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Distinctive Style and Attitude Define the New 2011 Chrysler 200 S Sedan and 2011 Chrysler 200 S Convertible

April 18, 2011, Auburn Hills, Mich. - The new Chrysler 200 series vehicles provide customers elegant, well-crafted mid-size vehicles with an extraordinary level of standard content and an exhilarating driving experience. From the ground up, the new 2011 Chrysler 200 sedan and convertible have been redesigned and upgraded to deliver great American design and engineering, with a value proposition that exceeds expectations.

Now, with the introduction of the S models, Chrysler expands the lineup, offering customers production vehicles with a one-of-a-kind style. The S models have the same DNA as the traditional models, but with an entirely different appearance and attitude. While the traditional Chrysler models make a style and luxury statement, the S models create a different path through the Chrysler brand, taking style in a whole new direction, with a completely different attitude.

“The New York International Auto Show is the perfect place to debut the new 2011 Chrysler 200 S sedan and Chrysler 200 S convertible models,” said Olivier Francois, President and CEO, Chrysler Brand – Chrysler Group LLC. “These vehicles are built with an unmistakable attitude and a signature style; and you could say the same of New York itself. The attitude may be ‘Imported from Detroit,’ but it’s definitely at home on Park Avenue.”

Chrysler 200 S Sedan

With an elegant style, refined ride and handling characteristics, an exquisitely-crafted interior, a new powertrain and an abundance of standard safety features, the Chrysler 200 sedan is beautifully inspired and a remarkable value. The Chrysler 200 provides drivers a little more style and elegance in segment traditionally known for its “sea of sameness.”

The new 2011 Chrysler 200 sedan S model brings a distinct style with a little bit of attitude for the customer that wants to express their individual style, at a price that makes sense.

Distinctive exterior design elements exclusive to the S model include a unique front grille with an S model-only Chrysler winged badge with a black background, body color mirrors and door handles, black background headlamps for a little extra attitude, distinctive 18-in. aluminum wheels with dark painted pockets and “S” badging.

The interior exclusive design features include a perforated leather steering wheel; leather, heated front seats with Digital suede inserts and an embroidered “S” on the front head rests; suede door trim bolsters; a black headliner and a standard Boston Acoustic sound system with a 276-watt CD/DVD/MP3/30 gigabyte hard drive media center with Uconnect® voice command.

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 re-engineered 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.

The 2011 Chrysler S sedan is powered by the new 3.6-liter Pentastar V-6 engine which produces a best-in-class horsepower rating of 283 horsepower and 260 lb.-ft. of torque, but still achieves an exceptional 29 miles per gallon

EPA highway fuel economy rating The 3.6-liter Pentastar engine is mated to the 62TE six-speed automatic transaxle.

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 and new sound absorption materials throughout the vehicle.

An abundance of standard safety and security features in every 2011 Chrysler 200 model 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 is Insurance Institute for Highway Safety "Top Safety Pick."

The 2011 Chrysler 200 S has a starting U.S. Manufacturer's Suggested Retail Price of $26,790 (including $750 destination).

Chrysler 200 S model sedans are available to order now and will begin arriving in U.S. dealer showrooms in the second quarter.

Chrysler 200 S Convertible
The new 2011 Chrysler 200 Convertible offers consumers an open-air driving experience featuring elegant craftsmanship inside and out, a fun, yet refined driving experience, innovative technology, an abundance of standard safety features and an extraordinary level of standard content. The 2011 Chrysler 200 Convertible is an exciting alternative for customers who want the benefits of a coupe and the true open-air freedom of a convertible, all at a surprising value.

Redesigned and re-engineered for 2011, the Chrysler 200 Convertible is unique in the standard specialty segment as a true mid-sized convertible that comfortably seats 4 adults and has enough room in the trunk, even when the power top is dropped. Consumers can choose from two automatically latching tops, a body-color painted steel, retractable hard top, or a cloth soft top, both of which can drop with the press of a button on the key fob.

The new 2011 Chrysler 200 sedan S model brings a distinct style with a little bit of attitude for the customer that wants to express their individual style, at a price that makes sense.

Distinctive exterior design elements exclusive to the S model include a unique front grille with an S model-only Chrysler winged badge with a black background, body color mirrors and door handles, black background headlamps for a little extra attitude, distinctive 18-in. aluminum wheels with dark painted pockets and "S" badging.

The interior exclusive design features include a perforated leather steering wheel; leather, heated front seats with Digital suede inserts and an embroidered "S" on the front head rests; silver accent thread and a standard Boston Acoustic sound system with a 276-watt CD/DVD/MP3/30 gigabyte hard drive media center.

The 2011 Chrysler 200 Convertible models provide drivers a fun, confident, handling performance in all driving situations, whether it's commuting to work or a weekend adventure on scenic roads. Virtually every part of the suspension has been retuned or redesigned for 2011, including 22 of 28 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 Convertible 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.

The 2011 Chrysler S Convertible is powered by the new 3.6-liter Pentastar V-6 engine which produces a 283 horsepower and 260 lb.-ft. of torque, but still achieves an exceptional 29 miles per gallon EPA highway fuel economy rating The 3.6-liter Pentastar engine is mated to the 62TE six-speed automatic transaxle.

With every available safety and security feature standard in the new 2011 Chrysler 200 Convertible, consumers receive peace of mind at a price they can afford. The 200 Convertible's standard safety features include: advanced multi-stage front passenger air bags, front-seat-mounted side air bags, electronic stability control (ESC) with brake assist and traction control, four-wheel anti-lock brakes (ABS), Brake Override, active front-seat head restraints, Lower Anchors and Tethers for Children (LATCH) child seat anchor system, remote keyless illuminated entry, SentryKey engine immobilizer and security alarm.

The 2011 Chrysler 200 S has a starting U.S. Manufacturer's Suggested Retail Price of $32,490 (including $750 destination).
The Chrysler 200 Convertible S model will begin arriving in U.S. dealer showrooms later this spring.

The 2011 Chrysler 200 sedan and convertible models are built at the Sterling Heights (Mich.) Assembly Plant.

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