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New 2013 Chrysler 300 Lineup Delivers Best-in-class Fuel Economy, Eight-speed Automatic Transmission, Leather Seating and More Value – Standard

- Simplified product lineup delivers 31 best-in-class highway mpg and more comfort and convenience features standard on new 2013 Chrysler 300, 300S, 300C and 300C Luxury Series models
- New Chrysler 300 model features standard heated leather seating, Uconnect 8.4 with voice command and 3.6-liter aluminum Pentastar V-6 engine with state-of-the-art ZF eight-speed automatic transmission, for under \$30,000
- New Chrysler 300 AWD model offers best-in-class city and highway fuel economy with head-turning style and even more all-season capability at a legendary value
- Chrysler 300S features a new cold-air induction system and sport-tuned exhaust for 300 horsepower and a black-painted roof option for an even more athletic look
- Named "Wards 10 Best Interiors," Chrysler 300C Luxury Series features exclusive appointments including ultra-premium Poltrona Frau "Foligno" leather, hand-sanded matte wood, world-class craftsmanship and refinement
- New Chrysler 300 Glacier edition combines the segment's most advanced all-wheel-drive (AWD) system with unique design appointments, world-class technologies and delivers a fresh look to the stylish and sophisticated 300 series sedan lineup (late availability)
- Improved navigation: award-winning Uconnect 8.4N with easy-to-use Garmin navigation now features enhanced 3-D map and route guidance graphics

August 31, 2012, Auburn Hills, Mich. - For those who work hard to achieve their place in the world, the 2013 Chrysler 300 series sedans are designed to reward the determination of these individuals with even more luxury, world-class technology, value, and of course the bravado expected from the Motor City's luxury sedan.

Repositioned lineup with even more luxury, efficiency and value

Ensuring that all 2013 Chrysler 300 models deliver the segment's most luxurious sedan with a surprising array of standard amenities, world-class performance, best-in-class fuel economy and a legendary value – the entire Chrysler flagship portfolio was repositioned. The simplified Chrysler 300 lineup now consists of:

- Chrysler 300 – the brand's most appointed entry-level flagship ever, starting at \$29,845
 - 3.6-liter Pentastar V-6 engine with state-of-the-art eight-speed automatic transmission for up to 31 mpg highway
 - Now includes standard leather seating with heated front seats
 - Uconnect 8.4 with voice commands and Bluetooth streaming audio
 - The segment's most advanced all-wheel-drive (AWD) system with best-in-class city and highway fuel economy (18/27 mpg) now available
- Chrysler 300S - \$32,995 (priced \$675 less than 2012, with more than \$2,300 of added value)
 - Now includes a 300 horsepower 3.6-liter Pentastar V-6 engine with sport-tuned exhaust, cold-air induction and eight-speed automatic transmission with "Sport Mode"
 - Now includes standard Black or Radar Red leather seats with heated front seats
 - Gloss Black painted roof option for even more athletic style
 - Available 5.7-liter HEMI® V-8 engine with 363 horsepower and four-cylinder mode Fuel Saver Technology and performance-tuned suspension and brakes available

- The segment's most advanced AWD system is available with both powertrains
- Chrysler 300C – the flagship's "letter series" prestige now delivers 31 mpg highway and more affordable \$35,995 MSRP (priced \$2,675 less than the previous year's model)
 - Now features the 292 horsepower 3.6-liter Pentastar V-6 engine with state-of-the-art ZF eight-speed automatic transmission for up to 31 mpg highway
 - Standard Uconnect 8.4N with easy-to-use Garmin navigation with improved navigation features
 - Available 5.7-liter HEMI V-8 engine with 363 horsepower and four-cylinder mode Fuel Saver Technology
 - The segment's most advanced AWD system is available with both powertrains
- Chrysler 300C Luxury Series – the brand's most fuel-efficient and luxurious sedan ever, starting at \$39,995
 - Named "Wards 10 Best Interiors" and features exclusive appointments including ultra-premium Poltrona Frau "Foligno" leather wrapped upper door trim, I/P and center console side panes, Nappa Leather wrapped door bolsters, door armrest and center console armrest, hand-sanded matte wood, world-class craftsmanship and refinement
 - Now features the 292 horsepower 3.6-liter Pentastar V-6 engine with state-of-the-art ZF eight-speed automatic transmission for up to 31 mpg highway
 - Unique platinum exterior accents including front grille, door handles, exterior mirror caps and fascia accents
 - Standard Uconnect 8.4N with easy-to-use Garmin navigation with improved navigation features
 - Available 5.7-liter HEMI V-8 engine with 363 horsepower and four-cylinder mode Fuel Saver Technology
 - The segment's most advanced AWD system is available with both powertrains

