

Contact: General Media Inquiries  
Rick Deneau

## **Remixed for 2014: New Chrysler 300S Delivers An Added Dose of 'Imported From Detroit' Style With Exclusive Beats By Dr. Dre Sound**

- New 2014 Chrysler 300S combines an even more “blacked out” look and new Ambassador Blue sport interior, with benchmark levels of quality, technology and craftsmanship that could only be born in the Motor City
- Award-winning Pentastar V-6 features a best-in-class 31 miles per gallon (mpg) highway label, with 300 horsepower, state-of-the-art ZF eight-speed automatic transmission with paddle-shifters, sport mode and sport-tuned exhaust
- As the driver’s 300, Chrysler 300S with available 363 horsepower HEMI<sup>®</sup> V-8 engine with four-cylinder mode Fuel Saver Technology features an exclusive performance-tuned suspension and brakes, along with sport mode and paddle-shifters
- Best-in-class all-wheel-drive (AWD) V-6 fuel economy: Chrysler’s intelligent AWD system features a segment-exclusive active transfer case and front-axle disconnect for 18 mpg city and 27 mpg highway
- Exclusive Beats by Dr. Dre audio sound system provides Chrysler 300S with the studio-quality sound experience the way the artist intended
- Chrysler 300 remains the most luxurious vehicle in its class and provides best-in-class rear-seat volume for the comfort and roominess expected in a world-class flagship sedan

November 15, 2013, Auburn Hills, Mich. - The Chrysler 300 is the flagship of “Imported From Detroit” style. And for the Spring of 2014, the Chrysler 300S has been updated with even more “blacked out” design elements, a new Ambassador Blue sport interior to complement its world-class ride and handling, exclusive Beats by Dr. Dre audio system and state-of-the-art technology features – all to offer customers a combination of quality, distinct style and craftsmanship that could only be born in the Motor City.

"Chrysler brand's S-models continue to be among the most sought after lineup of vehicles with their modern and athletic style – and for 2014, the new Chrysler 300S redefines 'S' for 'Stance,' with an even more imposing presence," said Al Gardner, President and CEO — Chrysler Brand, Chrysler Group LLC. "Adding to its legacy, including being crowned 'Best Chrysler in Decades' by a leading automotive consumer group, this new generation 300S is where world-class tailoring meets world-class quality, materials and technology. In addition to its standard, and almost iPad size, touchscreen display, Beats by Dre sound, available AWD, 20-inch black pocket wheels and Piano Black trims, the new Chrysler 300S now comes with exquisitely tailored dark blue leather seats. We call it Ambassador Blue. It's one more way to suit up our 'Imported from Detroit' Stance."

### **New 2014 Chrysler 300S**

Hinting that this Chrysler flagship was born for those seeking “blacked out” style, the new 2014 Chrysler 300S model features a monochromatic look with specially appointed body-color door handles and fascia inserts. New Gloss Black belt molding, daylight opening surrounds and tail lamp bezels are paired with Gloss Black headlamp bezels for a toughened look. A new Black Chrome grille surround features sculpted horizontal grille blades in the same unique finish, while front and rear Chrysler wing badges in Liquid Chrome with black “Chrysler” center logo exude an industrial appearance. Emphasizing the Chrysler 300S model’s iconic silhouette is the availability of a Gloss Black painted roof. A new 20-inch wheel design (19-inch with AWD) features a sculptural appearance and Hyper Black finish that hints at this flagship’s world-class ride and handling capabilities. For a serious look, new “straight shade” Dark Ceramic Gray clear coat joins the exterior color pallet.

The interior of the new 2014 Chrysler 300S model continues the athletic-luxury theme with 12-way power driver and passenger sport seats, featuring black, or all-new Ambassador Blue Nappa leather with silver accent stitching. For added detail, the center console armrest and door armrests are color matched to the seats and feature French seamed stitching in silver. 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. This enthusiast-designed interior also features matte carbon hydrographic accents and die-cast steering-wheel-mounted paddle shifters.

The award-winning Uconnect 8.4 system with the segment's largest touchscreen is at the center of the new Chrysler 300S model's interior. Included in this Chrysler flagship sedan is the segment-exclusive, Beats by Dr. Dre. audio system, with 10-speakers and a 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm. Beats by Dr. Dre founders, Dr. Dre and Jimmy Iovine, worked side-by-side with the engineering team at Chrysler to design and tune this Chrysler 300 to deliver the high-definition sound required in professional recording studios.

### **Power and performance**

Unique to the Chrysler 300S model is the award-winning 3.6-liter Pentastar V-6 engine with a cold-air induction system and sport-tuned exhaust system – enabling the aluminum mill to produce 300 horsepower and 264 lb.-ft. of torque. For even more driving performance, this 300 model includes the segment-exclusive eight-speed automatic transmission with sport mode to fully optimize the steering-wheel-mounted paddle shifters and shifting speed of the transmission. Completing the package are 20-inch all-season performance tires (19-inch with AWD), paired with a touring-tuned suspension with 25 percent quicker steering and 20 percent heavier on-center feel than the entry-level 300 model.

For customers who seek more performance, the Chrysler 300S rear-wheel and all-wheel drive models are available with the 5.7-liter HEMI® V-8 engine with four-cylinder mode Fuel Saver Technology, 370 horsepower and driver-selectable sport mode. To maximize the power and torque of this legendary power plant, a firmer performance-tuned suspension and larger performance-disc brake system is exclusive on HEMI-powered rear-wheel drive models.

### **World-class eight-speed automatic transmission**

Once limited to premium import vehicles costing twice as much, the segment-exclusive ZF eight-speed automatic transmission expands the world-class power and fuel efficiency of the 2014 Chrysler 300S, 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)

Quicker shifts are possible on the Chrysler 300S as a result of a sport mode. 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 a full-color Electronic Vehicle Information Center (EVIC) in the instrument cluster.

### **The segment's most advanced AWD system**

From winding through twisty stretches of coastal road, to escaping away to a snow-covered ski resort, the 2014 Chrysler 300S AWD model has a commanding design presence and the power and all-weather capability to carve through some of the worst precipitation Mother Nature can dish out.

With the aluminum 3.6-liter Pentastar V-6 engine delivering best-in-class city and highway fuel economy (18/27 mpg), or legendary 5.7-liter HEMI V-8 engine with 370 horsepower with four-cylinder mode Fuel Saver Technology, the Chrysler 300 with intelligent AWD 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 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.

### **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.

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