimate combination of luxury and value: Chrysler 300**

Because luxury should not be limited to the wealthy and privileged few, the 2014 Chrysler 300 model remains the most appointed entry-level Chrysler flagship sedan ever. With its standard heated-leather front seats, the innovative Uconnect 8.4 with voice commands, fuel-saving 3.6-liter aluminum Pentastar V-6 engine with state-of-the-art eight-speed automatic transmission for a best-in-class 31 mpg highway – the Chrysler 300 provides its passengers with the comfort, convenience and technology features of cars costing twice as much.

For those that demand even more all-season capability, the Chrysler 300 is available with the segment's most advanced AWD system. With its intelligent AWD system, the Chrysler 300 AWD features a segment-exclusive active transfer case and front-axle disconnect for maximum fuel economy or traction depending on conditions.

Other key standard equipment includes front-row reactive head restraints, advanced multi-stage air bags, full-length side-curtain air bags, seat-mounted side-thorax air bags, driver's knee bag, rear head restraints in all positions, electronic stability control (ESC), Hill-start Assist (HSA), Rain Brake Support (RBS), Ready Alert Braking (RAB), tire-

pressure monitoring (TPM), USB port with iPod control, SiriusXM Radio, SD-card reader, auxiliary audio input jack, steering-wheel mounted audio controls, six-speaker audio, Keyless Enter-N-Go, dual-zone automatic climate control with humidity sensor, cabin air filtration, acoustic windshield and front-door glass, 12-way power driver's seats including 4-way power lumbar, cruise control, auto-dimming rear-view mirror, leather-wrapped Chrysler brand steering wheel with manual tilt/telescoping steering column, leather-wrapped shift knob, luxury floor mats, 140-mph LED-illuminated instrument cluster with full color and driver-selectable Electronic Vehicle Information Center (EVIC), satin chrome interior door handles, LED-illuminated assist handles and front map lights, LED-illuminated front cup holders, rear-passenger reading lamps, LED-illuminated front and rear door handles, LED-illuminated center-stack storage bin, glove box lamp, illuminated vanity mirrors and two 12-volt power outlets.

On the exterior, the Chrysler 300 model features 17-inch painted aluminum wheels, P215/65R17 all-season touring tires, comfort-tuned suspension, touring brake package, liquid-chrome grille bars with chromed surround, bi-halogen projector headlamps with chromed bezels, automatic headlamps, chromed daylight opening, chromed front and rear fascia accents, LED-illuminated "C" shaped daytime-running lamps (DRL), body-color exterior mirrors and door handles, LED-illuminated taillamps with LED-illuminated light pipe, dual-chromed exhaust tips with rolled-edges, cap-less fuel-filler door with power release, 17-inch compact spare tire and chromed "300" deck-lid badge.

### **As the most innovative sedan in its class, Chrysler 300 offers the award-winning Uconnect 8.4N with the segment's largest touchscreen and easy-to-use Garmin navigation**

The 2014 Chrysler 300 sedan's Uconnect 8.4N system integrates award-winning Garmin navigation, voice recognition and SiriusXM Traffic with an intuitive user interface to make operating simple. With natural voice commands, the Uconnect 8.4N enables passengers to input street addresses and navigate to points of interest. And with the integrated SiriusXM Traffic, real-time traffic monitoring notifies the driver or enables the Garmin navigation to reroute due to congested thoroughways.

In addition to 3D buildings and terrain views, Uconnect 8.4N with integrated Garmin navigation features road signs and lane guidance that covers over 60,000 intersections across the United States. Information is very realistic and intuitive enabling drivers to keep their hands on the wheel and focus on the road.

For the Chrysler brand, keeping drivers focused on the road is a priority and the Uconnect 8.4N (and 8.4 model) includes handsfree texting, to keep passengers even more connected through voice commands. With a compatible Bluetooth phone, Uconnect enables text-to-speech for incoming text messages, and provides the driver with a list of popular responses for outgoing messages.

### **World-class eight-speed automatic transmission**

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel efficiency of the 2014 Chrysler 300, 300S, 300C and 300C John Varvatos Luxury and Limited Edition models and offers class-leading fuel efficiency with respect to:

- Best-in-class highway fuel economy (31 mpg highway)
- Best-in-class V-6 all-wheel-drive (AWD) fuel economy (18 mpg city and 27 mpg highway)
- Best-in-class combined fuel economy (23 mpg with RWD, 21 with AWD)
- Unsurpassed city fuel economy (19 mpg RWD, 18 mpg AWD)
- Overall unsurpassed fuel economy in its class (19 mpg city and 31 mpg highway with RWD)

The addition of three more gear ratios in the proven ZF eight-speed automatic transmission design help to reduce the gaps normally associated with upshifting and downshifting. Combined with the award-winning 292 horsepower – or new 300 horsepower – 3.6-liter Pentastar V-6 engine, passengers will experience world-class levels of refinement due to small, evenly spaced ratios that provide quicker acceleration and smoother shifts.

Quicker shifts are possible on the Chrysler 300S and 300C John Varvatos Luxury and Limited Edition models as a result of a "Sport" shift mode that requires simple driver input. When the driver chooses to let the transmission shift in "Sport" mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. For even more control, the driver can also use a pair of die-cast, steering-wheel mounted paddle controls and view gear selection through an all-new full-color EVIC centered in the instrument cluster.

### **The segment's most advanced AWD system**

From winding through twisty stretches of coastal road, to escaping away to a snow-covered ski resort, the 2014 Chrysler 300 AWD models have a commanding design presence and the power and all-weather capability to carve through some of the worst precipitation Mother Nature can dish out.

With the aluminum 3.6-liter Pentastar V-6 engine delivering best-in-class city and highway fuel economy (19/27 mpg), or legendary 5.7-liter HEMI® V-8 engine with 370 horsepower with four-cylinder mode Fuel Saver Technology – the Chrysler 300 with intelligent AWD features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies.

Chrysler 300's AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

#### **Chrysler and Beats by Dr. Dre premium audio experience**

The partnership between Chrysler and Beats By Dr. Dre brings music-studio sound to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it's made in the studio. Instead of the traditional approach to automotive sound, entrusting lab coat-adorned engineers as the arbiters of musical taste, Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team at Chrysler Group to design and tune the 10-speaker audio system.

Standard on 2014 Chrysler 300S, and available on Chrysler 300, 300C and 300C John Varvatos Luxury and Limited Edition models, the Beats by Dr. Dre audio system includes a powerful 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound required in professional recording studios.

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers provide bass, while two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio. Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

#### **Chrysler 300 named “Top Safety Pick” by the Insurance Institute for Highway Safety**

The new Chrysler 300 was named a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS), achieving their highest rating.

IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The new Chrysler flagship received ‘good’ ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available electronic stability control (ESC) systems that significantly reduce crash risks. Chrysler 300 has standard ESC. Other standard safety features include, full-length side-curtain airbags, seat-mounted side thorax air bags, driver's knee bag, front-row reactive head restraints, Hill-start Assist, Rain Brake Support and Ready Alert Braking.

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