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## **2009 Chrysler 300 — Even More Power and Offers Improved Fuel Efficiency**

August 31, 2008, Auburn Hills, Mich. - In addition to striking design, a refined interior, premium communication and entertainment features and an abundance of standard safety and security features, the 2009 Chrysler 300 offers improved fuel economy, while providing more horsepower and torque from a new-generation 5.7-liter HEMI® V-8 engine.

The 2009 all-wheel-drive Chrysler 300 models are now equipped with Active Transfer Case and Front-axle Disconnect. No other major manufacturer offers these two independent technologies together. The unique system seamlessly transitions between rear-wheel drive and all-wheel drive with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle and opens the transfer case from the drivetrain to reduce friction and rotational mass. Automatic all-wheel-drive operation may be activated by outside temperatures, wheel slip or other predetermined conditions. All-wheel-drive mode can also be manually selected by shifting the gear selector to Auto Stick mode or by activating the windshield wipers for an extended period of time.

Enabling the vehicle to switch between two-wheel drive and all-wheel drive improves fuel economy on all-wheel-drive Chrysler 300 models by up to one mile per gallon (mpg) on the highway, while still providing the outstanding performance and handling inherent in rear-wheel drive. To inform the driver when he or she is in two-wheel drive or all-wheel drive, the Electronic Vehicle Information Center (EVIC) indicates when the switch is made.

The 2009 Chrysler 300C rear-wheel-drive and all-wheel-drive models both feature the new-generation 5.7-liter HEMI V-8 engine with a five-speed automatic transmission that produces 360 horsepower (268 kW) and 389 lb.-ft. (527 N•m) of torque. The 5.7-liter HEMI continues to offer fuel-saving Multi-displacement System (MDS) technology. MDS seamlessly turns off the fuel consumption in four of the cylinders when V-8 power is not needed, improving fuel economy by as much as 20 percent. To inform the driver when he or she is in four-cylinder mode, the EVIC now automatically displays "ECO" when the switch is made, providing drivers with the opportunity to modify their driving habits in order to achieve better fuel economy.

In addition, the 2009 Chrysler 300 Limited and 300C feature a comfort-tuned suspension for a smoother ride. For those looking for a sport-tuned suspension, the Chrysler 300C Heritage offers the same performance steering, suspension and shocks as the Dodge Charger Daytona R/T.

On the interior, classic styling cues of the Chrysler 300C have been extended to the entire lineup for 2009. The Chrysler 300 LX now features chrome door spears, chrome center console spears and cup holder rings, chrome instrument panel trim rings and satin silver instrument panel bezels. Standard light-emitting diode (LED) lighting on all models in front cup holders and standard LED map-pocket lighting on the Chrysler 300 Limited provide additional driver conveniences.

The 2009 Chrysler 300 also features flexible trunk space with standard cargo nets, grocery bag hooks, trunk scuff plate and deck-lid liner. The Chrysler 300 Limited and 300C now also feature a new reversible trunk mat.

New entertainment and communications options on the 2009 Chrysler 300 include standard uconnect tunes with AM/FM/6CD/DVD/MP3 radio on the Limited and 300C models.

### **WHAT'S NEW FOR 2009**

Exterior:

- Color: Deep Water Blue Pearl Coat replaces Steel Blue Pearl Coat
- Antenna moves to rear window (all models)
- Seventeen-inch machined aluminum wheels (now standard on Chrysler 300 LX)

- New chromed grille and standard 20-inch chromed aluminum wheels (Chrysler 300C Heritage)

#### Interior:

- Upgraded interior accents include chromed door spears, chromed center console spears and cup holder rings, chromed instrument panel trim rings and satin silver instrument panel bezel (Chrysler 300 LX)
- Flexible trunk space includes cargo net, grocery bag hooks, trunk scuff plate and trunk deck-lid liner (all models)
- Reversible trunk mat (standard on Chrysler 300 Limited and 300C)
- Front and rear floor mats (all models)

#### Electrical:

- uconnect tunes with AM/FM/6CD/DVD/MP3 radio featuring touch screen (standard on Chrysler 300 Limited)
- Automatic headlamps and Automatic Temperature Control (now standard on Chrysler 300 Touring)
- LED map-pocket lighting (standard on Chrysler 300 Limited)
- LED-illuminated front cup holders (all models)
- Normal cruise control added to adaptive cruise control (Chrysler 300C)
- EVIC automatically informs driver when in two-wheel drive or all-wheel drive (AWD models)
- EVIC automatically informs driver when using fuel-saving MDS technology by flashing "ECO" message (Chrysler 300C)

