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## **New 2015 Chrysler 300: Distinctive American Style with World-class Craftsmanship, Comfort and Fuel-efficient Performance all at Mainstream Prices**

- New 2015 Chrysler 300 highlights ambitious American ingenuity through head-turning design, world-class materials and craftsmanship – plus state-of-the-art technologies and an exceptional level of standard features – once limited to only premium import sedans
- New model lineup with four new lifestyle driven models each loaded with tremendous value: 300 Limited, 300S, 300C and 300C Platinum
  - New 2015 Chrysler 300 Limited provides customers the most standard appointments in the nameplate's 60-year history, including the TorqueFlite eight-speed transmission, heated leather seating, Uconnect with voice commands and the segment's largest 8.4-inch touchscreen, SiriusXM Radio, full-color driver information display (DID) cluster, five-year/100,000-mile warranty coverage with roadside assistance and more – starting at the same \$31,395 as its predecessor
  - For 2015, the Chrysler 300S features unique blacked-out accents, large 20-inch Hyper Black finish wheels, more athletically sculpted side sills and unique deck-lid spoiler now available, 300 horsepower Pentastar V-6 engine, Sport mode and paddle-shifters
  - Delivering the comfort and conveniences premium sedan buyers are looking for, the new 2015 Chrysler 300C features heated and cooled perforated Nappa leather seating with heated second row seats, heated steering wheel; innovative Uconnect 8.4AN radio with navigation, HD radio, plus SiriusXM Travel Link and Alpine premium audio system
  - New Chrysler 300C Platinum features quilted Nappa leather, hand-sanded wood, ultra-premium Poltrona Frau leather-wrapped instrument panel and console, plus platinum-chrome exterior details and 20-inch wheels – all at an attainable value
- Bold and distinctive American style: Chrysler 300 sedan's unmistakable exterior proportions and expressive interior have been crafted with even more sculptural elegance
- Class-exclusive TorqueFlite eight-speed automatic transmission balances V-8 engine performance with segment-leading 31 miles per gallon (mpg) highway fuel efficiency, now standard on every model
- New state-of-the-art technology features standard on every model, including:
  - 7-inch full-color DID
  - Class-exclusive electronic rotary transmission selector
  - Newest generation Uconnect system with award-winning Uconnect Access services and segment's largest 8.4-inch touchscreen
  - Fuel-saving electric power steering (EPS) system
- More than 80 available safety and security features, including new for 2015 Full-speed Forward Collision Warning-Plus, Adaptive Cruise Control-Plus with Full Stop, Lane Departure Warning with Lane Keep Assist and 9-1-1 call/Assist Call

November 19, 2014, Auburn Hills, Mich. - With roots that include the breakthrough 1955 and 2005 models, the new 2015 Chrysler 300 takes the nameplate's style and sophistication to new levels and highlights six decades of

ambitious American ingenuity through iconic design proportions and inspired materials, world-class quality and craftsmanship, best-in-class 31 miles per gallon (mpg) highway fuel economy, plus class-exclusive innovations — including a state-of-the-art TorqueFlite eight-speed transmission now standard on every model, the segment's most advanced all-wheel drive (AWD) system, award-winning Uconnect Access services, all-new and segment-exclusive 7-inch full color driver information display (DID) and the newest generation Uconnect systems — putting boulevards and interstates on notice once again.

“At the Chrysler brand, we believe that hard working Americans deserve to be rewarded for their perseverance and convictions,” said Derek Humphrey, Director of Chrysler Brand. “And for 2015, our new Chrysler 300 model lineup delivers with the quality, efficiency and refinement of the world's best sedans, and goes further by adding class-exclusive technologies, premium appointments and proud American styling, all at an attainable value.”

#### **Newest, most distinct and most appointed sedan in the large car segment**

When the new Chrysler 300 arrives in the first-quarter of 2015, it will be the freshest entry in the U.S. standard full-size vehicle segment. While the segment has, and is expected to continue to hold, around 360,000 units sold annually – Chrysler 300 continues to be distinctive in the marketplace and has increased its sales by 48 percent over the last four years.

