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## **New Chrysler 300C: High-performance Look in a Diesel Efficient Package Debuts at the 2008 Geneva Motor Show**

- The visual appeal of the Chrysler 300C SRT8® with the sensibility of a modern, high-technology 3.0L CRD engine
- New technologies also added for 2008, including the MyGIG™ Multimedia Infotainment System with optional full-screen navigation
- All 2008 Chrysler 300C vehicles feature interior and exterior style enhancements

February 25, 2008, Geneva - The Chrysler 300C SRT® Design Group is an all-new look available for the 300C Sedan and Touring, adapting the styling cues from the high-performance SRT8 models and retaining the sensibility of the 3.0L CRD engine. This package will make its world debut at the 78th International Motor Show in Geneva. This comes just months after evolutionary design enhancements were made to the 300C, further increasing the packages available to customers.

"The Chrysler 300C is the best-selling nameplate in the Chrysler brand, and we want to continue to offer unique packages to broaden the vehicle's appeal to new customers," said Thomas Hausch, Vice President – International Sales, Chrysler LLC. "Loaded with premium features, signature Chrysler design and abundant standard safety features, the 300C continues to make everything else on the road seem ordinary."

The Chrysler 300C SRT Design Group delivers the most popular styling elements of the 300C SRT8 model. The package includes the following equipment:

- Burnished-aluminium 20-inch wheels
- Goodyear P245/45R20 all-season performance tyres
- Unique exhaust system with performance muffler
- Performance-styled front bucket seats with raised bolsters
- SRT8 steering wheel
- Unique interior door trim

In addition to this equipment, the door handles and mirrors are body-colour, mimicking the exterior look of a Chrysler 300C SRT8. Vehicles with the 300C SRT Design Group will be available in Brilliant Black, Bright Silver, Steel Blue and Modern Blue exterior colours. The package will be available on both the 300C Sedan and the 300C Touring.

The Chrysler 300C SRT Design Group will be available in European markets starting in the first quarter of 2008.

The thoroughly modern 3.0-litre V-6 CRD engine is fitted with Bosch high-pressure fuel injection (1600+ bar), a variable geometry turbocharger, four valves per cylinder, dual overhead camshafts and Piezo injectors with a 0.1 millisecond response time. Maximum power is 160 kW (218 hp DIN), and peak torque is 510 Nm (376 lb.-ft.) from 1600 to 2800 rpm. Fuel consumption with the 3.0-litre V-6 CRD is rated at 8.1L/100km (combined).

### **Evolutionary Design Enhancements for 2008**

The dramatic exterior design of all Chrysler 300C models has been enhanced with changes to the rear fascias and taillamps. The 300C Sedan now features a rear deck lid with an SRT-inspired integrated spoiler and high-mounted stop light. The classic proportions of a long bonnet, short rear deck, high belt line and dramatic profile remain to give the 300C Sedan its continued award-winning presence.

The interior design of the Chrysler 300C has also been refined with even more luxury appointments including LED lighting in detail areas such as the front cup holders and map pockets. The interior also features revised soft-touch

surfaces on arm rests and door panels. The centre console is slightly wider, as is the centre stack, which houses the climate controls and the audio/navigation system.

### **MyGIG**

The MyGIG™ Multimedia Infotainment System is a completely integrated Harman/Kardon touch-screen audio, entertainment and hands-free communication system. MyGIG also is available with an optional full-screen navigation system, which adds voice recognition.

This next-generation navigation radio features a 16.5cm (6.5-inch) Thin Film Transistor display with a touch-screen panel that can support 65,000 colours, providing a three-dimensional appearance to graphics and animation, as well as multiple font sizes and styles. The MyGIG navigation system allows voice-activated commands and includes many new features for music, sound, movies and personalised picture displays, including:

- A 20-gigabyte hard drive for storing and organising music and pictures
- An Universal Serial Bus (USB) port that provides downloading of WMA, MP3 and JPG files onto the hard drive
- Gracenote® database is installed on the hard drive to provide song identification, including composer, artist and title
- Playlists can be created to provide easy access to files
- Voice memo recording allows messages up to 3-minutes long to be recorded
- The radio display screen can show movies (when vehicle is not in motion)
- UConnect® Hands-free Communication System uses Bluetooth® technology to provide voice-activated wireless communication between the occupants' compatible mobile phones and the vehicle's onboard receiver
- MyGIG offers functionality in six languages (Dutch, English, French, German, Italian and Spanish)

New technologies along with exterior and interior refinements continue to provide Chrysler 300C customers an elegant, confidence-inspiring vehicle at an exceptional value.

### **Chrysler Brand**

In 2007, Chrysler brand sales comprised 34 per cent of total Chrysler LLC sales outside North America. The Chrysler 300C is one of the company's three top-selling vehicles outside North America, and it led the Chrysler brand sales for the year, growing 7 per cent over 2006.

The Chrysler lineup for international markets currently includes the following models: Sebring Sedan and Cabrio, 300C Sedan and Touring, 300C SRT8 Sedan and SRT8 Touring, PT Cruiser Sedan and Grand Voyager.

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