

Contact: General Media Inquiries  
Stellantis

Dianna Gutierrez  
Stellantis

Donna Faircloth  
john varvatos  
212 812 8008 (office)  
[Donna\\_Faircloth@vfc.com](mailto:Donna_Faircloth@vfc.com)

## **John Varvatos: Self-made Detroit. Influencing the World and Now, One of the Most Iconic Vehicle Designs Ever – the Chrysler 300**

*The fastest growing automotive brand of the year, celebrates its accomplishments with another “Imported from Detroit” achiever; John Varvatos, the multi-award winning menswear designer who has been recognized three times by the CFDA and honored by GQ as a “Designer of the Year.”*

- Bespoke Varvatos design elements take the Chrysler 300 brand's flagship sedan to new heights while highlighting the Motor City's resurgence and determination through Detroit-born style
- Working hand-in-hand, John Varvatos' signature fashion style combined with Chrysler designers styling expertise forged two 300 sedan models that embody the soul of “Imported from Detroit”
- For an industrious look and feel, the limited-production Chrysler 300C John Varvatos Limited Edition features unique exterior appointments, a combination of dark colors and exotic interior materials all tied-in with John Varvatos' signature design language for a Detroit-tough attitude
- New 2013 Chrysler 300C John Varvatos Luxury Edition features exclusive Dark Mocha or Black ultra-premium Poltrona Frau “Foligno” leather and hand-sanded matte wood all finished with world-class craftsmanship and Platinum Chrome exterior detail for a confident on Fifth Avenue look
- Award-winning Pentastar V-6 with paddle-shifting eight-speed automatic transmission delivers a best-in-class EPA estimated 31 highway mpg, while optional HEMI® V-8 with four-cylinder mode Fuel Saver Technology delivers 363 horsepower and 0-60 mph performance in less than six seconds

September 11, 2012, New York - Designer John Varvatos, a son of Detroit, has never forgotten where he came from. As a partner, John Varvatos exemplifies many of the values that the Chrysler Brand reveres. He's shown what a blue-collar attitude can do in a white-collar world, and is living proof that style and luxury can come from a place like the Motor City.

Like John Varvatos, the 2013 Chrysler 300 continues to prove that world-class quality, performance and craftsmanship can be designed and developed in Detroit. This collaboration enabled the Chrysler brand to mold its thinking in a similar way that has made John Varvatos a trailblazer of modern fashion. Influenced by rock 'n' roll and heavy industry, the Chrysler 300C John Varvatos Limited Edition and the 300C John Varvatos Luxury Edition, breed pride and give power to the meaning of “Imported from Detroit.” Both flagship sedans prove the belief, that when inspired, hard work can make beautiful things.

“Inspiration can come from anywhere, it doesn't have to grow under office lights,” said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. “Our new Chrysler 300C John Varvatos sedans are more than a design partnership. They symbolize the soul of two great brands, respecting their Detroit roots, and who share a passion to deliver high-quality design that's tough, yet tailored.”

Chrysler designers working hand-in-hand with John Varvatos set out to deliver a concept that delivers on Detroit's competitive spirit – if you come in early, leave late and work harder than the next guy, the Chrysler 300C John Varvatos sedans will reward you for your effort and persistence.

“Working with the Chrysler team on this project has been amazing. It captured my Detroit roots and the pride that we all share,” said John Varvatos. “It is a great time for a new generation of Detroit leadership in the automobile world, and I am excited and proud to be a part of it.”

### **2013 Chrysler 300C John Varvatos Limited Edition**

With its unique Phantom Black tri-coat exterior paint and discrete metallic finishes inside and out, the limited-production 2013 Chrysler 300C John Varvatos Limited Edition exudes a Detroit-tough attitude. Styled after the black with Titanium-finished John Varvatos’ cologne bottle, a Titanium-finished grille surround, Titanium Chrome Chrysler “wing” badge and Black Chrome grille blades mimic the foundries that made Motor City flourish. For a more striking look, an aggressively styled front fascia integrates larger air inlets and features Black Chrome grille blades and Titanium-finished accents. Matching the cologne bottle finish are new 20-inch cast-aluminum wheels, day light opening surrounds and mirror caps finished in Titanium. At the rear, LED taillamps with blackened detail give a more masculine look, while dual-exhaust tips in titanium, and John Varvatos and Chrysler wing deck-lid badges finished in Titanium Chrome complete the look.

