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## **All-new 2011 Chrysler 300 Called “The Perfect Combination,” Earns “Car of the Month” Award**

- All-new 2011 Chrysler 300 named “Car of the Month” for July by NADAguides
- The new Chrysler flagship’s sleek elegant design, ample space, smooth driving performance and a plethora of intuitive technology features were highlighted by NADAguides’ analysts
- Chrysler 300 sedan’s “Top Safety Pick” rating from the Insurance Institute for Highway Safety (IIHS) was among the numerous criteria used to determine NADAguides Car of the Month
- From December 2010 to January 2011, NADAguides tracked consumer interest of the 2011 Chrysler 300 increasing by more than 200 percent
- Chrysler 300 series sedans are available now at Chrysler dealerships nationwide with a starting U.S. Manufacturer’s Suggested Retail Price of \$27,995

June 29, 2011, Auburn Hills, Mich. - With its stylistic distinction, technological innovation and extensive list of safety features — combined with a “Top Safety Pick” from the Insurance Institute for Highway Safety (IIHS) — the all-new 2011 Chrysler 300 sedan was named NADAguides’ “Car of the Month” for July, continuing the momentum for the Chrysler brand.

“The Chrysler 300 has made the leap from stylish to luxurious with chrome accents, LED lights, ambient lighting and much more,” said Troy Snyder —Director of Product Development, NADAguides. “The 300 goes above and beyond your typical feature set, with heated and cooled cup holders, power rear sun shade, Blind-spot monitoring, Uconnect Touch system and rear heated seats as well as steering wheel, to name a few. The NADAguides analysts know that this isn’t the car for just anyone, but more specifically for those looking for a proven sedan with luxury features and sharp design elements; the 2011 Chrysler 300 is the perfect combination.”

NADAguides (National Automobile Dealers Association) “Car of the Month” award provides consumers with practical information on new cars, trucks and SUVs chosen by the analysts at NADAguides for exceptional performance, efficiency, features, options and appeal.

“It’s definitely an honor to have the all-new 2011 Chrysler 300 recognized by NADAguides as ‘Car of the Month’ - July,” said Olivier Francois, President and CEO — Chrysler Brand and Lead Executive for Marketing, Chrysler Group LLC. “Our brand new flagship sedan delivers head-turning style combined with the Chrysler 300 teams’ pride and determination to give our customers the quality and technological excellence of the world’s best sedans at an incredible value – and this is what our Imported from Detroit spirit is all about.”

Criteria used to determine NADAguides Car of the Month includes: quality of engineering, fuel efficiency, safety equipment and ratings, pricing and overall value, sales trends, consumer market interest on [NADAguides.com](http://NADAguides.com), and test drives performed by NADAguides market analysts. Car of the Month vehicles are eligible for the NADAguides Car of the Year award.

The analysts at NADAguides first took notice of the Chrysler 300 when it moved into the top 20 most researched vehicles on [NADAguides.com](http://NADAguides.com) during the first-quarter of 2011. From December 2010 to January 2011 consumer interest in the 2011 Chrysler 300 increased by more than 200 percent.

### **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<sup>®</sup> 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<sup>®</sup> 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 the 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<sup>®</sup> 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<sup>®</sup> rear park assist, ParkView<sup>®</sup> 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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**About NADAguides**

NADAguides ([www.nadaguides.com](http://www.nadaguides.com)) is the largest publisher of vehicle pricing and information for new and used cars, classic cars, motorcycles, boats, RVs, and manufactured homes. NADAguides offers in-depth shopping and research tools in addition to the most market-reflective pricing available. The company also produces software, mobile applications, raw data, web services, web-syndicated products and print guidebooks.

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