#### Powertrain/Chassis:

- New-generation 5.7-liter HEMI engine with fuel-saving MDS technology and Variable-Valve Timing (VVT) generates increased horsepower (360 horsepower) and torque (389 lb.-ft.) (Chrysler 300C)
- New axle ratio of 2.65:1 (Chrysler 300C)
- All-wheel-drive models equipped with innovative Active Transfer Case and Front-axle Disconnect to maximize performance and fuel economy
- New axle ratio of 3.06:1 (Chrysler 300 AWD)
- Comfort-tuned suspension (Chrysler 300 Limited and Chrysler 300C with 18-inch wheels)
- Chrysler 300C Heritage features same performance steering, suspension and shocks as Dodge Charger R/T Daytona

#### Safety and Security:

- Updated Tire Pressure Monitoring (TPM) warning message now appears as "LO TIRE" (all models)

### DESIGN

Interior styling cues from the Chrysler 300C have been extended to the entire lineup for 2009 with the Chrysler 300 LX receiving chromed door spears, chromed center console spears and cup holder rings, chromed instrument panel trim rings and satin silver instrument panel bezels. Standard LED lighting on all models in front cup holders and standard LED map-pocket lighting on the Chrysler 300 Limited provide additional driver convenience.

The 2009 Chrysler 300 now features flexible trunk space with standard cargo nets, grocery bag hooks, trunk scuff plate and deck-lid liner. The Chrysler 300 Limited and 300C now come standard with a reversible trunk mat.

On the exterior, the 2009 Chrysler 300C Heritage edition receives an updated colored chrome grille. The mesh-patterned grille is lined with silver chrome along the outside edges.

### ENGINEERING

The 2009 all-wheel-drive Chrysler 300 models are now equipped with Active Transfer Case and Front-axle Disconnect. No other major manufacturer offers these two independent technologies together. The unique system seamlessly transitions between rear-wheel drive and all-wheel drive with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle and opens the transfer case from the drivetrain to reduce friction and rotational mass. Automatic all-wheel-drive operation may be activated by outside temperatures, wheel slip or other predetermined conditions. All-wheel-drive mode can also be manually selected by shifting the gear selector to Auto Stick mode or activating the windshield wipers for an extended period of time.

Enabling the vehicle to switch between two-wheel drive and all-wheel drive improves fuel economy on all-wheel-drive Chrysler 300 models by up to one mpg on the highway, while still providing the outstanding performance and handling inherent in rear-wheel drive. To inform the driver when he or she is in two-wheel drive or all-wheel drive, the Electronic Vehicle Information Center (EVIC) indicates when the switch is made.

Three powertrain options are available in the 2009 Chrysler 300 lineup, offering outstanding performance, fuel economy, quietness and durability.

The rear-wheel-drive 2009 Chrysler 300 LX is equipped with a 2.7-liter V-6 engine providing 178 horsepower (133 kW) @ 5,500 rpm and 190 lb.-ft. (258 N•m) of torque @ 4,000 rpm. The 2009 Chrysler 300 LX with the 2.7-liter engine achieves an estimated 18 mpg in the city and 26 mpg on the highway.

A 3.5-liter High Output V-6 engine featured on the rear-wheel-drive and all-wheel-drive Chrysler 300 Touring and Chrysler 300 Limited models provides 250 horsepower (186 kW) @ 6400 rpm and 250 lb.-ft. (340 N•m) of torque @ 3800 rpm. The 2009 Chrysler 300 Touring rear-wheel-drive models with 3.5-liter engine achieve an estimated 17 mpg in the city and 25 mpg on the highway. The all-wheel-drive models achieve an estimated 17 mpg in the city and 23 mpg on the highway.

The 2009 Chrysler 300C rear-wheel-drive and all-wheel-drive models feature the new-generation 5.7-liter HEMI V-8 engine with a five-speed automatic transmission that generates an estimated 360 horsepower (268 kW) and 389 lb.-ft. (527 N•m) of torque. The 5.7-liter HEMI continues to offer fuel-saving MDS technology. MDS seamlessly turns off the fuel consumption in four cylinders when V-8 power is not needed, improving fuel economy up to 20 percent. To inform the driver when he or she is in four-cylinder mode, the EVIC now automatically displays "ECO" when the switch is made, providing drivers with the opportunity to modify their driving habits in order to achieve better fuel economy. The 2009 Chrysler 300C all-wheel-drive achieves an estimated 16 mpg city, 23 highway, and rear-wheel-drive models achieve an estimated 16 mpg in the city and 23 mpg on the highway.

In addition, the 2009 Chrysler 300 Limited and 300C feature a comfort-tuned suspension for a smoother ride. For those looking for a sport-tuned suspension, the Chrysler 300C Heritage offers the same performance steering, suspension and shocks as the Dodge Charger Daytona R/T.

