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The 2015 Chrysler 200 Springs Forward with Two New Interior Choices

- New Ambassador Blue leather interior option is available now on 2015 Chrysler 200S models
- New Mocha leather interior is available to order on 2015 Chrysler 200C models
- Chrysler 200 sales continue to blossom as the all-new mid-size sedan approaches its first year in the marketplace
- Rocky Mountain Automotive Press and Texas Auto Writers Association recently name the 2015 Chrysler 200 “Car of the Year” and “Mid-size Sedan of Texas” respectively
- 2015 Chrysler 200 provides families style, substance and value with four well-equipped models from which to choose, highway fuel economy ratings of up to 36 miles per gallon, 60 available advanced safety and security features and a starting U.S. Manufacturer’s Suggested Retail Price of \$21,895

April 8, 2015, Auburn Hills, Mich. - The award-winning 2015 Chrysler 200 rolls into spring with two new interior options, giving customers more choices in the mid-size sedan segment.

The 2015 Chrysler 200S model now offers the choice of an Ambassador Blue leather interior, in addition to Black leather or Black cloth with Ambassador Blue leather trim. The 2015 Chrysler 200C model adds the choice of a premium Mocha leather interior with heated and ventilated front seats to its lineup, which also includes Black or Linen leather interiors with heated and ventilated front seats.

“The Chrysler 200 is resonating with consumers looking for a car that delivers a timeless, elegant design, a great driving experience and is packed with features drivers and passengers appreciate,” said Al Gardner, President and CEO – Chrysler Brand. “By adding two new interior choices, the Chrysler 200 offers fresh options for the driver who wants a car that exudes a style not typically found in the mid-size sedan segment.”

Sales of the all-new 2015 Chrysler 200 have grown steadily since the introduction of the all-new mid-size sedan. In March, Chrysler 200 sales increased 155 percent versus March 2014 (19,190 units sold vs. 7,531) for the best monthly sales ever for the Chrysler 200. In addition, the Chrysler 200 logged its ninth-consecutive month of year-over-year sales increases in March and the 200 has set a sales record in every month since September 2014. Year-to-date Chrysler 200 sales have grown 61 percent (49,152 units sold vs. 30,489 for the same time period in 2014.)

The Rocky Mountain Automotive Press (RMAP) and Texas Auto Writers Association are the two most recent organizations to recognize the all-new 2015 Chrysler 200 with noteworthy awards. RMAP announced at the Denver Auto Show that the 2015 Chrysler 200 is the winner of its “Car of the Year” award, and TAWA chose the 200 as the “Mid-size Sedan of Texas” at their Spring Roundup last month.

The 2015 Chrysler 200 delivers drivers a beautiful exterior design – featuring the new “face” of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, compliments of a segment-first nine-speed automatic transmission. With the choice of two world-class engines, an innovative all-wheel-drive system, available sport mode and paddle shifters for an engaged driving experience, and highway fuel economy of up to 36 miles per gallon, the all-new Chrysler 200 makes the commute something drivers will look forward to.

For peace of mind when driving, the 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment, and state-of-the-art, easy-to-use technology that keeps drivers and passengers connected. With a starting U.S. Manufacturer’s Suggested Retail Price (MSRP) of just \$21,895 (excluding \$995 destination) the all-new 2015

Chrysler 200 is a sedan that customers will be proud to own, at a value they will appreciate.

The 2015 Chrysler 200 is designed, engineered and built, with pride, in Michigan.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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