

Chrysler Brand Debuts All-new Advertising Campaign for the 2011 Chrysler 300

- Humble roots and ambition define the story of the all-new 2011 Chrysler 300
- Campaign elevates “Imported from Detroit” messaging to the next level and next location
- TV advertising reveals modest, grounded and relevant stories about people who have made a great impact within their chosen profession

May 10, 2011, Auburn Hills, Mich. - The new advertising campaign for the all-new 2011 Chrysler 300 continues the Imported from Detroit messaging featured in the Chrysler 200 Super Bowl commercial and takes it to a new level by delivering insightful stories of people who possess an exceptional capacity for hard work. Carrying the theme launched during the Super Bowl's “Born of Fire” commercial, each individual featured in this campaign has a direct link to Detroit and shares the spirit of the city.

Since its inception, the Chrysler 300 has been an iconic symbol of success and American style and the all-new 2011 model is no exception. Behind its bold grille, refined elegance and world-class craftsmanship comes the honor of being a direct descendant of the most-awarded new car ever. The 2011 Chrysler 300 combines a legendary confidence with a new bent on tailoring: as each trim level is designed to speak to a specific band of consumer. The one common thread that runs through this diverse demographic: this is not a car for those simply born to privilege. This is a car that speaks to a hard-working and humble audience – a group which knows where they're going but, haven't forgotten where they came from.

“The individuals in these commercials represent more than success stories,” said Olivier Francois, President and CEO, Chrysler Brand and Lead Executive, Marketing, Chrysler Group LLC, “They represent a brand of determination that Detroit has come to stand for. These are true stories of people who worked hard and are now able to enjoy the luxury they deserve; and luxury feels better earned. These three individuals define the target customer for the all-new 2011 Chrysler 300.”

Included in the commercials are record producer, artist and entrepreneur Dr. Dre™, New York fashion designer John Varvatos and Detroit Lion Ndamukong Suh.

Ndamukong Suh – Homecoming

Ndamukong Suh is the all-pro, NFL “Rookie of the Year” defensive lineman for the Detroit Lions. After playing football in college, he was a highly regarded professional prospect and selected second overall in the NFL draft. Suh has become one of the most talked about defensive players in the NFL and his play on the field has quickly made him the next sports icon in Detroit. Suh was born to a Jamaican mother and a Cameroonian father.

In “Homecoming,” Suh proudly drives through his rainy hometown of Portland, Ore., in his new 2011 Chrysler 300, retracing his humble beginnings. As he drives, we see brief glimpses of his childhood room with pictures and a collection of sports trophies from his youth are shown. As Suh pulls up to his parent's home, his mother emerges from the house and greets him with a hug and a kiss.

John Varvatos – Attitude

Born in Detroit, fashion designer, John Varvatos started his own company that represents an entire men's lifestyle brand in 2000. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's “Designer of the Year” in 2007. At an early age John was exposed to defining musicians. The creative spirit, electricity and edginess intrinsic in the personal style of these rock ‘n’ roll icons inspired John at an early age, and influenced the evolution of his eclectic sensibility. This can be seen as a unifying theme in his design and it is

deeply ingrained in every expression of his brand.

In the Chrysler 300 advertising spot titled "Attitude," we see Varvatos seeking inspiration at a record store in Brooklyn. While inside we see him rummaging through a stack of vinyl records and given some insight into his Detroit musical influences of R&B, soul, rock n' roll. Varvatos walks out of the store, record under his arm and into his Chrysler 300. We see him driving through an urban neighborhood, passing by late night clubs and people in the street. Varvatos parks his Chrysler 300, walks up a flight of stairs and into his studio. His walls are filled with his creative influences; we see open books and drawing pads as he is in the middle of working late on his next collection. While the rest of the city sleeps or parties, he puts on the record he just purchased and settles in to a night of work. His Detroit blue-collar spirit pushes him late into the night, with Detroit-based rock music serving as his fuel. Varvatos is a man who hasn't forgotten where he came from.

Dr. Dre™ - Good Things

As a prolific and acclaimed artist, producer, label head and entrepreneur, Dr. Dre has revolutionized music throughout his career. His work as an artist includes some of the most influential and essential music in hip hop. He is also considered to be one of the greatest music producers of the past quarter century and has also discovered and nurtured incredible talent (Eminem, Snoop Dogg). Currently he is working to improve the quality of sound with his most recent venture, Beats by Dr. Dre, while he also finishes his long-awaited and much anticipated final solo album, Detox.

Dr. Dre appears in the commercial for the Beats™ by Dr. Dre™ sound system featured in the all-new 2012 Chrysler 300S.

