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Inspired American Design and Beautifully Crafted Inside and Out, the All-new 2015 Chrysler 200 Sedan Charts a New Course for the Chrysler Brand, As Well As the Mid-size Sedan Segment, Captivating Drivers and Passengers Alike

- All-new 2015 Chrysler 200 debuts the new "face" of the Chrysler brand with a confident and instantly recognizable unified grille and headlamp graphic that prominently features the centralized Chrysler wing badge
- Elegant forms, sensual lines and fluid surfaces highlight the coupe-like appearance of the all-new 2015 Chrysler 200
- The athletic exterior has a soulful presence; the all-new Chrysler 200 is a strong, timeless design that drivers will want to touch and feel
- A signature light pipe or full-LED daytime running lamps (DRL), LED fog lamps and standard LED tail lamps give the all-new Chrysler 200 a distinctive, recognizable look coming or going
- Inspired by classic American design, the interior of the all-new 2015 Chrysler 200 features clean, expressive surfaces and is inviting and comfortable, rewarding drivers and passengers on daily commutes as well as longer journeys
- Well-crafted components offer world-class levels of fit and finish, furniture-like operating precision, and attention to detail
- All-new 2015 Chrysler 200 sedan is loaded with state-of-the-art, easy-to-use high-tech features and thoughtful amenities that will surprise and delight customers

March 21, 2014, Auburn Hills, Mich. - **2015 Chrysler 200 Exterior design**
An exquisite yet simple exterior design featuring sensuous lines and the new "face" of Chrysler, and an elegant, well-crafted interior are the hallmarks of the all-new 2015 Chrysler 200 mid-size sedan.

Clean lines and expressive surfaces highlight the coupe-like appearance of the all-new 2015 Chrysler 200 exterior. Inspired by nature and classic American design – Chris Craft boats and Airstream travel trailers – the 2015 Chrysler 200 sedan with its athletic yet soulful presence, has a strong, sculptural exterior that drivers will want to touch and feel. It's a timeless design based on simple elegance.

"The all-new 2015 Chrysler 200 redefines the exterior design philosophy for the Chrysler brand. We developed an elegant composition of forms that feature clean yet expressive surfaces," said Brandon Faurote, Head of Chrysler Brand Design — Chrysler Group LLC. "The 2015 Chrysler 200 is the debut of the new face of Chrysler which is confidently American. It features a new signature design element that cradles the proudly displayed Chrysler wing badge and travels visually into the headlamps. The coupe-like silhouette flows seamlessly into the deck lid and conveys a sense of speed for a very dramatic, emotional appeal."

The all-new 2015 Chrysler 200 has a simple, elegant, coupe-like silhouette; a few key lines wrap around the vehicle. It's a sculptural design that conveys the essence of the long, drawn-out forms that were found on Chrysler coupes in the 1960s. A unified front graphic, the horizontal design orientation with sculpted body sides and a body line that wraps around the car ties the design together for a singular, flowing aesthetic.

The front of the new 200 debuts the new "face of Chrysler" with a unified look that integrates the grille and headlamps for the first time with a Mobius strip-inspired design that's enhanced by a dynamic grille texture, providing

a unique 3-D effect. The central hood forms align and emphasize the new floating Chrysler wing and the Mobius strip repeats the wing shape, further celebrating the Chrysler brand identity.

A signature light pipe or available full-LED daytime running lamps (DRL), LED fog lamps and standard LED tail lamps give the all-new Chrysler 200 a distinctive, recognizable look coming or going. The new DRL debuts a new shape for the 200, starting in the top corner, moving down and then inward, artfully wrapping around the headlamps. The LED package delivers crisp, clean white lighting in all forward lighting positions.

Bright accents visually tie together the available fog lamps in the front and dual exhausts in the rear fascia, as well as the front and rear of the sedan for a harmonious exterior appearance.

2015 Chrysler 200 LX, Limited and C models all feature bright trim in the upper and lower grille of the front fascia, daylight opening (DLO), the area surrounding the side windows, and rear fascia.

The 2015 Chrysler 200's athletic form is highlighted by wide "shoulders" and balanced width, resulting in the most aerodynamic vehicle in the mid-size sedan segment, delivering owners both beauty and purpose.

