

Contact: General Media Inquiries
Rick Deneau

New Chrysler 300 Named One of *Kelley Blue Book's* kbb.com "10 Best Family Cars of 2012"

- *Kelley Blue Book's* kbb.com 10 Best Family Cars of 2012 recognizes the 2012 Chrysler 300 for its safety, comfort, child-friendliness, strong consumer ratings and impressively low ownership costs
- New 2012 Chrysler 300 is the first domestic luxury sedan to feature a state-of-the-art eight-speed automatic transmission delivering 31 best-in-class highway miles per gallon (mpg) and best-in-class all-wheel-drive fuel economy
- Chrysler 300 achieves a 5-Star safety rating from the National Highway Traffic Safety Administration (NHTSA) and a "Top Safety Pick" by Insurance Institute for Highway Safety (IIHS)
- New Chrysler 300 and 300C Luxury Series models include ultra-premium leather, hand-sanded matte wood, world-class craftsmanship and refinement - all to deliver the most luxurious Chrysler sedans ever

February 29, 2012, Auburn Hills, Mich. - Just days after earning the National Highway Traffic Safety Administration's (NHTSA) highest 5-star safety rating, the new 2012 Chrysler 300 flagship sedan is chalking up another accolade, *Kelley Blue Book's* kbb.com "10 Best Family Cars of 2012" award. For the last five years, the expert editors at kbb.com have awarded the 10 Best Family Cars that cater to unique family specifications and situations.

"Well-equipped at its starting price under \$30,000, the Chrysler 300 qualifies as a screaming deal for those who favor a full-size sedan with outstanding comfort, loads of premium standard features and a distinctive sense of style," said Jack R. Nerad, Executive Editorial Director and Executive Market Analyst for *Kelley Blue Book's* kbb.com.

"Redesigned for 2011, the Chrysler 300 gets even better for 2012 thanks to a new economy-enhancing V-6 engine and segment-exclusive eight-speed automatic transmission."

The 10 Best Family Cars of 2012 list consists of new vehicles that are family-approved in a big way, offering safety, comfort, child-friendliness, strong consumer ratings and impressive *Kelley Blue Book* Total Cost of Ownership statistics.

Transportation costs during the ownership period are important for families trying to get by on tight budgets. A vital part of kbb.com's selection process was identifying new vehicles that have low cost of ownership in the initial five-year ownership period. Available on kbb.com, Total Cost of Ownership information examines depreciation, expected fuel costs, finance and insurance fees, maintenance and repair costs, and state fees for new models.

"At a time when the nation is regaining confidence and that fighting American 'can-do' spirit, the new Chrysler 300 series sedans reward these hard working folks with the world-class engineering, craftsmanship, safety and technology features that were once only found on high end sedans costing two or even three times the price," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "We're honored that *Kelley Blue Book's* kbb.com editors scrutinized our Chrysler 300 flagship sedan and recognized it for its quality and precision engineering that were once limited to the privileged few. This recognition goes to further demonstrate that Chrysler brand is now a top choice for the most demanding consumers."

Kbb.com's 10 Best Family Cars of 2012 list can be found at <http://www.kbb.com/car-news/all-the-latest/10-best-family-cars-of-2012> – and includes the kbb.com editors' rankings and commentary about the finalists.

About the 2012 Chrysler 300

Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the new 2012 Chrysler 300 series sedans offer world-class technological innovation and quality while delivering stylistic distinction, best-in-class fuel efficiency and premium E-segment sedan features at a legendary value.

Once limited to premium import vehicles, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel-efficiency of the 2012 Chrysler 300, 300 Limited, 300S (V-6) and 300 Luxury Series models and delivers up to 31 best-in-class highway mpg. And with the most advanced all-wheel-drive system in the E-segment, the all-new Chrysler 300 V-6 AWD models deliver best-in-class city and highway fuel economy (18/27) and even more year-round grand-touring performance.

With more standard equipment than its direct standard full-size segment competitors, the 2012 Chrysler 300 is well-equipped for the individual who is looking for distinctive design, best-in-class seat comfort, 292 horsepower, world-class ride and refinement, and the segment's largest touchscreen infotainment system — Uconnect[®] Touch — all at an extraordinary value.

Adding an avant-garde appearance to the letter-series flagship sedans, the all-new Chrysler 300S V-6 and V-8 models take the American brand in a new direction with world-class ride and handling, discrete exterior styling elements, contemporary interior materials and state-of-the-art technology features –including the studio quality sound experience of Beats by Dr. Dre technology.

Designed to be the most luxurious Chrysler flagship sedan ever, the all-new Chrysler 300 and 300C Luxury Series models take the Chrysler 300 further, integrating ultra-premium leather – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features.

The Chrysler 300 is available with more than 70 safety and security features and was recently earned a 5-Star Safety Rating from National Highway Traffic Safety Administration for front driver and overall vehicle scores. In addition, the Chrysler flagship sedan was named a "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS). The Chrysler brand was named the 'Most Ideal Popular Brand' in AutoPacific's 2011 Ideal Vehicle Awards based on owners' ratings of their 2011 cars and trucks.

The 2012 Chrysler 300 sedan has a U.S. Manufacturer's Suggested Retail Price of \$28,295 (including \$925 destination charge).

About Chrysler Brand

The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible—with a power soft or hardtop—offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go[®] seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource[®], is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book[®] Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com provides consumer pricing and information on minivans, pickup trucks, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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