Ultimate in luxury and value: New 2013 Chrysler 300

Because luxury should not be limited to the wealthy and privileged few, the new 2013 Chrysler 300 model delivers the most appointed entry-level Chrysler flagship sedan ever. With its standard heated-leather front seats, Uconnect 8.4 with voice commands, 3.6-liter aluminum Pentastar V-6 engine with state-of-the-art ZF eight-speed automatic transmission and up to 31 mpg highway– the new Chrysler 300 provides its passengers with the comfort, convenience and technology features of cars costing twice as much.

For the first-time on the entry-level Chrysler 300 model, the segment's most advanced AWD system is now available, providing even more all-season capability. And for those wanting even more comfort, technology and style, the new Driver Convenience Group includes Parkview rear back-up camera, remote start, HomeLink universal transceiver, 12-way power front-passenger seat and more.

Other key standard equipment includes front-row reactive head restraints, advanced multi-stage air bags, full-length side-curtain air bags, seat-mounted side-thorax air bags, driver's knee bag, rear head restraints in all positions, electronic stability control (ESC), Hill-start Assist (HSA), Rain Brake Support (RBS), Ready Alert Braking (RAB), tire-pressure monitoring (TPM), USB port with iPod control, SiriusXM Radio, SD-card reader, auxiliary audio input jack, steering-wheel mounted audio controls, six-speaker audio, Keyless Enter-N-Go, dual-zone automatic climate control with humidity sensor, cabin air filtration, acoustic windshield and front-door glass, 12-way power driver's seats including 4-way power lumbar, cruise control, auto-dimming rear-view mirror, leather-wrapped Chrysler brand steering wheel with manual tilt/telescoping steering column, leather-wrapped shift knob, luxury floor mats, 140-mph LED-illuminated instrument cluster with full color and driver-selectable Electronic Vehicle Information Center (EVIC), satin chrome interior door handles, LED-illuminated assist handles and front map lights, LED-illuminated front cup holders, rear-passenger reading lamps, LED-illuminated front and rear door handles, LED-illuminated center-stack storage bin, glove box lamp, illuminated vanity mirrors and two 12-volt power outlets.

On the exterior, the Chrysler 300 model features 17-inch painted aluminum wheels, P215/65R17 all-season touring tires, comfort-tuned suspension, touring brake package, liquid-chrome grille bars with chromed surround, bi-halogen projector headlamps with chromed bezels, automatic headlamps, chromed daylight opening, chromed front and rear fascia accents, LED-illuminated "C" shaped daytime-running lamps (DRL), body-color exterior mirrors and door

handles, LED-illuminated taillamps with LED-illuminated light pipe, dual-chromed exhaust tips with rolled-edges, cap-less fuel-filler door with power release, 17-inch compact spare tire and chromed "300" deck-lid badge.

More powerful: new 2013 Chrysler 300S

With its avant-garde appearance, world-class ride and handling, discrete exterior styling elements, contemporary interior materials, exclusive Beats Audio system and state-of-the-art technology features – the new 2013 Chrysler 300S now delivers greater performance with its award-winning 3.6-liter Pentastar V-6 engine. With the addition of a new sport-tuned exhaust system and cold-air induction system, the aluminum mill now produces 300 horsepower (8 more than last year), 264 ft.-lb. of torque (4 more than last year) and an enthusiast desired sound.

The segment-exclusive eight-speed automatic transmission with steering-wheel mounted paddle shifters and "Sport Mode" help to deliver the performance of the 2013 Chrysler 300S to the pavement. In addition, 20-inch polished-face aluminum wheels with black painted pockets, all-season performance tires, touring-tuned (performance-tuned with available HEMI 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 deliver a visceral driving experience to the Chrysler 300S driver.

