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## **All-new 2011 Chrysler 300 Series Sedans are Exquisitely Crafted and Designed for Passionate Drivers Who Value Substance and Individuality**

- All-new Chrysler 300 sedans provide customers with elegant style, grand-touring performance, best-in-class seat comfort and the precision, refinement, premium materials and quality of the world's best E-segment luxury sedans at an attainable value
- All-new flex-fuel 3.6-liter Pentastar V-6 engine delivers 292 best-in-class horsepower and an 8 percent improvement in fuel economy, while the legendary 5.7-liter HEMI® V-8 with Fuel Saver Technology delivers 363 horsepower and 0-60 mph in less than six seconds
- State-of-the-art connectivity, infotainment and more than 70 safety and security features keep passengers of the all-new 2011 Chrysler 300 connected, comfortable and secure

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With its award-winning iconic rear-wheel-drive proportions, elegantly sculptured bodyside, world-class craftsmanship and refinement, the all-new 2011 Chrysler 300 series proudly delivers the distinction, technological innovation and premium sedan features at a legendary value, while setting a new course for the American brand.

"The all-new 2011 Chrysler 300 series sedans deliver the cutting-edge American style and innovation, while closing the elusive gap between aspiration and ownership," said Olivier Francois, President and CEO - Chrysler Brand, Chrysler Group LLC. "Designed to give people what they deserve, not merely what they paid for, the all-new Chrysler flagship integrates world-class quality, technology and premium materials to make a mark on the streets, highways and boulevards of the world."

The all-new 2011 Chrysler 300 sedans embody the essence of the new Chrysler brand: delivering passion for design, people and the environment through expressive design, state-of-the-art connectivity and world-class levels of quality and efficiency.

Buyers of the 2011 Chrysler 300 are inspired by thoughtful innovation, passionate about driving and are interested to express their creativity and distinct personality through new experiences. These all-new Chrysler flagship sedans meet their demands by combining superior styling, confident handling and the craftsmanship, premium details and technology that reinforce driving as a fun and pleasurable experience.

### **Exceptional Level of Standard Equipment on All Chrysler 300 Models**

All-new 2011 Chrysler 300 series sedans are available in the United States in four highly equipped models: Chrysler 300, 300 Limited, 300C and 300C AWD. In addition, the Luxury and SafetyTec Groups provide customers with high-value content and innovative technology directly targeted for their specific needs.

### **All-new 2011 Chrysler 300**

With more standard equipment than its direct standard full-size segment competitors, the 2011 Chrysler 300 model is well-equipped for the individual who is looking for distinctive design, best-in-class seat comfort, best-in-class horsepower with world-class ride and handling at an extraordinary value. This vehicle features the all-new 3.6-liter Pentastar V-6 engine with 292 horsepower (218 kW), 260 ft.-lb. (353 N•m) of torque, E-85 flex-fuel capability (EPA-certified states) and a proven five-speed automatic transmission with Auto Stick.

Other standard equipment includes standard front-row reactive head restraints, advanced multi-stage air bags, full-length side-curtain air bags, seat-mounted side-thorax air bags, driver's knee bag, rear head restraints in all positions, electronic stability control (ESC), Hill-start Assist (HSA), Rain Brake Support (RBS), Ready Alert Braking

(RAB), tire-pressure monitoring (TPM), Uconnect® Touch 8.4, USB port with iPod® Control, SIRIUS Satellite Radio, SD-card reader, auxiliary audio input jack, steering-wheel mounted audio controls, six-speaker audio, Keyless Enter-N-Go with remote windows down, no-touch self-rising deck lid, dual-zone automatic climate control with humidity sensor, front- and rear-climate control outlets, cabin air filtration, acoustic windshield and front-door glass, Black Comodo Elm interior trim, premium cloth seats with accent stitching, 12-way power driver's seats including 4-way power lumbar, 60-40 split-fold rear seat with armrest and two cup holders, cruise control, power windows with express up/down, auto-dimming rear-view mirror, leather-wrapped Chrysler brand steering wheel with manual tilt/telescoping steering column, leather-wrapped shift knob, luxury floor mats, deck-lid liner, 140-mph LED-illuminated instrument cluster with driver-selectable Electronic Vehicle Information Center (EVIC), temperature display, analog clock, satin chrome interior door handles, vinyl-wrapped armrest, vinyl-wrapped door panels, LED-illuminated assist handles, LED-illuminated front map lights, LED-illuminated front cup holders, rear-passenger reading lamps, LED-illuminated front and rear door handles, LED-illuminated center-stack storage bin, glove box lamp, illuminated vanity mirrors and two 12-volt power outlets.

On the exterior, the Chrysler 300 model features 17-inch painted aluminum wheels, P215/65R17 all-season touring tires, comfort-tuned suspension, touring brake package, liquid-chrome grille bars with chromed surround, bi-halogen projector headlamps with chromed bezels, automatic headlamps, chromed daylight opening, chromed front and rear fascia accents, LED-illuminated "C" shaped daytime-running lamps (DRL), body-color exterior mirrors and door handles, LED-illuminated taillamps with LED-illuminated "light pipe," dual-chromed exhaust tips with rolled-edges, cap-less fuel-filler door with power release, 17-inch compact spare tire and chromed "300" deck-lid badge.