The mirrors are beautifully sculpted and flow seamlessly off the pillars, and are complemented with beautifully refined door handles that feature a subtle, refined bright accent.

The rear of the all-new 2015 200 has a wide stance, an integrated spoiler and bright trim in the lower rear fascia. The exhaust tips are mounted-in-fascia, delivering precise fit and finish.

Dynamic and vibrant exterior colors build upon the fluid, muscular design cues for an unexpected-in-the-segment aesthetic – one of quiet confidence. Colors such as Velvet Red Pearl Coat, Vivid Blue Pearl Coat, Ceramic Blue Clear Coat and Lunar White Tri-Coat add an air of confidence on the new 2015 Chrysler 200.

No detail was overlooked in the design of the all-new 200 sedan. The wheels were specifically designed for the all-new 200 and feature shapes that blend sensual forms with technical precision. The expressive split, five-spoke design complements the vehicle perfectly. The unique design features on the tail lamps not only have a great aesthetic, but also aid in the best-in-class aerodynamics the 2015 200 delivers. The "200" badge has been updated with a cleaner, more contemporary look.
The 2015 Chrysler 200S model continues the successful S model design DNA by delivering an exclusive look – darker, more sinister – not found on other models in the lineup. The S model in the outgoing vehicle accounted for roughly 25 percent of sales while attracting a younger, more affluent customer.

The exclusive appearance of the 2015 200S models starts with gloss black trim and accents, rather than the bright trim found on other models in the lineup. The DLO surround/molding is finished in high gloss black as well. Integrated dual exhausts are standard on the S model. The available 19-inch Hyper Black aluminum wheels complete the look. The 200S model's sinister look and feel complements the sportier driving experience the S model delivers.

From a distance, the exterior of the all-new 2015 Chrysler 200 is impactful and beautiful, and the engaging design is truly appreciated from up close, where the humanistic design forms and precisely crafted details are truly valued.

The 2015 Chrysler 200 is available in the United States in four different models and will arrive in volume in dealer showrooms in the second quarter, 2014. Customers can choose from the 2015 Chrysler 200 LX model, Chrysler Limited model, Chrysler S model and the premium Chrysler 200C.

The all-new 2015 Chrysler 200 sedan will offer consumers 11 different exterior color choices from which to choose: Velvet Red Pearl Coat, Lunar White Pearl Tri-coat, Phantom Black Pearl Tri-coat (late availability), Vivid Blue Pearl Coat, Crystal Blue Pearl Coat, Granite Crystal Metallic Clear Coat, Luxury Brown Pearl Coat, Billet Silver Metallic Clear Coat, Black Clear Coat, Bright White Clear Coat and Ceramic Blue Clear Coat (late availability).

2015 Chrysler 200 interior design
The inspiration for the all-new 2015 Chrysler 200 interior was classic American design – the Eames lounge chair, the iPhone, Airstream travel trailers – designs that use materials in an honest way, whether it is formed wood, or smooth

molded metal in clean, yet bold, designs.

The interior of the 200 draws the eye to clean, expressive surfaces. It's inviting, comfortable and rewards drivers and passengers on daily commutes as well as longer journeys.

The all-new 2015 Chrysler 200 interior is a sophisticated blend of hand-sculpted fluid shapes, high-quality materials, innovative material choices, precision craftsmanship, state-of-the-art technology and thoughtful, clever features.

"The all-new 2015 Chrysler 200 offered us a blank canvas with which to design the interior. We looked at iconic American design and craftsmanship for our inspiration because Chrysler is a classic American brand," said Klaus Busse, Head of Interior Design. "Formed wood, used as an integral element of the design is what captured our attention and inspired us. Customers can see an example of this approach in the open pore wood trim in the new 200; it's not just decoration, but a structural element that visually 'holds' the components and the instrument panel itself in place."

The 2015 Chrysler 200 interior was designed using four key principles:

- Make an emotional design impact
- Use high-quality materials
- Include state-of-the-art technology
- Develop clever storage features that use the interior space wisely

Emotional design

When Chrysler designers started work on the all-new interior of the 2015 200 sedan, they envisioned using unique elements to create an interior identity that was distinctly American and enveloped the drivers and passengers in an inviting and comfortable yet beautiful interior.

