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## **The New Chrysler 200 Sedan Provides Customers Craftsmanship, Elegance and Value**

- Beautiful all-new interior gives consumers world-class craftsmanship, more comfort and technology features to improve their quality of life
- New exterior design and new sheet metal highlights clean, sensual lines and the new face of the Chrysler brand
- Best-in-class V-6 horsepower and exceptional fuel economy are accomplished with the all-new 3.6-liter Pentastar V-6 engine mated to a six-speed automatic transmission
- Proven 2.4-liter World Gas Engine is retuned and mated to an available six-speed transmission
- Major suspension upgrades and significantly improved acoustics result in an exhilarating driving experience with one of the quietest cabins in the segment

November 14, 2010, Auburn Hills, Mich. -

Chrysler introduces the new Chrysler 200 mid-size sedan. Offering consumers exceptional craftsmanship inside and out, a refined and spirited driving experience, innovative technology, an abundance of standard safety features and an extraordinary level of standard content, the 2011 Chrysler 200 is an exciting alternative for customers that want style and substance, all at a surprising value.

Virtually every system in the sedan is new or upgraded for 2011, giving the Chrysler 200 its own identity and space in the highly competitive mid-size sedan segment. Exterior and sheet metal upgrades include: front and rear fascias and fenders, grille featuring the new Chrysler brand winged badge, new hood, LED positioning light pipe in front headlamps, rear deck lid and exterior mirrors, new projector headlamps and fog lamps, new LED taillamps and an LED center high-mounted stoplight.

"Today's customer is smarter and they expect their vehicle to be smart as well. They want beauty coupled with substance," said Olivier Francois, President and CEO -Chrysler Brand, Chrysler Group LLC. "The new Chrysler 200 delivers reliability, capability, comfort, safety, fuel efficiency and style - beauty and substance."

The new 2011 Chrysler 200 provides drivers an agile, confident, handling performance in all driving situations, whether it's commuting to work, a weekend adventure on twisty roads or going out with family and friends. Virtually every part of the suspension has been retuned or redesigned for 2011, including 26 of 30 suspension bushings. The suspension geometry was completely re-engineered. The track is an inch wider, tire width has been increased from 215 to 225 mm and the Chrysler 200 has been lowered 12 mm in the front and 6 mm in the rear for a lower, wider, more substantial stance.

Customers will drive with confidence in the Chrysler 200 and experience less body roll, reduced vehicle shake on uneven road surfaces, improved isolation on rough roads, better steering precision, response and feel and increased grip with new premium tires.

A new and improved powertrain lineup also contributes to the new 200 sedan's driving experience. The 2011 Chrysler 200 is offered with the proven 2.4-liter World Gas Engine, which has been recalibrated and is now available mated to a new six-speed transmission, for an exceptionally fun and fuel efficient driving experience. The new 200 sedan powered by the 2.4-liter I-4 engine produces 173 horsepower and 166 lb.-ft. of torque. The available new 3.6-liter Pentastar V-6 engine provides an even more exhilarating driving experience that offers customers the best of both worlds - best-in-class V-6 horsepower and exceptional fuel economy. The new 3.6-liter Pentastar V-6 engine produces 283 horsepower and 260 lb.-ft. of torque, and is mated to the 62TE six-speed transmission. For the value conscious consumer, the 2.4-liter World Gas Engine also is available mated to the proven four-speed automatic

transmission.

Cabin quietness has been upgraded, resulting in one of the quietest cabins in the segment, and allowing passengers to enjoy their conversations, largely devoid of outside noise. Noise, vibration and harshness (NVH) were reduced and 45 new sound deadening treatments were added, including an acoustic glass windshield, laminated side glass usually only found in higher priced vehicles, new sound absorption materials throughout the vehicle and a new three-point engine mount system for the 2.4-liter World Gas Engine, for improved sound and isolation.

New sheet metal and exterior design highlights clean surfaces and sleek lines. The new, more sculpted front features the new distinctive Chrysler brand grille and the new signature Chrysler brand winged badge. A new hood, new front fascia, new projector headlamps and projector beam fog lamps round out the new face of the Chrysler 200. A new for 2011 rear deck lid, rear fascia, exterior mirrors, new LED taillamps and an LED center high-mounted stoplight completes the transformation.

With the all-new interior for 2011, customers will step into a level of craftsmanship, content and comfort that is world-class. The all-new instrument panel, bezels, gauge face and new Chrysler steering wheel transform the driver's seat into an elegant atmosphere. Upgraded seats with a new design that incorporates more cushion material and revised spring geometry, as well as new leather and cloth seating materials, envelop the driver and passenger. Designers developed the new 2011 Chrysler 200 sedan with new "soft touch" armrests and instrument panel and new, premium interior finishes for touch points that are not only pleasing to the touch, but also to the eye. New heating and cooling outlets in the instrument panel offer improved design and functionality and complete the beautifully detailed interior. The new Chrysler 200 offers customers innovative features to keep them connected and make the drive something to look forward to. Features include new ambient interior lighting and a new Chrysler brand steering wheel with integrated controls that allow the driver to operate the radio, cruise control, handsfree phone and other vehicle functions while keeping their hands on the wheel. Drivers stay connected with an available media center with voice command that is easy to use and offers radio, SIRIUS Satellite Radio, a 30 gigabyte hard drive, iPod® connectivity, streaming music capability and a navigation system with SIRIUS Travel Link, which provides real-time information.

An abundance of standard safety and security features in the new 2011 Chrysler 200 offer consumers peace of mind at a price they can afford. The 200 sedan's standard safety features include: standard advanced multi-stage front passenger air bags, active head restraints, electronic stability control (ESC), front seat side air bags, side curtain air bags, four-wheel anti-lock brakes (ABS), electronic traction control, Lower Anchors and Tethers for Children (LATCH) child seat anchor system and available Uconnect® voice command.

The 2011 Chrysler 200 sedan is available in four different configurations in the United States. The Chrysler 200 LX, 200 Touring, 200 Limited and 200 S (late availability) models are packed with style, innovative features and a dynamic driving experience at a surprising value.

The standard mid-size sedan segment is the largest vehicle segment in the United States, with more than 1.6 million vehicles sold in 2009. The new 2011 Chrysler 200 is uniquely positioned as an exciting alternative for customers that want style and substance, all at a surprising value.

The 2011 Chrysler 200 sedan is available in the following exterior colors: Blackberry Pearl Coat, Bright Silver Metallic, Brilliant Black Crystal Pearl Coat, Deep Cherry Red Crystal Pearl Coat, White Gold Clear Coat, Stone White Clear Coat, Bright White Pearl Coat, Sapphire Crystal Metallic Clear Coat (late availability) or Black.

The new 2011 Chrysler 200 sedan will arrive in U.S. dealerships in fourth quarter 2010.

The 200 is built at the Sterling Heights, Mich. Assembly Plant.

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