Contact: Rick Deneau

Amy Delcamp

The Chrysler Brand: Distinctive Designs, Craftsmanship and Innovative Features Customers Appreciate, all at an Extraordinary Value

All-new 2015 Chrysler 200 delivers an exceptional driving experience, exquisite style inside and out and technology customers appreciate, all for a starting
U.S. Manufacturer's Suggested Retail Price of just $21,700

- All-new 2015 Chrysler 200 continues the Chrysler brand legacy with a beautifully-designed and crafted mid-size sedan
- The all-new 200 delivers customers state-of-the-art technology not typically found in the segment, such as the segment-exclusive nine-speed automatic transmission, and easy-to-use technology drivers will value such as the largest-in-the-segment 8.4-inch Uconnect media center and the full-color driver information display instrument cluster

March 21, 2014, Auburn Hills, Mich. - For more than 80 years the Chrysler brand has delighted customers with distinctive designs, stunning craftsmanship and innovative, leading-edge technology, all at an extraordinary value. The premium for the Chrysler brand is in the product, not the price.

In 2012, the Chrysler brand recorded its best annual sales since 2008 with 307,967 units sold. The 200 sedan set an annual sales record in 2012 with 125,476 units sold. It was the best-selling Chrysler brand vehicle as well as the best-selling car in the Company's lineup. The Chrysler 300 flagship sedan recorded its best annual sales since 2007 (70, 747 units sold), while the Town & Country had its best year since 2010 with 111,744 minivans sold.

The all-new 2015 Chrysler 200 sedan enters the mid-size sedan segment by delivering drivers a beautiful, well-crafted, smart sedan with exceptional driving dynamics and is loaded with features that will surprise and delight both drivers and passengers – it's everything a customer wants at a price they can afford – starting at a U.S. Manufacturer's Suggested Retail Price (MSRP) of $21,700 (excluding destination).

With class-leading and segment exclusive features, the all-new 2015 Chrysler 200 sedan charts a new course that will captivate drivers and passengers alike. The 2015 Chrysler 200 is the only mid-size sedan with a standard nine-speed automatic transmission, an available 8.4-inch touchscreen media center and 7-inch full-color driver information display instrument cluster, both the largest in the segment; the most available safety and security features with 60, including the available ParkSense Parallel/Perpendicular Park Assist system and an electronic parking brake with SafeHold; a best-in-class horsepower available Pentastar V-6 engine that produces 295 horsepower and 262 lb.-ft. of torque, while improving fuel economy 7 percent compared with the outgoing model and a class-leading all-wheel drive system with rear axle disconnect for improved fuel efficiency.

The 2015 Chrysler 200 competes in the mid-size sedan segment, the largest car segment in North America, where roughly one in six sales are a mid-size sedan, averaging more than 2 million sales a year.

The all-new 2015 Chrysler 200 is available in four different models in the United States and will arrive in volume in dealer showrooms in the second quarter 2014. Customers can choose from the 2015 Chrysler 200 LX, Chrysler 200 Limited, Chrysler 200S or the premium Chrysler 200C model. The 200 is designed, engineering and built in Michigan. Chrysler Group's newly improved Sterling Heights (Mich.) Assembly Plant is the home of the 2015 Chrysler 200.

2015 Chrysler 200 LX model – $21,700 starting U.S. MSRP, excluding destination

The Chrysler 200 LX model delivers a simple, elegant design, world-class craftsmanship, fuel economy estimated at 36 miles per gallon (mpg) highway, a class-exclusive nine-speed automatic transmission, a beautiful interior with an

innovative center console with sliding cup holders and concealed charging/media center and exceptional driving dynamics all for a starting MSRP of just $21,700 (excluding destination), $95 less than the outgoing model.

The 200 LX model is powered by the new 2.4-liter MultiAir®2 Tigershark I-4 engine, which produces 184 horsepower and 173 lb.-ft. of torque, delivering excellent fuel economy of at least 36 mpg highway (a 13 percent improvement) and improved horsepower (six percent more) and torque (10 percent more) compared with the outgoing four-cylinder engine. It is mated to the segment-exclusive nine-speed automatic transmission.