#### **Heritage-inspired styling combined with world-class execution make the new Chrysler 300 stand apart from the competition**

Beyond the new 2015 Chrysler 300 sedan's distinctively American styling and refinements that rival luxury import competitors in premium segments priced thousands higher, the Chrysler 300 is engineered to exceed expectations and proudly makes the following segment claims (upper large car segmentation):

- Best-in-class V-6 highway fuel economy
- Best-in-class V-6 driving range
- Best-in-class V-8 driving range
- Best-in-class V-8 horsepower
- Best-in-class V-8 torque
- Best-in-class interior volume
- Best-in-class rear seat volume
- Unsurpassed V-6 combined fuel economy
- Most technologically advanced (AWD) system in its class
  - Class-exclusive front axle disconnect with active transfer case
- Segment's largest touchscreen display
- Segment's largest dual-pane sunroof available
- Class-exclusive TorqueFlite eight-speed automatic transmission
  - Chrysler 300 is the only vehicle in segment to offer V-6 or V-8 engine with a standard TorqueFlite eight-speed automatic transmission
- Class-exclusive available illuminated dual heated and cooled cup holders
- Class-exclusive electronic rotary transmission shifter

While buyers appreciate the segment-leading claims the Chrysler 300 makes, they are inspired by its thoughtful innovation and driving exhilaration. Chrysler 300 models also meet their demands by combining head-turning design, world-class handling and craftsmanship, plus premium details and technology, which reinforce their individuality and expressiveness.

#### **Lifestyle driven models highlight the Chrysler 300 sedan's broad appeal**

Building on the success of the Chrysler 300 sedan's lifestyle driven models, the lineup has been revamped for 2015 with four highly equipped models: 300 Limited, 300S, 300C and 300C Platinum.

#### Chrysler 300 Limited

With more standard equipment than its direct standard full-size segment competitors, and even more features for 2015, the new Chrysler 300 Limited provides customers the most value and appointments in the nameplate's 60-year history.

Interior highlights of the Chrysler 300 Limited model include the new and segment-first electronic rotary transmission selector; newest generation Uconnect 8.4A with integrated voice commands, segment's largest 8.4-inch touchscreen, SiriusXM Radio, Bluetooth and media hub with SD card, auxiliary and USB ports; two USB recharging ports; 7-inch full-color DID cluster with analog gauges; leather seating with heated front seats; 12-way power and driver and front passenger's seats, including four-way power lumbar; leather-wrapped steering wheel with vehicle controls; manual tilt/telescoping steering column; Keyless Enter 'n Go, vehicle security alarm, dual-zone automatic climate control with humidity sensor; cabin air filtration, acoustic windshield and front-door glass, cruise control, auto-dimming rearview mirror, luxury floor mats, two 12-volt power outlets and LED-illuminated assist handles, front map lights, front cup holders, rear-passenger reading lamps and door handles, storage bin, glove box lamp and illuminated vanity mirrors.

On the exterior, the Chrysler 300 Limited model features 17-inch painted aluminum wheels, P215/65R17 all-season touring tires, comfort-tuned suspension, bi-function projector headlamps with LED-illuminated daytime running lamps; LED tail lamps, cap-less fuel-filler door with power release; body-color door handles; body-color heated exterior mirrors; plus chrome grille, grille surround, daylight opening, fascia accents and dual-exhaust tips.

The 2015 Chrysler 300 Limited is powered by a fuel-saving 3.6-liter aluminum Pentastar V-6 engine delivering 292 horsepower and up to 31 mpg on the highway, thanks to its state-of-the-art TorqueFlite eight-speed automatic transmission.

The new 2015 Chrysler 300 Limited has a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$31,395 (plus \$995 destination).

#### Chrysler 300S

For the customer who is looking to strike the balance between performance, styling and refinement, the new 2015 Chrysler 300S is the most athletic model in the lineup – adding even more capability and sport style than before.

Building on the standard equipment of the 300 Limited, the 300S adds a 3.6-liter Pentastar V-6 engine with output increased to 300 horsepower and 264 lb.-ft. of torque; plus adds a unique sport-tuned dual exhaust system. Translating the power to the road is a new sport-tuned suspension with increased damping from the previous year. Instantly transforming the sedan's performance and personality is a revised Sport mode with paddle shifters that can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, adjust electronic stability control (ESC) settings and firm up the steering feel of the new electric power steering (EPS) system.