Delivering John Varvatos’ signature style through a unique combination of dark colors and exotic materials, the Chrysler 300C John Varvatos Limited Edition surrounds its passengers with craftsmanship and an industrious style that could only be “Imported from Detroit.” Inside, John Varvatos’ logos are proudly debossed on unique Pewter Metallic leather seats and are tailored with unique Diesel Gray and black pattern Varvatos stitching – for a look that is straight out of his fitted-jacket collection. Translated from John Varvatos’ latest watch design are a specially designed gauge cluster and clock with Pearlescent White face and Charcoal Black Metallic bezels. Extensive use of exotic Poltrona Frau® black leather with Diesel Gray accent stitching surrounds the bespoke environment, while a hand-stitched heated steering wheel is finished with Diesel Gray thread and Titanium Chrome accents for added detail. Completing the Chrysler 300C Varvatos Limited Edition’s interior are Titanium, unique Charcoal Hydrographic Wood and Gloss Black finished interior accents.

The limited-production 2013 Chrysler 300C John Varvatos Limited Edition arrives to Chrysler showrooms in the first-quarter of 2013.

### **2013 Chrysler 300C John Varvatos Luxury Edition**

Delivering distinct Detroit styling with the refinement and confidence worthy of Fifth Avenue, the 2013 Chrysler 300C John Varvatos Luxury Edition sedan is designed to be the most luxurious and fuel-efficient Chrysler flagship sedan ever. In collaboration with John Varvatos, this 300 sedan combines ultra-premium leather and hand-sanded wood – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features.

Exclusive interior features found on the 2013 Chrysler 300C John Varvatos Luxury Edition sedan include the choice of monotone black or exclusive Dark Mocha with black Poltrona Frau “Foligno” leather. Black or two-tone Dark Mocha with black seats are wrapped exclusively in supple Nappa leather and proudly feature the John Varvatos debossed logo. Both driver and front-passenger seats are 12-way power-adjustable with two-mode ventilation and heat. A black or two-tone Dark Mocha with black leather-wrapped steering wheel includes die-cast paddle shifters and a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected and hand-sanded Natural Pore Mocha finished in matte to enhance the beauty of the real wood.

Outside, large 20-inch polished face [19-inch with all-wheel drive (AWD)] and painted pocket aluminum wheels, provide the Chrysler 300C John Varvatos Luxury Edition sedan with a planted and road-holding look. Platinum chrome accents provide an even more upscale look, while a new platinum-chrome mesh grille and John Varvatos deck-lid badge ensure a truly distinctive appearance.

The 2013 Chrysler 300C John Varvatos Luxury Edition arrives to Chrysler showrooms in the fourth-quarter of 2012.

### **Best-in-class V-6 fuel economy: 31 highway mpg**

Delivering a best-in-class EPA estimated 31 highway mpg — the most fuel efficient V-6 in the segment — the 2013 Chrysler 300C John Varvatos Limited Edition and Luxury Edition sedans feature an award-winning 3.6-liter aluminum Pentastar engine with state-of-the-art eight-speed automatic transmission. For even more power and performance, both 300C John Varvatos models can be ordered with the powerful 363 horsepower 5.7-liter HEMI V-8 engine with

four-cylinder mode Fuel Saver Technology.

For those wanting even more all-season capability, the new Chrysler 300C John Varvatos Luxury Edition with AWD delivers best-in-class V-6 fuel economy with an EPA estimated 18 mpg city / 27 mpg highway, while providing maximum all-weather traction, efficiency and driving performance through the segment's most advanced AWD system. The 5.7-liter HEMI V-8 engine is also available with this AWD model.

#### **Award-winning Uconnect**

The 2013 Chrysler 300C John Varvatos Limited Edition and Luxury Edition sedans feature the latest Uconnect 8.4N system, enhancing the award-winning Garmin navigation system with enhanced colors and graphics, along with a unique "John Varvatos" screen splash. Uconnect 8.4N includes the latest Garmin navigation graphics with 3-D buildings and terrain views, along with lane guidance that now covers more than 60,000 intersections across the United States And with the integrated SiriusXM Traffic, real-time traffic monitoring notifies the driver or enables the Garmin navigation to reroute due to congested thoroughways.

#### **About John Varvatos**

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men's lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men's fragrances, as well as the younger, edgier John Varvatos "USA Collection and Boys' line, as well as Converse by John Varvatos. 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. The collection is distributed in freestanding John Varvatos boutiques across the US—including his famed 315 Bowery boutique in New York City, formerly the seminal underground music club CBGB's—and online, as well as in better department stores throughout the world. John Varvatos can also be seen as a mentor on NBC's "Fashion Star" which will return for Season 2 in early 2013. Visit us at [www.johnvarvatos.com](http://www.johnvarvatos.com) or join us on Facebook: [www.facebook.com/johnvarvatos](https://www.facebook.com/johnvarvatos)

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