Standard equipment includes: Compact U.S. Wide (CUS-wide) platform and high-strength steel body; full electronic gear shifting with rotary e-shift knob; electric power steering; keyless entry with panic alarm; Keyless Enter N' Go with push button start; air conditioning with micron filter; premium cloth bucket seats; manual six-way driver's seat adjust; six-way manual adjust passenger seat with height adjuster; 60/40 split rear passenger seat with trunk pass-through; full center console with driver/passenger pass-through and sliding cup holder; 12-volt power outlets in media center charging station and front-passenger side of the center console; audio jack input for mobile devices; remote USB port; front center sliding armrest; rear-seat armrest with storage cup holders; Uconnect 3.0 AM/FM radio with four speakers; steering-wheel-mounted audio controls; urethane steering wheel; tilt/telescopic steering column; front-seat-back map pockets; overhead incandescent map lights; ambient LED interior lighting; passenger assist handles; rearview day/night mirror; sun visors with vanity mirrors; mini overhead console; standard instrument cluster with tachometer; speed control; variable intermittent windshield wipers; dual-note electric horns; lit, locking glove box; 8 standard air bags; electronic stability control; traction control; four-wheel anti-lock disc brakes; brake assist; front-seat active head restraints; rear-seat head restraints in all three seating positions; electronic park brake with SafeHold; tire-pressure monitoring display; solar-control glass; tinted windshield glass; body-color power mirrors; power windows with driver one-touch up/down; speed-sensitive power locks; Eco-driving feedback display; LED tail lamps; front, halogen, automatic headlamps with headlamp off time delay; daytime running lamps; security alarm; body-color fascia; bright grille; body-color door handles; underbody aerodynamic treatment; 600-amp maintenance-free battery; 160-amp alternator; 17-inch steel wheels with wheel covers; inflator tire service kit and 15.8-gallon fuel tank.

Optional equipment and packages for the 2015 Chrysler 200 LX available: Uconnect 5.0 touchscreen AM/FM media center.

2015 Chrysler 200 Limited model – $23,255 starting U.S. MSRP (excluding destination)
The all-new 2015 Chrysler 200 Limited model is expected to be the volume model for the 200 lineup and is packed with a surprising amount of standard and available features. The 2015 Chrysler 200 Limited model includes all the standard equipment found on the LX model as well as: bi-function halogen projector headlamps; Uconnect 5.0 AM/FM, Bluetooth, touchscreen media center; power front driver and passenger windows with one-touch up/down; compass gauge, front courtesy/map lights; six-speakers; compact spare tire and 17-inch aluminum wheels.

Optional equipment and packages on the Chrysler 200 Limited model includes: power sunroof; 18-inch aluminum wheels; Convenience Group and Comfort Group.

2015 Chrysler 200S model – $24,495 starting U.S. MSRP, excluding destination
The all-new 2015 Chrysler 200S model offers a distinctive, more sinister style and sportier driving experience. The 200S model features the standard equipment of the Limited model as well as: black cloth seats with Ambassador Blue leather trim; power, eight-way driver seat; leather-wrapped steering wheel with audio controls; steering-wheel-mounted paddle shifters; deluxe door-trim panel; fog lamps; gloss black exterior accents; gloss black daylight opening trim; dual bright mold-in-fascia exhaust tips; 200S badge; acoustic windshield glass and front-side door glass; power, heated fold-away mirrors; rearview mirror with microphone; performance, sport suspension; 3.251 final drive ratio; 730 amp maintenance-free battery and 18-inch aluminum wheels.

Optional equipment and packages include: 3.6-liter Pentastar V-6 engine, which produces a best-in-class 295 horsepower and 262 lb.-ft. of torque; all-wheel drive; dual-pane panoramic sun roof; 19-inch Hyper Black aluminum wheels; Premium Lighting Group and Navigation and Sound Group I.

2015 Chrysler 200C model – $25,995 starting U.S. MSRP (excluding destination)
The all-new 2015 Chrysler 200C model provides the discerning customer premium amenities at an affordable price point.