Inside the Chrysler 300S model includes black or an exclusive black with Ambassador Blue Nappa leather interior with industrious Silver accent stitching. Sport seats combined with exclusive use of Piano Black and Matte Carbon hydrographic accents add to this athletic-styled interior. ParkView rear backup camera, remote start and universal garage door opener add to the list of electronics, while the signature 10-speaker BeatsAudio system with 12-channel amplifier integrating the Beats proprietary equalizer algorithm creates the high-definition sound of professional recording studios.

Outside, the new Chrysler 300S trades chrome exterior accents for unique blacked-out and body-color design details and all-new Hyper Black finished 20-inch aluminum wheels.

And new for 2015, drivers looking for even more rear-wheel drive (RWD) performance can choose the 363 horsepower 5.7-liter HEMI® V-8 engine with TorqueFlite eight-speed transmission – which also adds uniquely sculpted side sills and deck-lid spoiler.

The new 2015 Chrysler 300S has a U.S. MSRP of \$34,895 (plus \$995 destination).

#### Chrysler 300C

Building on the nameplate's "letter series" prestige, the new 2015 Chrysler 300C features the comfort and conveniences that premium sedan buyers are looking for, without the premium price. In addition to the standard equipment of the 300 Limited, the 300C models is highlighted with black or Black/Linen heated and cooled perforated Nappa leather seating with heated second row seats, 360-degree heated leather-wrapped steering wheel; power tilt-and-telescoping steering column; memory for radio, driver's seat and auto-dimming mirrors with auto-tilt in Reverse;

power backlight sunshade, Satin Chrome lower door sills, LED-illuminated front footwells and trunk mat. Additional technology features include the innovative Uconnect 8.4AN radio with navigation, HD radio, plus SiriusXM Travel Link and real-time SiriusXM Traffic; and an Alpine premium audio system with six speakers and 276-watt amplifier.

Outside, the Chrysler 300C features 18-inch polished-aluminum wheels with P225/60R18 all-season performance tires; chrome exterior mirror caps and door handles; plus a dual-pane panoramic sunroof.

The 363 horsepower 5.7-liter HEMI V-8 engine with TorqueFlite eight-speed transmission, Sport mode and paddle shifters is available on the rear-wheel drive Chrysler 300C.

The new 2015 Chrysler 300C has a U.S. MSRP of \$37,895 (plus \$995 destination).

#### Chrysler 300C Platinum

As the pinnacle of the 2015 Chrysler brand lineup, the new 300C Platinum adds the following appointments to the 300C model: black, or a signature two-tone Indigo/Linen interior environment with segment-exclusive quilted and perforated Nappa leather on front and rear seats; Nappa leather door panels with exclusive quilted inserts; ultra-premium Poltrona Frau Foligno leather instrument panel and center console wrapping; French accent stitching; black or two-tone Indigo/Linen leather-wrapped steering wheel with die-cast paddle shifters and unique chrome accent ring; and specially selected and hand-sanded natural pore wood that is matte finished for greater beauty.

Like its model name, the 2015 Chrysler 300C Platinum trades traditional chrome accents for a model-exclusive Platinum Chrome finish. A touring-tuned suspension, paddle shifters, sport mode and large 20-inch polished-aluminum wheels with P245/45R20 all-season performance tires are also included.

In addition, the Chrysler 300C Platinum rear-wheel drive can be ordered with the 363 horsepower 5.7-liter HEMI V-8 engine with TorqueFlite eight-speed transmission, Sport mode and paddle shifters.

The top-of-the-line 2015 Chrysler 300C Platinum has a U.S. MSRP of \$42,395 (plus \$995 destination).

#### **Segment's most technologically advanced AWD system available on every Chrysler 300 model**

For 2015, all four Chrysler 300 models are available with the segment's most technologically advanced AWD system for even greater all-season traction with an EPA estimated fuel economy of 18 mpg city and 27 mpg highway.

Chrysler 300 AWD models integrate 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. This advanced AWD system seamlessly transitions between RWD and AWD with no driver intervention to maximize fuel economy.

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