#### **ENTERTAINMENT AND COMMUNICATION TECHNOLOGY**

The 2009 Chrysler 300 lineup offers the latest entertainment and communication technology available in the automotive industry while maintaining simplicity, safety, freedom and flexibility behind the wheel.

- Available uconnect phone featuring Bluetooth® technology to provide voice-controlled wireless communication between the occupants' compatible mobile phones and the vehicle's onboard receiver
- Available uconnect tunes featuring a 30-gigabyte hard drive for ripping up to 6,700 songs from CD or Universal Serial Bus (USB) memory devices in a compressed format (MP3, Advance Audio Coding (AAC) or Windows Media Audio (WMA) files) for playback directly from the vehicle's audio system, photo uploading for home screen personalization and the ability to display movies when the vehicle is in Park (as permitted by state regulations)
- Available uconnect gps combines the features of uconnect phone and uconnect tunes with navigation system and real-time traffic updates
- Available rear-seat DVD Video Entertainment System® (VES), conveniently located under the center console armrest cover provides easy access to rear-seat passengers
- Available uconnect studios with optional SIRIUS Backseat TV,™ featuring three channels of family television programming and SIRIUS Satellite Radio with more than 130 channels of the best music, entertainment and information available coast to coast

#### **Rear-seat DVD Video Entertainment System**

The rear-seat VES is cleverly packaged under the center console armrest cover and is easily accessible to rear-seat passengers. The system includes a seven-inch liquid crystal display (LCD) screen, a remote control and two wireless headsets. The hinged LCD screen may be fully stored into the console armrest cover or flipped up for viewing. Auxiliary audio and video plug-in jacks are included on the faceplate so that rear-seat passengers may view video directly from a video camera, play games from a video game console or play music directly from a portable MP3 player.

## **uconnect studios**

Available uconnect studios with SIRIUS Backseat TV™ features three channels of children's television programming, including Nickelodeon, Disney Channel and Cartoon Network. Rear-seat passengers will be able to watch shows such as Nickelodeon's "SpongeBob SquarePants," Disney Channel's "Hannah Montana," and Cartoon Network's "Foster's Home for Imaginary Friends."

SIRIUS Backseat TV operates through an in-vehicle satellite video receiver and two small roof-mounted antennas. Programming, in addition to the channel name, program title and rating, are displayed on the vehicle's rear-seat video screen. For added flexibility, rear-seat passengers may enjoy SIRIUS Backseat TV while front-seat occupants listen to uconnect studios' SIRIUS Satellite Radio. The system may be operated from either the rear-seat entertainment remote or the radio head unit in the front instrument panel. In addition, when the vehicle is in Park, programming may be displayed on the uconnect tunes or uconnect gps screen (if equipped) for front-seat viewing.

## **PRODUCT HIGHLIGHTS**

Redefining the classic American automobile

- Chrysler redefined the classic American automobile with the Chrysler 300
- The Chrysler 300 continues the Chrysler brand's proud "letter series" tradition in a thoroughly modern way
- With stunning, noble proportions, Chrysler 300 signaled an entirely new design direction for the Chrysler brand when first introduced in March 2004 as a 2005 model-year vehicle
- Unsurpassed comfort and spaciousness, the Chrysler 300 has the interior space of a front-wheel-drive package in a rear-wheel-drive vehicle
- Chrysler 300 offers leading technology at a mid-market price

It's got a new HEMI!

- Chrysler 300C offers exceptional performance with the new-generation 5.7-liter HEMI V-8 engine that generates 360 horsepower (268 kW) and 389 lb.-ft. (527 N•m) of torque and features fuel-saving MDS technology providing as much as a 20 percent improvement in fuel economy

Best of both worlds – the security of all-wheel drive with the spirit and handling of rear-wheel drive

- New for 2009, all-wheel drive Chrysler 300 models are equipped with Active Transfer Case and Front-axle

Disconnect – an active "on-demand" system disconnecting the front axle from the drivetrain until all-wheel drive becomes necessary

- System allows the vehicle to switch between two-wheel drive and all-wheel drive, increases fuel economy on all-wheel-drive Chrysler 300 models by up to one mpg on the highway

Safety and security

- Technologies such as Electronic Stability Program (ESP) with Brake Assist, All-speed Traction Control and four-wheel Anti-Lock Brake System (ABS), have reached new levels of advancement to control rear-wheel-drive vehicles in a way that is transparent to the driver