Behind the world's first integration of Beats™ by Dr. Dre™ audio technology, the 2012 Chrysler 300S features a high-performance 10-speaker Beats Audio system. Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6-inch x 9-inch front-door woofers provide bass, while two 6-inch x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio.

In the Chrysler 300 commercial, "Good Things," Dr. Dre is seen driving through the streets of Los Angeles in a Beats by Dr. Dre equipped 2012 Chrysler 300. As a voice over explains that "good things" don't necessarily come to those who wait, but instead to those who work to make it happen. As he drives through the streets, people respond to the music pouring out of his car. Eventually Dr. Dre reaches his destination, a hip-hop club, where he exits the vehicle and delivers a line reminiscent of the one delivered in the Chrysler brand Super Bowl commercial, "Born of Fire," but, this time, for a different audience, "This is L.A. and this is what we do." Good Things is scheduled to launch this summer.

Chrysler brand's national advertising campaign was created in partnership with Wieden+Kennedy of Portland, Ore. and launched the first week of May. The campaign is supported by broadcast, print and digital media placement. Homecoming and Attitude can be viewed on the Chrysler brand Facebook page at <http://www.Facebook.com/Chrysler> and on the Chrysler brand You Tube channel at <http://www.youtube.com/chrysler>.

About the 2011 Chrysler 300 Series Sedans

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.

With more standard equipment than its direct standard full-size segment competitors, the 2011 Chrysler 300 and 300 Limited models are well-equipped for the individual who is looking for distinctive design, best-in-class seat comfort, 292 best-in-class horsepower, world-class ride and handling, and the all-new Uconnect Touch —the segment's largest touchscreen infotainment system — all at an extraordinary value.

Continuing its rich automotive heritage and the brand's proud "letter series," the all-new 2011 Chrysler 300C is the most luxurious vehicle in its class, delivering grand-touring performance, innovative technologies and premium comfort and convenience features. This world-class flagship sedan features the legendary 5.7-liter HEMI V-8 engine with Fuel Saver Technology, touring-tuned suspension with performance disc brakes, premium heated and ventilated Nappa leather seats, and Uconnect Touch 8.4N with Garmin® navigation and SIRIUS Travel Link. And with the most

advanced all-wheel-drive (AWD) system in the E-segment, the all-new 2011 Chrysler 300C with all-wheel drive (AWD) is a year-round grand-touring performance machine.

The all-new 2011 Chrysler 300 sedan has a U.S. Manufacturer's Suggested Retail Price of \$27,995 (including \$825 destination charge).

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, groundbreaking technology, craftsmanship and intuitive innovation – all at an extraordinary value – since the company was founded in 1925.

The Chrysler brand continues that tradition in 2011 with a rejuvenated, stylish, well-crafted product lineup. Every 2011 vehicle the brand sells is all-new or significantly redesigned and engineered from the ground up. This succession of innovative product introductions propels the brand's standing as the leader in design, engineering and value. "Design with purpose" puts the premium for the Chrysler brand in the product, not the price.

The new Chrysler Town & Country minivan, the best-selling minivan in the United States in 2010, leads the way with a new powertrain offering best-in-class horsepower; an all-new, exquisitely crafted interior that includes improved Stow 'n Go® seating; an updated, elegant exterior design and over 40 standard safety and technology features on every model, including SafetyTec which includes blind spot monitoring, rear cross path detection, ParkSense® rear park assist, ParkView® rear back-up camera, rain-sensing wipers and SmartBeam headlamps. The Chrysler Town & Country minivan has won the R.L. Polk Loyalty award an unprecedented 10 times in-a-row.

The new 2011 Chrysler 200 sedan and Convertible offer elegant styling within a vehicle segment often noted for its "sea of sameness." A stylish new exterior and all-new interior will wow consumers with its craftsmanship, high-quality materials and understated elegance. The new powertrain and major suspension overhaul provides a confident, spirited driving experience. Every safety feature is standard on the 200 sedan and 200 Convertible, and all models are packed with standard features at a price that offers customers a remarkable value.

With its elegant proportions and head-turning style, the all-new 2011 Chrysler 300 takes the "most award-winning new car ever" to new heights – combining the best of the nameplate's 56-year history with world-class craftsmanship, execution and upscale materials. Unmistakable proportions with added design, refinement and a more tailored appearance provides the all-new Chrysler 300 sedans with distinctive styling. By combining world-class accommodations with American style, the all-new Chrysler 300's interior features an expressive and elegant design with authentic materials, passenger comfort features and precise fit and finish. The 2011 Chrysler 300 sedans deliver grand-touring performance and world-class handling with efficient powertrains and new second-generation E-segment chassis architecture. Customers will feel connected, comfortable and secure with state-of-the-art connectivity, infotainment and more than 70 safety and security features. The iconic vehicle of the Chrysler brand sets the new standard for American sedans.

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