#### **All-new 2011 Chrysler 300 Limited**

For customers who want even more connectivity, comfort and convenience features with six-cylinder efficiency, the all-new 2011 Chrysler 300 Limited adds to the features of the 300 model, and includes luxury leather trimmed seats, heated front seats, Uconnect Voice Command with handsfree Bluetooth® phone capability, ParkView® rear backup camera, vehicle security alarm, Alpine® premium audio system with six speakers and 276-watt 8-channel amplifier and LED-illuminated rear cup holders. On the exterior, the Chrysler 300 Limited includes 18-inch chrome-clad aluminum wheels, P225/60R18 BSW all-season performance tires, chromed exterior mirrors and door handles, power folding and heated mirrors, front fog lamps and 18-inch compact spare tire.

- **Luxury Group** - For customers who want the premium comfort and convenience features of the Chrysler 300C with added design details and V-6 engine efficiency on the Chrysler 300 Limited, this package group adds authentic Black or Dark Olive Ash Burl interior trim, heated leather-wrapped steering wheel with Black or Dark Olive Ash Burl trim, 180-amp alternator, driver's side auto-dimming mirrors with memory and auto-tilt in Reverse, Satin Chrome lower door sills with "Chrysler" logo, LED illuminated front-footwells, interior door handles and front and rear map pockets, heated/cooled cup holders, 12-way driver and front-passenger seats with lumbar, trimmed in Nappa leather with perforated inserts, heated and ventilated front seats with driver memory, heated rear seats, power-adjustable pedals with memory; power backlight sunshade, trunk mat, power tilt and telescoping steering column

#### **All-new 2011 Chrysler 300C**

Continuing its rich automotive heritage and the brand's proud "letter series," the all-new 2011 Chrysler 300C is designed for the customers who want grand-touring performance combined with innovative technologies and premium comfort and convenience features. In addition to the premium features found on the Chrysler 300 Limited model, this world-class flagship sedan adds the legendary 5.7-liter HEMI® V-8 engine with Fuel Saver Technology, touring-tuned suspension and larger performance disc brakes.

Additional equipment on the 300C model includes the state-of-the-art Uconnect Touch 8.4N with Garmin® navigation and SIRIUS Travel Link, 160-mph LED-illuminated instrument cluster with driver-selectable EVIC, Black or Dark Olive Ash Burl interior trim, heated leather-wrapped steering wheel with Black or Olive Ash Burl trim, premium Nappa leather seats with 12-way power driver and front-passenger seats including four-way power lumbar, heated and ventilated front seats, heated rear seats, power tilt and telescoping steering column with memory, power-adjustable pedals with memory, power backlight sunshade, Satin Chrome lower door sills with "Chrysler" logo, dual heated/cooled cup holders, ambient lit foot well lighting, LED illuminated interior door handles and front and rear map pockets, premium carpeted trunk mat, HomeLink universal transceiver and power-folding chromed exterior mirrors with memory, auto-dimming and auto-tilt in Reverse.

### **All-new 2011 Chrysler 300C AWD**

Combining the most advanced all-wheel-drive (AWD) system in the E-segment with head-turning elegance and a 363 horsepower HEMI V-8 engine with Fuel Saver Technology, the all-new 2011 Chrysler 300C AWD is a year-round grand-touring performance machine. In addition to the standard equipment on the Chrysler 300C, the Chrysler 300C AWD model includes a segment-exclusive active transfer case and front-axle disconnect system to improve fuel economy by up to 5 percent compared with AWD systems without it. No other major automotive manufacturer offers the combination of these two independent technologies. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy, while still providing the outstanding performance and handling inherent in rear-wheel-drive vehicles.

Taking its new second-generation E-segment architecture further, the all-new 2011 Chrysler 300C AWD features a touring-tuned AWD suspension and touring-tuned AWD brake package for world-class refinement and handling. For a more tailored appearance, the all-new Chrysler 300C AWD features a 0.5-inch (13 mm) tighter tire-to-fender fitment, a 0.15-inch (4 mm) lowered overall ride height, larger 19-inch wheels with wider P235/55R19 all-season performance tires and an all-new "AWD" badge.

### **SafetyTec Group: Advanced Active-safety Features for a 360 degree Perspective**

For customers that want the latest in accident-avoidance features, Chrysler brand's new SafetyTec Group combines advanced active- and passive-safety technologies for enhanced driver confidence.

The SafetyTec Group is available on the 2011 Chrysler 300 Limited, 300C and 300C AWD models and includes adaptive-forward lighting (AFL), high-intensity discharge (HID) projector high and low-beams with automatic headlamp leveling, Forward Collision Warning (FCW) with adaptive-cruise control (ACC), Blind-spot monitoring (BSM) with Rear Cross Path (RCP) detection, ParkSense® front and rear park assist system, LED-illuminated rear fog lamps, exterior mirrors with supplemental turn signals and approach lamp (300 Limited adds HomeLink universal transceiver, rain-sensing wipers and SmartBeam® headlamps).

### **Newest and Most Distinct Sedan in the Segment**

Redesigned from the ground up, the all-new 2011 Chrysler 300 series sedans are the freshest entry in the U.S. standard full-size vehicle segment. While the standard full-size segment share has consistently held around 4 percent for the last 3 calendar years, the all-new Chrysler 300 sedans will re-ignite the segment delivering elegant style, grand-touring performance, best-in-class seat comfort and the precision and quality of the world's best E-segment luxury sedans at an attainable value.

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