Customer convenience technology

- Available Boston Acoustics audio systems including a six-speaker 276-watt amplifier system or an eight-speaker 5.1 Matrix surround-sound amplifier including subwoofer
- Available uconnect tunes featuring a 30-gigabyte hard drive for ripping up to 6,700 songs from CD or USB memory devices in a compressed format, photo uploading for home screen personalization and the ability to display movies when the vehicle is in Park (as permitted by state regulations)
- Available uconnect phone featuring Bluetooth technology to provide voice-controlled wireless communication between the occupants' compatible mobile phones and the vehicle's onboard receiver
- Available uconnect gps combines the features of uconnect phone and uconnect tunes with navigation system and real-time traffic updates
- Available rear-seat Vehicle Entertainment System® (VES) with seven-inch LCD screen
- Available uconnect studios with optional SIRIUS Backseat TV,™ featuring three channels of family

television programming and SIRIUS Satellite Radio with more than 130 channels of the best music, entertainment and information available coast to coast

## **2009 CHRYSLER 300 MODEL LINEUP**

### 2009 Chrysler 300 LX (RWD)

#### Standard Features

- Rear-wheel-drive configuration
- 2.7-liter V-6 engine —178 horsepower (133 kW) and 190 lb.-ft. (258 N•m) of torque
- Four-speed automatic transmission
- 17-inch aluminum wheels
- P215/65R17 all-season ride tires
- 18-gallon fuel tank
- Air conditioning
- Cabin air-filtration system
- AM/FM/CD/MP3 radio with an auxiliary audio input jack and four speakers
- Analog clock
- Chromed door spears, chromed center console spears and cup holder rings, chromed instrument panel trim rings and satin silver accent bezel on center console
- Driver- and passenger-adjustable lumbar support
- Driver-side, one-touch-down power windows
- Fixed, power mirrors
- Front and rear premium floor mats
- Glove box lamp
- Illuminated visor mirror
- LED-illuminated cup holders
- Low-risk deployment air bags
- Manual tilt- and telescoping-steering column
- Oil change alert
- Outside temperature display
- Power eight-way driver's seat
- Power four-wheel disc brakes
- Power locks
- Rack-and-pinion steering
- Rear 60-40 split seat with armrest and cup holder
- Rear window defroster
- Remote keyless, illuminated entry
- Sentry Key® engine immobilizer
- Speed control with instrument panel indicator light
- Tire Pressure Monitoring (TPM) "LO TIRE" warning lamp
- Trunk cargo nets, grocery bag hooks, trunk scuff plate and deck-lid liner

#### Optional Features/Packages

- Bodyside molding
- Engine block heater
- ESP with Brake Assist, All-speed Traction Control and four-wheel ABS
- Supplemental side air bags

### 2009 Chrysler 300 Touring (RWD)

#### Standard Features

In addition to the standard features on the Chrysler 300 LX, the Chrysler 300 Touring adds/replaces the following:

- 3.5-liter High Output V-6 engine — 250 horsepower (186 kW) and 250 lb.-ft. (340 N•m) of torque
- Automatic headlamps

- Body-color heated mirrors and bodyside moldings with bright insert
- Dual-zone automatic temperature control
- ESP with Brake Assist, All-speed Traction Control system and four wheel ABS
- Fog lamps
- Leather-trimmed seats, steering wheel and shift knob
- uconnect studios with SIRIUS Satellite Radio

#### 2009 Chrysler 300 Touring (AWD)

In addition to the standard features available on the Chrysler 300 Touring rear-wheel-drive model, the all-wheel-drive model adds/replaces the following:

- 18-inch chrome-clad aluminum wheels
- P225/60R18 all-season touring tires
- 19-gallon fuel tank
- Active Transfer Case with Front-axle Disconnect
- Five-speed automatic transmission with Auto Stick
- Performance disc brakes
- Two-wheel-drive and all-wheel-drive display (included in EVIC)

#### Optional Features/Packages

The Chrysler 300 Touring models (RWD/AWD) offer the following optional features/packages:

- Comfort/Convenience Group including heated front seats, power passenger seat, power adjustable pedals and express-up/-down power front windows
- Protection Group including supplemental side-curtain and seat-mounted air bags and uconnect phone with Bluetooth technology, auto-dimming rearview mirror and iPod interface
- Sun roof with express-open and -close, anti-pinch operation
- Walter P. Chrysler Executive Series long-wheelbase package adds six inches to the standard wheelbase and includes eight-way power front-passenger seat, heated front seats, express-up/-down power front windows, uniquely calibrated ESP, longer electrical wiring harness and a Walter P. Chrysler Executive Series badge.