The 200C includes the standard equipment of the 200S model as well as premium Nappa leather seats; heated front seats; six-way power passenger seat; premium 7-inch full-color driver information display instrument cluster; ParkView rear backup camera; remote start; rearview auto-dimming mirror with microphone, sun visors with illuminated vanity mirrors, premium door trim panels; two-door passive entry; dual-zone automatic temperature control with front and rear climate control outlets; universal garage door opener; humidity sensor; footwell courtesy lamps; exterior mirrors with supplemental turn signals; chrome exterior accents; bright door handles; hidden exhaust; four-wheel independent touring suspension; 17-inch aluminum painted wheels.

Optional equipment and packages include: 3.6-liter Pentastar V-6 engine, which produces a best-in-class 295 horsepower and 262 lb.-ft. of torque; all wheel drive; dual-pane panoramic sun roof; 19-inch aluminum wheels; SafetyTec Package; Premium Group; Navigation and Sound Group I and Premium Lighting Group.

Optional package content:

- **Comfort Group Limited Model:** Includes air conditioning with dual zone temperature control, heated front seats, humidity sensor, rear air conditioning and heat ducts, auto-dimming rearview mirror and remote start system
- **Comfort Group S Model:** Air conditioning with dual zone temperature control, heated front seats, humidity sensor, rear air conditioning and heat ducts, auto-dimming rearview mirror, remote start system, ParkSense rear backup camera, heated steering wheel and driver and front passenger illuminated vanity mirrors
- **Convenience Group:** Leather-wrapped steering wheel with audio controls, one-year SiriusXM Radio service, ParkView rear backup camera, power eight-way driver's seat, power four-way driver lumbar adjust, sun visors with illuminated vanity mirrors and body-color power, heated mirrors
- **Navigation and Sound Group I: Uconnect 8.4AN AM/FM, Bluetooth with 8.4-inch touchscreen display; Uconnect Access; HD radio; GPS Navigation; rearview auto-dimming mirror with microphone, 506-watt amplifier and nine speakers and subwoofer; SiriusXM Travel Link; SiriusXM Traffic and with the 200S model, premium 7-inch full color driver information display instrument cluster**
- **Premium Group: Premium, perforated Nappa leather seating with ventilated front seats; heated, two-tone leather steering wheel with audio controls; genuine open pore wood with bronze chrome accents; radio/driver's seat/exterior mirrors with memory; 115-volt power outlet and luxury door trim panel**
- **Premium Lighting Group:** HID headlamps with LED daytime running lamps and LED fog lamps
- **SafetyTec Group: Adaptive Cruise Control Plus with Stop and Go; Advanced Brake Assist; Forward Collision Warning Plus, which will bring the vehicle to a stop at low speeds in certain conditions; Lane Departure Warning-Plus, ParkSense Parallel and Perpendicular Park Assist; rain-sensitive windshield wipers and SmartBeam headlamps**
- **Uconnect 5.0:** 5.0-inch touchscreen display; Uconnect Voice Command with Bluetooth; rearview mirror with microphone and GPS antenna input

The all-new 2015 Chrysler 200 sedan is designed, engineered and built in Michigan.

2015 Chrysler 200 Demographics

The primary customer for the all-new 2015 Chrysler 200 is motivated to succeed and works hard. The buyer is smart about what they purchase, but is willing to pay more for high quality. They want a vehicle that matches their achievements; one that is practical yet advanced and has an interior with a wow factor.

The 2015 Chrysler 200 customer is split with roughly 57 percent of the customers male and 43 percent of the customers female. The primary customer has a median age of 35 and a median household income of $76,000. They are a college graduate and married without children at home.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the simple elegance and extraordinary driving

experience of the all-new 2015 Chrysler 200, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features and leading-edge technology into all of its products. Features such as the innovative center console with pass through storage and sliding cup holders in the 2015 Chrysler 200, the industry-exclusive Stow 'n Go seating and storage system on the Chrysler Town & Country and the fuel-saving Fuel Saver Technology in the Chrysler 300. Innovative and segment-leading technology such as the standard nine-speed automatic transmission and available best-in-class, all-wheel-drive system in the 2015 Chrysler 200, the standard eight-speed automatic transmission in the Chrysler 300 or available advanced safety and security features across the lineup like adaptive cruise control, Forward Collision Warning, blind-spot monitoring and Rear Cross Path detection, and Parkview rear backup camera, Chrysler brand vehicles deliver leading-edge technology at a value customers appreciate.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com