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## **Chrysler Group And Beats By Dr. Dre Bring Recording Studio Sound To The Automobile For The First Time**

### **Chrysler and Beats by Dr. Dre audio partnership introduce a revolutionary approach to automotive sound by producing studio experience just as the artist intended**

April 21, 2011, New York — Chrysler Group and Beats By Dr. Dre announced today a bold new partnership that, for the first time, brings the studio quality sound experience of Beats by Dr. Dre technology and places it into an automobile: the all-new 2012 Chrysler 300S. This unique partnership is bringing the music studio to consumers in cars not just by adding speakers, but working the music makers themselves to reproduce sound the way that its made in the studio. The announcement was made during Chrysler's press conference at the 2011 New York Auto Show.

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 to design and tune the 10-speaker audio system. The resulting audio experience offers a polished and refined professional-grade studio sound that only long-time music experts like Dr. Dre, a legendary producer and artist and Iovine, an acclaimed producer and chairman of Interscope Geffen-A&M Records could achieve.

"Our partnership with the Chrysler Group will set the bar for the way music should be heard in cars," said Jimmy Iovine, Chairman of Interscope Geffen-A&M Records and co-founder of Beats by Dr. Dre. "Beats by Dr. Dre has always been about restoring the emotional music connection between an artist and the listener, and Chrysler vehicles beginning with the Chrysler 300S will let drivers hear music the way the artists intended, replicating the feel and the sound that artists and producers work so hard to achieve."

"Dr. Dre and Jimmy Iovine have built their careers on revolutionary and forward thinking decisions that formulate trends in music, popular culture and technology," said Oliver Francois, president and CEO, Chrysler Brand. "Our goal in partnering with Beats by Dr. Dre is to revolutionize the expectations for audio quality in an automobile, establishing a new bar in sound that comes closer than ever before to replicating the recording studio sound of professionals like Dr. Dre and Jimmy for drivers of the new Chrysler 300S."

The 2012 Chrysler 300S models powered by Beats by Dr. Dre audio system will arrive at Chrysler dealerships nationwide in the fall 2011. For more information, please visit, [www.beatsbydre.com](http://www.beatsbydre.com) or [www.chrysler.com](http://www.chrysler.com).

### **About the all-new 2012 Chrysler 300S**

Appealing to younger, more style-centric customers that want world-class sophistication combined with athletic-luxury and a more aggressive look, the all-new 2012 Chrysler 300S delivers. This 300 "street machine" features 20-inch polished-face aluminum wheels with black painted pockets, wider all-season performance tires, touring-tuned (performance-tuned with V-8 engine) second-generation E-segment chassis architecture with 25 percent quicker steering and 20 percent heavier on-center feel than the entry-level 300 model – all designed for driving enjoyment.

Hinting that this Chrysler sedan was born with attitude and street-cred – unique body-color fascia accents and mirrors, and black-accented headlamp bezels with matching sculpted horizontal grille blades in black chrome replace bright chrome to give the 2012 Chrysler 300S a low-key street presence.

The interior of Chrysler 300S models exude an athletic-luxury theme with 12-way power-driver and passenger front seats with large-bolstered and heated monotone cloth sport seats surrounded by an interior environment in black or Radar Red. Exclusive use of Piano Black on interior center stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Completing the enthusiast-designed interior are Matte Carbon hydrographic finished accents, replacing traditional burl wood.

### **About the Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go<sup>®</sup> seating; an updated, elegant exterior design and more than 40 standard safety features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense<sup>®</sup> rear park assist, ParkView<sup>®</sup> rear back-up camera, rain-sensing wipers and SmartBeam headlamps. The Chrysler Town & Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer consumers elegant styling within a vehicle segment often noted for its "sea of sameness." A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the "most award-winning new car ever" to new heights – combining the best of the nameplate's 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300's interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

### **About Beats Electronics LLC**

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Chairman of Interscope Geffen-A&M Records Jimmy Iovine, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. In January of 2008, Dre and Iovine announced a partnership with Monster to engineer "Beats by Dr. Dre," the most advanced headphones ever developed. Continuing its mission to improve the quality of the portable audio experience, Beats announced a major partnership with Hewlett-Packard in 2009 to include Beats Audio software in the HP ENVY line of notebook PCs. In September 2010 Beats and Monster unveiled five new products that redefined the music listening experience, including Beatbox<sup>™</sup>, a game-changing digital sound system and iPod dock that expands the Beats sound experience into the social realm. For more information, please visit <http://beatsbydre.com>.

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Additional information and news from Chrysler is available at [www.media.chrysler.com](http://www.media.chrysler.com) or Beats Electronics [www.beatsbydre.com](http://www.beatsbydre.com)

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