Options available on the 2009 Chrysler 300 Touring Walter P. Chrysler Executive Series model include:

- Power adjustable pedals
- Protection Group including uconnect phone with Bluetooth technology and iPod connection, cabin air-filtration system, theft alarm and self-sealing tires
- Sound Group including uconnect tunes with six-speaker 276-watt amplifier Boston Acoustics sound system
- Rear-seat VES® featuring uconnect studios with SIRIUS Backseat TV
- uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, navigation system and real-time traffic updates featuring touch screen and voice recognition

#### 2009 Chrysler 300 Limited (RWD)

##### Standard Features

In addition to the standard features on the Chrysler 300 LX and 300 Touring models, the Chrysler 300 Limited adds/replaces the following:

- 18-inch chrome-clad aluminum wheels
- P225/60R18 all-season tires
- Comfort-tuned suspension
- Driver and passenger express-up/-down power front windows with auto-reverse sensing system
- Eight-way power passenger seat
- Heated driver and front-passenger seats
- LED-illuminated map pockets
- Power adjustable pedals

- Projector headlamps
- Reconfigurable Display Group including compass, HomeLink universal home security system transceiver, auto-dimming rearview mirror, Electronic Vehicle Information Center (EVIC) with reconfigurable display in instrument cluster, trip computer and steering wheel-mounted audio controls
- uconnect tunes with AM/FM/6CD/DVD/HDD/MP3 radio and touch-screen operation
- Reversible trunk mat
- Six-speaker 276-watt amplifier Boston Acoustics sound system
- Theft alarm with panic button on key fob

#### 2009 Chrysler 300 Limited (AWD)

In addition to the standard features available on the Chrysler 300 Limited rear-wheel-drive model, the Chrysler 300 Limited all-wheel-drive model adds/replaces the following:

- 19-gallon fuel tank
- Active Transfer Case with Front-axle Disconnect
- Five-speed automatic transmission with Auto Stick
- Performance disc brakes
- Two-wheel-drive and all-wheel-drive display (included in EVIC)

#### Optional Features/Packages

The Chrysler 300 Limited models (RWD/AWD) offer the following optional features/packages:

- uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, navigation system and real-time traffic updates featuring touch screen and voice recognition
- Protection Group including supplemental side-curtain and seat-mounted air bags and uconnect phone featuring Bluetooth technology with auto-dimming rearview mirror and iPod interface
- Rear-seat VES® featuring uconnect studios with SIRIUS Backseat TV
- Sun roof with express-open and -close, anti-pinch operation

#### 2009 Chrysler 300C (RWD)

##### Standard Features

In addition to the standard features on the Chrysler 300 LX, Touring and Limited models, the Chrysler 300C adds/replaces the following:

- New-generation 5.7-liter HEMI V-8 engine — 360 horsepower (268 kW) and 389 lb.-ft. (527 N•m) of torque
- Fuel-saving MDS technology — improving fuel economy up to 20 percent
- Five-speed automatic transmission with Auto Stick
- 18-inch chrome-clad aluminum wheels
- 19-gallon fuel tank
- 160-mph speedometer
- P225/60R18 all-season touring tires
- Boston Acoustics six-speaker, 276-watt amplifier and door-trim badge
- Chromed door handles
- Chromed, multi-function, power, heated foldaway mirrors with memory feature and driver's auto-dimming and auto-adjust in Reverse
- Dual exhaust with bright tips
- "ECO" display (included in EVIC)
- Memory system for mirrors, steering column, pedals, driver's seat and radio
- Performance four-wheel-disc ABS
- Power adjustable pedals with memory
- Power tilt- and telescoping-steering column with memory
- Premium leather interior trim
- Rain-sensing windshield wipers
- Remote Start
- Self-sealing tires

- SmartBeam® headlamp control system
- TPM with premium display
- Tortoiseshell-style interior accents on steering wheel, shifter bezel, door pulls and passenger-side instrument panel
- HomeLink universal home security system transceiver

#### 2009 Chrysler 300C (AWD)

In addition to the standard features available on the rear-wheel-drive Chrysler 300C, the Chrysler 300C all-wheel-drive model adds/replaces the following:

- Active Transfer Case with Front-axle Disconnect
- Two-wheel-drive and all-wheel-drive display (included in EVIC)

#### Optional Features/Packages

The Chrysler 300C models (RWD/AWD) offer the following optional features/packages:

