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World-class Precision, Execution and Craftsmanship Provide the All-new 2011 Chrysler 300 Sedan with Long-term Performance and Refinement

- Designed to lead a new course for the American brand, the all-new 2011 Chrysler 300 series sedans were designed and engineered to compete with the world's best large sedans - costing thousands of dollars more
- Chrysler 300 engineers benchmarked hundreds of best-in-class sedan characteristics and collected over 4, 100 customer wants using Design for Six Sigma principles
- Chrysler's new level of craftsmanship demonstrated with premium material quality, world-class interior quietness, seat comfort and luxury ride and handling

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Chrysler's commitment to providing customers with a new level of quality and craftsmanship started at the very beginning of the 2011 Chrysler 300 sedan's development.

The Chrysler 300 sedans were benchmarked against best-in-class vehicles from Europe, Asia and North America to ensure world-class refinement for attributes such as material quality, interior quietness, seat comfort, and smooth and responsive handling characteristics. Chrysler engineers evaluated hundreds of physical characteristics of benchmark vehicles - including aspirational vehicles that are priced tens of thousands of dollars more than the all-new Chrysler 300.

"Most people form opinions on a vehicle's quality the first time they see it," said Doug Betts, Senior Vice President - Quality, Chrysler Group LLC. "Customers will be able to see, and feel, the new level of refinement in the all-new Chrysler 300 sedan the moment they walk into a dealer showroom and sit in the car - even before they drive it."

Benchmarked to Meet or Exceed Segment Leader Performance

Using Design for Six Sigma (DFSS) principles, a cross-functional product development team collected more than 4, 100 customer "wants," which were integrated into the all-new Chrysler 300 sedan's product objectives to create a world-class luxury sedan with craftsmanship rivaling that of premium makes. Chrysler 300 engineers met strict performance targets to achieve the following customer-defined requirements:

- Meet or exceed the performance of higher priced segment leaders in terms of handling and steering response, ride comfort and quietness, and superior craftsmanship and appearance quality
- World-class interior quietness achieved through considerable design focus to manage noise with treatments that include two 8-foot premium-composite underbody panels with acoustic insulation; acoustic windshield, front-side glass, and wheel-well liners; under flush-mounted, rolled-frame doors with triple door seals; and improved aerodynamics, including a laser-brazed roof to body-side weld for a smooth surface
- Offer two choices of world-class powertrains, including the all-new 3.6-liter Pentastar V-6 that delivers 292 horsepower (up 63 percent) and 260 lb.-ft. of torque (up 36 percent) compared with the previous entry-level 2.7-liter V-6 engine; for those desiring extra performance, the 5.7-liter HEMI® V-8 engine with 363 horsepower is available and features four-cylinder Fuel Saver Technology
- World-class body structural stiffness combined with a redesigned suspension with a performance braking system contribute to the Chrysler 300 sedan's premium luxury sedan handling and dynamics
- Improved efficiency resulting from energy-saving electro-hydraulic power steering, an 8 percent reduction in Coefficient of drag (Cd), premium wheel hubs with low-resistance, high roll-back brake calipers with

spreader springs, low-resistance tires and extensive use of LEDs for illumination

- Many premium features standard, such as Uconnect® Touch 8.4, Keyless Enter-N-Go, electronic stability control (ESC), cap-less fuel-filler door, leather-wrapped steering wheel and shift knob and bi-halogen projector beam headlamps
- Advanced safety features available such as Blind-spot Monitoring with Rear Cross Path detection, adaptive-cruise control with Forward Collision Warning and SmartBeam® headlamps
- A better view for drivers based on a 15 percent outward visibility improvement compared to the prior model thanks to rolled-framed doors, thinner pillars and the addition of quarter-glass windows to the rear door

Designed for the Most Discriminating Customer

The 2011 Chrysler 300 sedan was one of the first Chrysler Group vehicles to be evaluated by the company's Perceived Quality team at the digital design phase. The Perceived Quality team evaluates vehicles from the perspective of the most discriminating customer. The team works with designers and engineers before any production tools or parts are made to enhance the fit-and-finish, surface quality, material options and even the sound quality of moveable parts like doors and storage bins.

Interior materials were carefully considered. The steering wheel wood is hand-sanded and stained with hand-wrapped premium leather. The stitching and seams were thoughtfully located to eliminate any rough edges that might contact the driver's hands. Extensive use of soft-touch materials and well-crafted details reflect the Chrysler brand's commitment to quality and refinement.

When customers open and close the hood, trunk lid, doors, storage bins, the Perceived Quality team's goal is to make sure those moveable parts sound and feel smooth. This detailed focus includes the roll-back tambour wood door that covers the front cup holders. Not only was the tambour door optimized for appearance and fit, but also for the refined feel and sound it makes when the customer slides it open and close. And, because there are some features that customers may prefer not to touch, the Chrysler 300 features a capless fuel-filler door that opens with the touch of a button.

Sit Back in World-class Comfort and Quietness

Providing world-class seating comfort was a high priority for the 300 team. The team discarded the carry-over seat structure and designed an all-new unit to achieve the desired level of comfort and support. A new spring suspension, dual-density foam and a pillow-top cushion comforts drivers and passengers alike.

The 2011 Chrysler 300 features interior quietness levels amongst the best in the segment. Acoustic glass on the windshield and windows, wheel-well liners, composite underbody panels and liberal use of silencing foam in structural cavities are some of the technologies engineers used to maintain a quiet interior environment. The Chrysler 300 sedan's clean, aerodynamic design also reduces wind noise. Even the windshield wipers were designed specifically to reduce wind noise.

The Chrysler 300 sedan was developed to compete with premium luxury sedans in ride and handling performance. The vehicle's world-class structural stiffness and specially tuned suspension provide a smooth ride while maintaining dynamic handling characteristics.

Going the Distance

Beginning with the all-new vehicles developed for the 2011 model year, Chrysler Group has increased the number amount of reliability testing miles by 50 percent. Chrysler engineers tested the 300 series sedans for more than 7 million miles during its reliability and durability evaluation in the company's scientific labs, at the proving grounds and on public roads in various environmental extremes.

Testing takes several forms, including regimented durability testing at Chrysler Group's extensive proving grounds where speed, road surface and times are closely controlled and monitored; public road testing with consistent routes and variable traffic and road conditions; and randomized testing where Chrysler employees evaluate pilot vehicles during every day driving conditions at home and work. The goal is to find and fix any potential issue before the customer does.

"Everyone at Chrysler is committed to making high quality, refined vehicles with world-class performance," Betts said.

"We've done away with the old mindset that designers are responsible to make it look good, and engineers need to make it function and manufacturing is supposed to put it together correctly.

"We all have a shared responsibility to the customer and we take that seriously."

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