The interior has a "wow" factor. It's a striking appearance, one of contemporary luxury but with graceful movement. Hand-sculpted, fluid shapes and clean, expressive surfaces are found throughout the cabin. The fluid shapes carry from the instrument panel around to the door panels. The available open-pore wood trim was designed to visually "hold" the instrument panel in place.

The clean lines of the dash are highlighted by the floating island bezel and the soft blue glow surrounding the gauges in the instrument panel. The components of the instrument panel are integrated in the design for a finished product that is solid and timeless. The instrument panel's sleek appearance is juxtaposed with the architectural detail of the air vents, evoking the exposed structure of a building or vertebrae in a skeleton.

The well-crafted components in the interior deliver world-class levels of fit and finish for drivers and passengers alike. Furniture-like mechanisms, such as the sliding cup holders in the innovative center console are sturdy and operate smoothly.

The 2015 Chrysler 200 sports the newly designed corporate steering wheel with audio, voice and speed controls. It's ergonomic and intuitive, adding a new level of technical sophistication to the 200 sedan. For the first time in a Chrysler mid-size sedan, paddle shifters are available for the driver who wants a more spirited driving experience.

The centerpiece of the new 200's interior is the innovative center console. The contemporary design is pleasing to look at while offering clever functionality that is enabled by full electronic gear shifting with a rotary shift knob. This leading-edge technology doesn't need the mechanical linkage of traditional shifters that take up space in the center of the vehicle, enabling Chrysler designers to fully utilize the space.

A pass-through storage area at the front of the console is accessible by both the driver and front-seat passenger. A thoughtful opening at the rear of the pass-through storage area allows for wires and cables to directly connect to the power supply and media center located in the center console.

The all-new 2015 Chrysler 200 center console includes an innovative sliding cup holder with smooth, furniture-like movement. The sliding function allows drivers and passengers to use the full open space in a way that best fits their needs.

The all-new 2015 Chrysler 200 sedan is available with three interior choices inspired by the diverse, iconic American urban landscape.

Fifth Avenue in New York City was the inspiration for the black interiors. The City of New York represents a unique attitude – the city that never sleeps. It's high fashion with a rock and roll edge. Edgy, yet classy. The Fifth Avenue interior is black and features black monotone embossed fabric cloth seating or black leather seating with a linen headliner, Satin Chrome accents and is available on the LX, Limited and 200C models.

Sausalito, California was the muse for the two-tone Linen and Black interior. The spirit of Sausalito inspired Chrysler designers with its different mindset: it's a city that doesn't act like a city. The city projects a "oneness" with its environment, a peaceful Zen that is represented by the linen and black interior. With Linen embossed fabric cloth seats or Linen leather seating with a linen headliner, the interior is calming, wrapping drivers and passengers in a comfortable environment. Satin chrome accents and black finishes are the final touches for a beautiful, harmonious interior choice. The 2015 Chrysler 200 sedan is the first Chrysler Group vehicle to debut the linen interior option. The Linen and Black cloth interior is available on the LX and Limited models.

The tenacious, never-say-die spirit of the City of Detroit was the inspiration for the S model's exclusive Black and Ambassador Blue interior. The interior of the S model embodies the juxtaposition of the City of Detroit – the tenaciousness and never-give-up attitude that created and nurtured world-renowned inventors and craftsmen, a music scene that has inspired generations of artists, and the hard-working people that put the world on wheels with the gritty landscape in parts of the city today. The interior of the 2015 200S model showcases the different personalities by combining cloth and leather materials as well as Black and Ambassador Blue colors in the seating and trim. The monotone black cloth and Ambassador Blue leather seating is unique in the segment. Ambassador Blue accents are tastefully placed throughout the black interior in the form of appliques around the door handles, instrument panel bezel and center console. Gloss Black trim and a black headliner completes the look. An optional monotone black leather seating with Ambassador Blue accent stitching is late availability for the 200S model.

The all-new 2015 Chrysler 200C model features either the Black or Linen and Black interior with standard Nappa leather seating, a Linen headliner, distinctive black and charcoal hydrographic accents and satin chrome trim.