- Genuine California Walnut wood trim
- Sun roof with express-open and -close, anti-pinch operation
- uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, navigation system and real-time traffic updates featuring touch screen and voice recognition
- Rear-seat VES® featuring uconnect studios with SIRIUS Backseat TV
- Luxury Group II including adaptive cruise control, auto-dimming exterior mirrors, heated rear seats, supplemental turn signal mirrors with courtesy puddle lamps, HID headlamps and California Walnut wood trim
- Protection Group II including side-curtain and seat-mounted air bags, air filtration, uconnect phone with Bluetooth technology, iPod connection and ParkSense® Rear Park Assist System
- Heritage Group (late availability) including updated bright chromed grille, supplemental side curtain air bags, luxury leather-trimmed bucket seats, power multi-function fold-away exterior mirrors, luxury front and rear floor mats, heated second-row seats, body-color molding with bright insert, 300C Heritage badging, seven-speaker Boston Acoustics sound system with subwoofer, performance steering, wood- and leather-wrapped steering wheel and 20-inch aluminum chrome wheels. Options available on the Chrysler 300C Heritage Edition include:
  - Adaptive Cruise Control
- W.P. Chrysler Executive Series long-wheelbase package, which adds six inches to the standard wheelbase and includes uniquely calibrated ESP and longer electrical wiring harness. Options available on the Chrysler 300C Executive Series include:
  - Luxury Equipment Group II including California Walnut wood trim, auto-dimming passenger-side exterior mirror, heated rear seats and supplemental signal mirrors with courtesy puddle lamps
  - Protection Group II including uconnect phone featuring Bluetooth technology, iPod connection, cabin air-filtration system and ParkSense® Rear Park Assist System
  - Rear-seat VES® featuring uconnect studios with SIRIUS Backseat TV
  - Sound Group II, including eight-speaker Boston Acoustics sound system with 368-watt amplifier with 5.1 Matrix surround-sound processing
  - California Walnut wood trim
  - Xenon high-intensity discharge (HID) headlamps
  - uconnect gps with AM/FM/CD/DVD/HDD/MP3 radio, navigation system and real-time traffic updates featuring touch screen and voice recognition

#### **SAFETY AND SECURITY**

The Chrysler 300 has more than 40 safety and security features. Please refer to the Safety and Security Glossary in the Safety and Technology section for descriptions of the following available features:

- Adaptive Cruise Control with Normal Cruise Control
- Advanced Multi-stage Air Bag System
- All-speed Traction Control System

- Auto-dimming Interior and Exterior Rearview Mirrors
- Auto-reverse Sun Roof
- Auto-reverse Windows
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Child-protection Rear Door Locks
- Constant-Force Retractors (CFR)
- Crumple Zones
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Four-wheel Anti-lock Brake System (ABS)
- Height-adjustable Seat Belts
- HomeLink Universal Home Security System Transceiver
- Inside Emergency Trunk Release
- Interior Head-impact Protection
- Knee Bolsters
- LATCH (Lower Anchors and Tethers for CHildren)
- Low-risk Deployment Air Bags
- ParkSense® Rear Park Assist System
- Power Adjustable Pedals
- Projector Headlamps
- Rain-sensing Windshield Wipers
- Remote Keyless Entry
- Remote Start
- Seat Belt Pretensioners
- Security Alarm with Panic Button
- Self-sealing Tires
- Sentry Key® Engine Immobilizer
- SmartBeam® Headlamp Control
- Supplemental Side-curtain and Seat-mounted Air Bags
- Supplemental Turn Signal Mirrors with Courtesy Puddle Lamps
- Tilt- and Telescoping-Steering Column
- Tire Pressure Monitor Systems
- uconnect phone featuring Bluetooth technology
- uconnect gps Navigation System with Voice-Recognition
- Xenon High-intensity Discharge (HID) Headlamps

#### **COLOR AVAILABILITY**

- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- Clearwater Blue Pearl Coat
- Cool Vanilla Clear Coat
- Dark Titanium Metallic Clear Coat
- Deep Water Blue Pearl Coat (new)
- Inferno Red Crystal Pearl Coat
- Light Sandstone Metallic Clear Coat

#### **MANUFACTURING INFORMATION**

- 2009 model year production start: August 2008
- Production location: Brampton Assembly Plant in Brampton, Ontario, Canada
- Walter P. Chrysler Executive Series long-wheelbase modification: Accubuilt, Inc. in Lima, Ohio
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 3.5-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.

- 2.7-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- Five-speed automatic transmission with Auto Stick: Indiana Transmission Plant II in Kokomo, Ind.
- Four-speed automatic variable-line pressure transmission: Kokomo Transmission Plant in Kokomo, Ind.

## **MARKET POSITION**

The 2009 Chrysler 300 continues the return of the great American car. With strikingly beautiful styling, the Chrysler 300 combines elegance, confidence, power and value.