Named "Wards 10 Best Interiors," Chrysler 300C Luxury Series

Designed to be the most luxurious and fuel-efficient Chrysler flagship sedan ever, the 2013 Chrysler 300C Luxury Series combines 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 and eight-speed automatic transmission with Pentastar V-6 engine for 31 best-in-class highway mpg.

Exclusive interior features found on the Chrysler 300C Luxury Series sedans include either Black or Mochachino Poltrona Frau "Foligno" leather-wrapped instrument panel, cluster brow, center console side panels and upper front- and rear-door panels. Premium Nappa leather covers the door armrest, bolster and center console armrest. Black or two-tone Mochachino seats are wrapped exclusively in supple Nappa leather and include 12-way power-adjustable driver and front-passenger seats (including four-way power lumbar) with two-mode ventilation and two-mode heated seats for both front and rear passengers. Black or two-tone Mochachino leather-wrapped steering wheel — with all-new die-cast paddle shifters — features a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected Natural Pore Mocha wood trim featuring a matte finish to enhance the beauty of the real wood.

On the exterior, large 20-inch polished face [rear-wheel drive (RWD) only], 19-inch with all-wheel drive (AWD) and painted pocket aluminum wheels, provide the Chrysler 300C Luxury Series sedans with an even more planted and road-holding look. Platinum chrome fascia accents, exterior mirror caps and door handle accents provide an even more upscale look. Topping off the unique exterior is a platinum-chrome finished grille surround with platinum-chrome grille for a truly distinctive appearance.

For even more power and performance, the 2013 Chrysler 300C Luxury Series can be ordered with the top-of-the-range powerful 363 horsepower 5.7-liter HEMI V-8 engine with four-cylinder mode Fuel Saver Technology.

All-season athlete: new 2013 Chrysler 300 Glacier

Through lifestyle driven models, the new Chrysler 300 continues to show the numerous personalities that are capable from its elegant and iconic design. Beginning with the ultimate in muscle – Chrysler 300 SRT8, the ultimate in luxury – Chrysler 300 and 300C Luxury Series, the ultimate audiophile – Chrysler 300S with Beats by Dr. Dre, and arriving this fall (late availability) the ultimate all-weather athlete – the new Chrysler 300 Glacier.

From cruising through the city, to escaping away to a snow-covered ski resort, the new 2013 Chrysler 300 Glacier has a commanding design presence and the power and all-weather capability to carve through some of the most snow-covered landscapes.

With its state-of-the-art eight-speed automatic transmission, steering-wheel mounted paddle shifters, and a more powerful 3.6-liter Pentastar V-6 engine with new sport-tuned exhaust and cold-air induction system for 300 horsepower (8 more than last year) — the new 2013 Chrysler 300 Glacier delivers best-in-class fuel economy (18 mpg city / 27 mpg highway, while providing maximum all-weather traction, efficiency and driving performance through the segment's most advanced AWD system. For even more power, the new 300 Glacier offers the legendary 5.7-liter

HEMI V-8 engine with four-cylinder mode Fuel Saver Technology to deliver 363 horsepower and up to 23 mpg highway.

The Chrysler 300 Glacier's AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies. Chrysler 300's innovative AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

Building on the avant-garde appearance of the Chrysler 300S model, the new 300 Glacier features contemporary exterior and interior styling elements for a flagship sedan that delivers refinement within its landmark design. Hinting that this Chrysler 300 sedan was born with an ice-cool demeanor – unique body-color fascia accents, along with Gloss Black mirrors, headlamp bezels and Black Chrome sculpted horizontal grille blades give the Glacier a low-key street presence. Emphasizing the Chrysler 300 Glacier's iconic silhouette and head-turning proportions even more is an all-new Gloss Black painted roof option. Filling this AWD sedan's wheel wells and aiding in its world-class handling are unique 19-inch eight spoke aluminum wheels finished in Satin Carbon with P235/55R19 all-season performance tires. Exterior paint colors for this Chrysler 300 include Bright White, Billet Silver Metallic and exclusively to this model, Glacier Blue Pearl Coat.

