Contact: Ron Kiino

General Media Inquiries

Amy Delcamp

## 90 Years of Chrysler Brand Celebrated With Anniversary Edition Models

- Chrysler celebrates 90 years of building quality, beautiful vehicles that are loaded with style, innovative technology and the comfort customers desire, at an affordable price
- 2016 model year Chrysler 200, 300 and Town & Country to offer 90th Anniversary Packages with more content at a great value
- Anniversary packages will be offered on the volume models, adding value for the customer who will most appreciate it

June 23, 2015, Auburn Hills, Mich. - Chrysler was founded in 1925 by Walter P. Chrysler, and it was his commitment to the public that Chrysler would deliver consumers a product with quality, beauty, speed, comfort, style and power, all at a low price. And for the past 90 years, this has been the Chrysler brand's mission.

Today's Chrysler brand is the modern expression of this vision. Chrysler stands for quality, for design, for craftsmanship, for performance, for efficiency, for innovation and technology – all at a very attainable price.

2015 is the Chrysler brand's 90th year and to celebrate, the brand is producing limited-edition 90th Anniversary models that offer more standard equipment and value for customers.

"Ninety years ago, Walter P. Chrysler laid the foundation for a philosophy that still works today – craftsmanship, beautiful design, innovation and technology, all at an affordable price," said Al Gardner – President and CEO Chrysler Brand, FCA US LLC. "Those traits still resonate today in both the products – the Chrysler 200 mid-size sedan, 300 full-size sedan and Town & Country minivan – and with consumers. Chrysler brand sales are up almost 20 percent this year, which is a great foundation for the brand heading into the next 90 years."

**Chrysler 200 90th Anniversary Edition**

Available in the third quarter, the 2016 Chrysler 200 Limited model will be available with a 90th Anniversary Package. The special-edition package reflects the tenets of the Chrysler brand – a car that is packed with features that customers value, at a price they appreciate.

In addition to the standard features on the 2016 Chrysler 200 Limited model, including highway fuel economy of up to 36 miles per gallon, the 90th Anniversary Package adds: 8.4-in. touchscreen radio with Uconnect Access and SiriusXM Radio, a power sunroof, the Convenience Group (one-year SiriusXM Radio, body-color power heated mirrors, leather-wrapped steering wheel, power four-way driver lumbar adjust, power eight-way driver seat and sun visors with illuminating vanity mirrors), front floor mats with the Chrysler Anniversary logo and a unique Chrysler Anniversary screen logo on the 8.4-inch touchscreen.

**Chrysler 300 90th Anniversary Edition**

The 2016 Chrysler 300 90th Anniversary Edition builds on the 300 Limited – the nameplate's most appointed entry model ever – adding even more technology with the innovative Uconnect 8.4AN with the segment's largest 8.4-inch touchscreen display, 3-D GPS navigation, AM/FM/HD radio, SiriusXM Radio, Bluetooth, UConnect Access, plus SiriusXM Traffic and SiriusXM Travel Link.

The package also includes the segment's largest dual-pane sunroof and HomeLink universal transceiver. And, to make sure this Chrysler 300 is unique, commemorative 90th Anniversary Edition appointments include a startup

splash screen logo and premium floor mats with embroidered logo.

In addition to its 292-horsepower 3.6-liter Pentastar V-6 engine with class-exclusive TorqueFlite eight-speed automatic transmission that delivers a segment-leading 31 mpg on the highway, the 2016 Chrysler 300 90th Anniversary Edition is available with the segment's most technologically advanced AWD system – enabling even more all-weather capability with maximum real-world fuel efficiency thanks to its segment-exclusive active transfer case and front-axle-disconnect system.

**Chrysler Town & Country 90th Anniversary Edition**

Not to be outdone, the 2016 Town & Country Anniversary Edition builds on the Touring-L model, adding a power sunroof, bright door handles, heated first- and second-row seats, heated steering wheel and Keyless Enter 'n Go as standard equipment. This limited-edition model also features an "Anniversary Edition" logo on the radio splash screen and floor mats.

**About the Chrysler 200**

Exquisite style meets exceptional performance in Chrysler 200. The 200 exceeds expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience. With highway fuel economy of 36 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just $21,995, the Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The Chrysler 200 is designed, engineered and built with pride in Michigan.

**About the Chrysler 300**

Celebrating 90 years of American ingenuity, the 2016 Chrysler 300 lineup delivers on the brand's promise of style, sophistication, world-class quality and technology – all at an attainable value. Through iconic design proportions with inspired materials; class-exclusive innovations, including a state-of-the-art TorqueFlite eight-speed transmission delivering a best-in-class 31 miles per gallon (mpg) highway fuel economy standard on every model; plus the availability of the segment's most advanced all-wheel drive (AWD) system and award-winning Uconnect systems and services, the Chrysler 300 is proud to be America's big and bold sedan.

**About the Chrysler Town & Country**

The Chrysler Town & Country provides customers with comfort, safety and innovative features at any budget. Chrysler Town & Country offers the most innovative seating and storage system with standard Stow 'n Go Seats, while its award-winning powertrain delivers best-in-class horsepower without sacrificing fuel efficiency. The 3.6-liter Pentastar V-6 engine is a three-time "Ward's 10 Best Engine" winner and produces 283 horsepower and 260 lb.-ft. of torque. Chrysler Town & Country achieves an EPA estimated 17 mpg in the city, 25 on the highway.

**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.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

**Follow Chrysler and company news and video on:**

Company blog: http://blog.stellantisnorthamerica.com

Media website: http://media.stellantisnorthamerica.com
Chrysler brand: www.chrysler.com
Facebook: www.facebook.com/chrysler
Instagram: https://www.instagram.com/chrysler
Twitter: www.twitter.com/chrysler or @StellantisNA
YouTube: www.youtube.com/chrysler or https://www.youtube.com/StellantisNA

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com