## **TARGET DEMOGRAPHICS**

- Gender: 60 percent male/40 percent female
- Median Age: 40-54 years old
- Median Annual Household Income: \$75,000
- Education: 45 percent to 60 percent undergraduates/graduates
- Household: 73 percent married; 16 percent have children living at home
- Occupation: 40 percent to 50 percent professional/technology/manager

## **MARKET ADVANTAGES**

Strikingly beautiful styling

- Pays homage to the original Chrysler 300 in a modern way

Incredible performance

- New-generation HEMI V-8 engine (360 horsepower and 389 lb.-ft of torque) with fuel-saving MDS technology
- Three exceptional engine options – 2.7-liter V-6, 3.5-liter High Output V-6 and 5.7-liter HEMI V-8
- The exhilarating feel of rear-wheel drive
- Optional all-wheel drive for outstanding performance and stability with four-season traction

Dynamic and controlled handling

- Near perfect 50-50 weight distribution
- ESP with Brake Assist and All-speed Traction Control
- Independent short- and long-arm (SLA) front suspension
- Independent five-link rear suspension

Unsurpassed comfort and spaciousness

- Front-wheel-drive interior package in a rear-wheel-drive passenger car
- Tailored driver adjustability for custom comfort
- Stunningly affordable
- Combination of elegance, power and performance at an exceptional value

## **PRODUCT CHRONOLOGY**

### 2008 MODEL YEAR

- Colors: Clearwater Blue Pearl Coat, Dark Titanium Metallic Clear Coat and Light Sandstone Metallic Clear Coat replace Marine Blue Pearl Coat, Linen Gold and Silver Steel Metallic
- Exterior refresh including front and rear fascias and grille and new bodyside molding, taillamp design and deck lid
- Interior refresh including redesigned instrument panel, instrument cluster, center console and door trim panels
- New interior color combinations of Dark Khaki/Light Graystone and Dark Slate Gray
- New seat cloth material
- Upgraded soft-touch surfaces on armrests, center console and door trim
- New faux wood interior accents on Chrysler 300 Limited
- New speed-control stalk location
- iPod interface added to UConnect® Hands-free Communication System module
- New radio options

- AM/FM/CD/MP3 radio (standard)
- AM/FM/6CD/DVD/MP3 radio (optional)
- MyGIG® Multimedia Infotainment System with available navigation
- Boston Acoustics eight-speaker 5.1 Matrix surround-sound amplifier including subwoofer (available on Chrysler 300C)
- LED lighting in front cup holders and front- and rear-door map pockets (included in Luxury Package on Chrysler 300 Limited and standard on Chrysler 300C)
- Available adaptive cruise control on Chrysler 300C
- Available rear-seat Video Entertainment System (VES®) included one-year subscription to SIRIUS Backseat TV (available on Chrysler 300 Touring Executive Series, 300 Limited and 300C)
- Available Remote Start on Chrysler 300 Limited
- New 17-inch wheel covers on Chrysler 300 LX
- New 17-inch machined-face aluminum wheels on Chrysler 300 Touring
- "Fuel Saver Mode" display on 300C
- Power adjustable pedals on the Chrysler 300 Limited
- Side-curtain and seat-mounted air bags (standard on Chrysler 300 Great American Package and available on remaining models)
- Tire Pressure Monitor (TPM) system warning lamp on Chrysler 300 LX
- Luxury Group bundles sun roof; Boston Acoustics six-speaker, 276-watt amplifier speaker system; MyGIG® Infotainment System with AM/FM/CD/DVD/HDD/MP3 radio; California Walnut wood accent on steering wheel, door pulls and interior trim; Remote Start; LED-illuminated front cup holders and front- and rear-door map pockets; SmartBeam® headlamp control system and rain-sensing windshield wipers (available on Chrysler 300 Limited)
- Luxury Group II bundles adaptive cruise control, mirrors with supplemental turn signals and puddle lamps, passenger-side auto-dimming mirror, heated rear seats and California Walnut wood trim (available on Chrysler 300C)

#### 2007 MODEL YEAR

- Colors: Inferno Red Crystal Pearl Coat, Marine Blue Pearl Coat and Steel Blue Metallic Clear Coat replace Magnesium Pearl Coat, Midnight Blue Pearl Coat and Satin Jade
- New 18-inch chrome-clad wheels standard on 300 Limited, 300C and all all-wheel-drive models
- New interior color combination of Khaki/Light Graystone replaces Deep Jade/Light Graystone
- Automatic oil change alert
- SmartBeam® intelligent headlamp system control available on 300 Limited and standard on 300C models
- Low-risk deployment air bags
- Self-sealing tires now standard on Chrysler 300C
- New W. P. Chrysler Executive Series long-wheelbase package adds six inches and 10.2 cubic feet of interior space to 300 Touring and 300C rear-wheel-drive models
- Luxury Group II bundles auto-dimming passenger-side exterior mirror; heated rear seats, and supplemental turn-signal mirrors with courtesy puddle lamps (available on 300C)