The wow factor for the all-new 2015 Chrysler 200 sedan is the premium interior package available on the 200C model. The premium package interior captures the essence of the classic American design, featuring Linen perforated Nappa leather seating with bronze piping and bronze accent stitching, real open pore wood trim and warm chrome accents. A unique, two-tone heated steering wheel rounds out the package.

High-quality materials
Premium materials abound wherever the customer touches the vehicle – the door uppers, the center armrest and the upper instrument panel. Interior trim that is soft to the touch and pleasing to the eye is found throughout the cabin.

A vinyl-wrapped instrument panel brow, center console armrest and front door armrests are standard on all models. Available genuine open-pore wood is formed for the specific use and features a layered-edge treatment.

Seats in the all-new 2015 Chrysler 200 are ergonomically designed to support the contour of the body, and are trimmed with premium cloth or quality Nappa leather and are available with power adjustable, heated/ventilated seats with memory.

Unique available features, such as the available two-tone, heated, leather-wrapped steering wheel, heated and/or ventilated front seats and the expansive glove box large enough to hold an iPad or small laptop, will delight drivers and passengers alike.

State-of-the-art technology
The all-new 2015 Chrysler 200 was designed with thoughtful, state-of-the-art, high-tech features and amenities that are intuitive and easy to use.
The world-class thin-film transistor (TFT) 5- or 7-inch full-color reconfigurable instrument cluster allows the driver to enjoy a customized user experience and receive information and vehicle feedback in the format they prefer while keeping their hands on the wheel and eyes on the road.

The easy-to-use driver information display presents the basic information a customer needs at his or her fingertips but also allows the driver to add the information they desire, similar to an iPhone.

A multitude of information can be displayed in the center of the gauge cluster, including speed, turn-by-turn navigation, real-time fuel economy, safety warnings, and safety and security functions such as the ParkSense Parallel/Perpendicular Park Assist feature, audio information and trip details.

The available ParkSense Parallel/Perpendicular Park Assist System (a first for a Chrysler brand vehicle) is displayed in the center of the gauge cluster and operated with buttons on the steering wheel and the shifter. The easy-to-understand graphic walks the driver through the steps necessary to utilize the park assist system. The 2015 Chrysler 200 is the only mid-size sedan to offer the perpendicular park assist feature.

An available award-winning 8.4-inch touchscreen multimedia command center – the largest in the segment – or the 5-inch touchscreen multimedia command center are attractive, intuitive and easy to use, and are located in the center stack.

The Uconnect system allows the driver to control the audio, climate controls, heated/ventilated seats and much more from the touchscreen, the redundant controls located on the center stack below the touchscreen or with voice commands. The touchscreen buttons are large and easy-to-see at a glance. The 8.4-inch color touchscreen Uconnect Access is user-friendly and includes Bluetooth connectivity, SiriusXM Radio, navigation, music, apps (Pandora, Aha, iHeartRadio and more), voice-to-text messaging and streaming audio capability. Uconnect Access Via Mobile seamlessly brings four popular Internet radio apps into the Chrysler 200. They are: Aha by Harman, iHeartRadio, Pandora and Slacker. Like all Uconnect-brand features, it is designed to be easy to learn and easy to use.
A power supply and media center located in the center console provides maximum user convenience.

A premium sound system is available with nine speakers and a subwoofer.

Clever storage features
Thoughtful, clever storage features make the most of the available interior space in the all-new 2015 Chrysler 200.

The innovative center console is well thought out and features a number of user-friendly features. A pass-through storage area at the front of the console is accessible by both the driver and front-seat passenger. A thoughtful opening at the rear of the pass-through storage area allows for wires and cables to directly connect to the power supply and media center located in the center console. An innovative sliding cup holder with smooth, furniture-like movement allows drivers and passengers to use the space in a way that best fits their needs. Covered storage allows passengers to store items out of sight.

Available door map pockets incorporate beverage holders large enough for 20-ounce bottles.

Attention to detail is prevalent throughout the all-new Chrysler 200, as no space was overlooked. Surprising details include a rendering of the City of Detroit skyline embossed on the rubber mat in the bottom of the pass-through storage of the center console.

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