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FCA Canada: Bolder and More Athletic Inside and Out: New 2017 Chrysler 300S Sport Appearance Packages

- New Exterior and Interior Sport Appearance Packages provide even more athletic attitude to the blacked-out 2017 Chrysler 300S model
- More aggressive front and rear fascias, unique LED fog lamps, plus sculpted side sills and deck-lid spoiler are included with the Exterior Sport Appearance Package
- New for 2017, the Interior Sport Appearance Package adds premium perforated leather performance seats with high-bolstered contours in suede, along with new discretely appointed interior accents and materials
- New Ceramic Grey exterior paint provides the 300S with a “straight shade” hue for a truly avant-garde look
- Ordering for the 2017 Chrysler 300S with new Sport Appearance Packages will start in August

March 23, 2016, Windsor, Ontario - For 2017, the Chrysler brand is updating its bold and blacked-out Chrysler 300S model with even more athletic and aggressive styling appointments thanks to new Exterior and Interior Sport Appearance Packages, plus updated colour and materials to make this flagship 300 model the most enthusiast-focused ever.

“The 300S was born to be the Chrysler enthusiasts’ choice, and with two all-new sport appearance packages that take the model’s athletic styling and appointments further, plus an available HEMI V-8 engine with paddle-shifting eight-speed automatic and performance suspension, the new 2017 Chrysler 300S re-excites the passion of what owning a North-American flagship sedan is about,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

The 2017 Chrysler 300S with new Exterior and Interior Sport Appearance Packages will debut at the 2016 New York International Auto Show and be available at Chrysler dealerships nationwide for ordering this August.

New Exterior Sport Appearance Package provides Chrysler 300S with even bolder styling

Making the Chrysler 300S model’s commanding presence even more prominent, enthusiasts can choose the new Exterior Sport Appearance Package. At the front, a more aggressively styled fascia with larger air intakes and integrated LED fog lamps highlights the 300S model’s world-class handling and levels of technology. Nestled below the blacked-out headlamps and Gloss Black dimensional textured grille is a larger Mobius strip in Gloss Black, which further emphasizes the flagship sedan’s road-holding width, while tying in the brand’s styling DNA. The Chrysler 300S model’s signature proportions take on an even sportier aesthetic as 20-inch (19-inch with AWD) wheels flank the new package’s sculpted side sills. At the rear, Chrysler 300S model’s new Exterior Sport Appearance Package adds a deck-lid spoiler to complement the dual exhausts and further the sedan’s athletic appearance.

Interior Sport Appearance Package upgrades 300S

New for 2017, the Interior Sport Appearance Package takes the Chrysler 300S model’s sport-contoured leather seating and upgrades it for more cradling and comfort. New premium perforated leather-faced performance seats with high-bolstered contours in suede provide front seat passengers with more lateral support during spirited driving. In addition, these front performance seats are heated and ventilated – adding to the flagship sedan’s already lengthy list of convenience features.

Updated 300S colour and material selection for a truly avant-garde look

The Chrysler brand’s product design office (PDO) team continues to build on the brand’s leadership position in expressive and industrious exterior and interior selections by integrating colours and materials that were inspired

outside of the automotive industry, including fashion, architecture and technology, and even in the design office's backyard – the Motor City.

In keeping with the Chrysler brand design team's use of unique finishes, the 2017 Chrysler 300S exudes an athletic-luxury interior with new Piano Black interior trim appointments on the instrument panel, door panel and instrument cluster bezels. New Light Grey Diesel coloured accent stitching expressively highlights the Chrysler 300S model's craftsmanship on door and centre console armrests, as well as the leather-wrapped sport seats, or on the new performance seats as part of the new Interior Sport Appearance Package.

New Ceramic Grey exterior paint provides the 300S with a "straight shade" hue for a truly industrial-tough look. Other 300S colours include Bright White, Gloss Black, Granite Crystal Metallic, Billet Metallic, Maximum Steel Metallic, Jazz Blue Pearl, Ivory Tri-coat Pearl and Redline Tri-coat Pearl.

Sport mode, plus an available 363 horsepower 5.7-litre HEMI® V8 engine

The 300S is the most dynamically capable and driver-focused Chrysler 300 model. Sport mode instantly transforms the Chrysler 300S model's performance and personality. By engaging Sport mode, drivers can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, plus firm up the steering feel of the electric power steering (EPS) system. For even greater V6 performance, the Chrysler 300S model increases the standard 3.6-litre Pentastar V6 engine's output to 300 horsepower and 264 lb.-ft. of torque, plus adds a unique sport-tuned dual exhaust system with a more distinctive sound. For customers who want more performance, the Chrysler 300S can be had with a 363-horsepower 5.7-litre HEMI V-8 engine with four-cylinder mode FuelSaver Multi-Displacement System (MDS) technology.

The Chrysler 300S model's chassis features a sport-tuned suspension with increased damping to make sure the flagship sedan's power and precision connects the driver to the road. For drivers who want more handling capability, a performance-tuned suspension with increased spring rates, performance-tuned steering and bushings, larger sway bars (with V8 engine) and performance tires are also available on rear-wheel drive Chrysler 300S models.

Segment's most innovative all-wheel-drive (AWD) system

For customers who want the best of Detroit-born style and even more all-weather performance, the Chrysler 300S AWD model includes an advanced AWD system with a segment-exclusive active transfer case and front-axle disconnect that seamlessly transitions from the outstanding performance and handling of rear-wheel drive to the all-weather traction of all-wheel drive. The advanced technology can deliver power to all four wheels when necessary, and automatically adjust back to two-wheel drive to maximize fuel economy.

The Chrysler 300S AWD pairs the 300 horsepower 3.6-litre Pentastar V6 engine with the state-of-the-art TorqueFlite eight-speed transmission and the segment's most innovative AWD system for fuel economy as efficient as 8.6 L/100 km (33 mpg) on the highway (based on 2016 EnerGuide fuel consumption ratings). And for driving enthusiasts, Sport mode turns AWD "on" (if off) and enables the 300S to deliver rear-biased torque for improved dynamics.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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