#### 2006 MODEL YEAR

- Colors: Linen Gold Metallic Pearl Coat replaces Deep Lava Red
- Eight-way power passenger seat with power recline (replaces six-way power passenger seat)
- Cruise control instrument panel indicator light added
- Optional DVD video entertainment system in center console (300 Touring, 300 with the Limited Package and 300C)
- Audio input jack added to AM/FM/CD radio
- Five-speed automatic transmission with Auto Stick mated to 3.5-liter V-6 engine
- Variable Line Pressure (VLP) feature added to four-speed automatic transmission
- New Tire Pressure Monitor warning lamp (300 Touring, 300 Limited Package)
- New Tire Pressure Monitor display (300C)
- 300 Touring new 17-inch machined-face aluminum wheel

- Comfort/Convenience Group (300 Touring)
- Power-adjustable pedals with memory standard equipment on 300C
- SIRIUS Satellite Radio with a one-year subscription standard on 300 Limited Package and 300C
- Chrysler 300 Touring Signature Series Package introduced in 2005/2006 model year
- Chrysler 300 Great American Package introduced
- Heritage Edition Package for Chrysler 300C introduced

#### 2005 MODEL YEAR

The all-new Chrysler 300 was introduced in model year 2005 marking the brand's return to rear-wheel drive and the return of the HEMI engine after 50 years.

Features included:

#### 2005 CHRYSLER 300

- 17-inch wheels and tires
- 2.7-liter, DOHC, 24-valve 178-horsepower V-6 engine mated to a four-speed automatic transmission
- Advanced multi-stage driver and front-passenger air bags
- Air conditioning
- AM/FM/CD radio with changer controls, auxiliary audio input jack and four speakers
- Analog clock
- Driver and passenger adjustable lumbar support
- Driver-side one-touch-down power windows
- Glove box lamp
- Illuminated vision vanity mirrors
- Occupant Classification System (OCS)
- One-touch, three-blink lane change signal standard
- Outside temperature display
- Power eight-way driver's seat
- Power four-wheel disc brakes
- Power locks
- Rack-and-pinion steering
- Rear 60/40 split seat with armrest and cup holder
- Remote keyless/illuminated entry
- Sentry Key® engine immobilizer system
- Solar Control Glass windshield
- Speed Control
- Tilt- and telescoping-steering column

#### 2005 CHRYSLER 300 TOURING

Included all Chrysler 300 standard features plus/replaced by:

- 17-inch seven-spoke machined aluminum wheels
- 3.5-liter, SOHC, High Output, 24-valve 250-horsepower V-6 engine mated to a four-speed automatic transmission
- All-speed Traction Control
- Available all-wheel drive with five-speed automatic transmission with Auto Stick
- Body-color power heated mirrors
- Electronic Stability Program (ESP) with Brake Assist
- Fog lamps
- Leather-trimmed seats, steering wheel and shift knob
- Mini-carbon center-stack bezel accent
- Power four-wheel Anti-lock Brake System (ABS)
- One-touch, three-blink lane change signal

#### 2005 CHRYSLER 300 LIMITED PACKAGE

Included all Chrysler 300 Touring standard features plus/replaced by:

- 17-inch chrome-clad aluminum wheels

- Automatic headlamps
- Cargo net
- Driver and passenger one-touch up/down power front windows
- Dual-zone automatic temperature control with infrared sensing
- Electronic Vehicle Information Center (EVIC) with up to 128 customer-programmable features including trip computer, compass, HomeLink® Universal Transceiver and electrochromic interior rearview mirror
- Heated front seats
- In-cluster reconfigurable display
- One-touch, three-blink lane change signal standard
- Power six-way passenger seat
- Security alarm with panic button on key fob
- Six-speaker audio system
- Steering-wheel-mounted audio controls

#### 2005 CHRYSLER 300C

Included all Chrysler 300 Limited standard features plus/replaced by:

- 18-inch chrome-clad aluminum wheels
- 19-gallon fuel tank
- 5.7-liter HEMI 340-horsepower V-8 engine with Multi-displacement System (MDS) mated to a five-speed automatic transmission with Auto Stick
- 160-mph speedometer
- Boston Acoustics six-speaker sound system with 276-watt digital (DSP) amplifier
- Chromed exterior door handles and window trim
- Chromed, multi-function, power, heated foldaway mirrors with memory feature and driver's auto-dimming and auto-adjust in Reverse
- Dual exhaust with bright tips
- Memory system: dual driver seats, radio presets, steering column, display and pedals (if equipped)
- One-touch, three-blink lane change signal standard
- Performance four-wheel Anti-lock Brake System (ABS) with All-speed Traction Control and Electronic Stability Program with Brake Assist
- Power tilt- and telescoping-steering column with memory
- Premium leather interior trim
- Projector halogen quad headlamps with delay
- Rain-sensitive wipers
- Tortoiseshell-style interior accents
- Satin Silver center-stack accent bezel
- Trunk deck-lid liner

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