The interior of the Chrysler 300 Glacier exudes an athletic-luxury theme with 12-way power driver and passenger sport seats featuring black "Falls" cloth in the seat centers and leather-wrapped bolsters in black and finished with black French-seamed stitching. 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. For even more spirited driving die-cast steering-wheel mounted paddle shifters with "Sport Mode" are ergonomically designed behind the 300 Glacier's black leather-wrapped thick-rimmed steering wheel. Completing the enthusiast-designed interior are matte carbon hydrographic accents and black floor mats with black velour binding and "Glacier" logo embroidered.

Uconnect 8.4N — the segment's largest handsfree communication system — now features improved map graphics

The 2013 Chrysler 300 sedan's Uconnect 8.4N system has been upgraded for 2013, enhancing the award-winning Garmin navigation system with enhanced colors and graphics, along with a more Chrysler-brand focused appearance.

Enhancements to the Garmin navigation features integrated into the Uconnect 8.4N include improved graphics used to display road signs and lane guidance that now cover over 60,000 intersections across the United States. In addition, the Uconnect 8.4N system now also features 3-D buildings and terrain views. Information is very realistic and intuitive, enabling drivers to keep their hands on the wheel and focus on the road.

With the segment's largest touchscreen display (8.4-inch), the easy to use Uconnect 8.4N with integrated Garmin navigation features voice recognition and SiriusXM Traffic. With natural voice commands, the Uconnect 8.4N enables passengers to input street addresses and navigate to points of interest. And with the integrated SiriusXM Traffic, real-time traffic monitoring notifies the driver or enables the Garmin navigation to reroute due to congested thoroughways. For the Chrysler brand, keeping drivers focused on the road is a priority and the Uconnect 8.4N (and 8.4 model) includes handsfree texting, to keep passengers even more connected through voice commands. With a compatible Bluetooth phone, Uconnect enables text-to-speech for incoming text messages, and provides the driver with a list of popular responses for outgoing messages.

Segment-first eight-speed automatic transmission

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel efficiency of the 2013 Chrysler 300, 300S, 300C and 300 Luxury Series models and offers class-leading fuel efficiency with respect to:

- Best-in-class highway fuel economy (31 mpg highway)
- Best-in-class V-6 all-wheel-drive (AWD) fuel economy (18 mpg city and 27 mpg highway)
- Best-in-class combined fuel economy (23 mpg with RWD, 21 with AWD)
- Unsurpassed city fuel economy (19 mpg RWD, 18 mpg AWD)

- Overall unsurpassed fuel economy in its class (19 mpg city and 31 mpg highway with RWD)

The addition of three more gear ratios in the proven ZF eight-speed automatic transmission design help to reduce the gaps normally associated with upshifting and downshifting. Combined with the award-winning 292 horsepower – or new 300 horsepower – 3.6-liter Pentastar V-6 engine, passengers will experience world-class levels of refinement due to small, evenly spaced ratios that provide quicker acceleration and smoother shifts.

Quicker shifts are possible on the new Chrysler 300S and 300C Luxury Series models as a result of a “Sport” shift mode that requires simple driver input. When the driver chooses to let the transmission shift in “Sport” mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. For even more control, the driver can also use a pair of die-cast, steering-wheel mounted paddle controls and view gear selection through an all-new full-color EVIC centered in the instrument cluster.

Chrysler and Beats by Dr. Dre premium audio experience

The partnership between Chrysler and Beats By Dr. Dre brings music-studio sound to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it’s made in the studio. 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 Group to design and tune the 10-speaker audio system.

Standard on 2013 Chrysler 300S, and available on Chrysler 300, 300C and 300C Luxury Series models, the Beats by Dr. Dre audio system includes a powerful 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound required in professional recording studios.

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers provide bass, while two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio. Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

Chrysler 300 named “Top Safety Pick” by the Insurance Institute for Highway Safety

The new Chrysler 300 was named a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS), achieving their highest rating.

IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The new Chrysler flagship received ‘good’ ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available electronic stability control (ESC) systems that significantly reduce crash risks. Chrysler 300 has standard ESC. Other standard safety features include, full-length side-curtain airbags, seat-mounted side thorax air bags, driver’s knee bag, front-row reactive head restraints, Hill-start Assist, Rain Brake Support and Ready Alert Braking.

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