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## **All-new 2011 Chrysler 300 Sedans Feature Head-turning American Design, with World-class Materials and Craftsmanship**

- All-new design of Chrysler's flagship sedan delivers unmistakable distinction of successful predecessor, while leading new course for American brand
- Combining world-class accommodations with style, an all-new interior delivers expressive elegance, authentic materials and precise fit and finish
- State-of-the-art connectivity and infotainment features keep passengers of the all-new 2011 Chrysler 300 connected and comfortable

January 9, 2011, Auburn Hills, Mich. -

The all-new 2011 Chrysler 300 series sedans take the 'most award-winning car ever' to new heights - combining the best of the nameplate's 56-year history with world-class design, craftsmanship, execution and upscale materials.

With its iconic rear-wheel drive proportions, Chrysler's flagship sedan delivers the unmistakable distinction of its successful predecessor and combines segment-leading innovation and premium E-segment features at a legendary value, while leading a new course for the American brand.

"The all-new 2011 Chrysler 300 sedans proudly reflect our new brand vision that once again begins with design elegance and head-turning style just like the original," said Brandon Fauroute, Head of Chrysler Brand Design, Chrysler Group LLC. "Inside and out, the elegant design appointments take our luxury flagship sedan to a new chapter of true American grand touring performance, craftsmanship and refinement."

### **Modern - Yet Timeless Exterior**

The profile of the all-new 2011 Chrysler 300 features the distinctive proportions of its predecessor with added design refinement for a more tailored and timeless appearance.

At the front, an all-new grille features seven deeply sculpted horizontal blades that express precision and modern sculpture. The Liquid Chrome finish of the blades and the new, modernized Chrysler wing badge provide a unique contrast against the beautifully drawn bright-chromed grille surround. Below, the lower-front fascia carries an expressively shaped lower intake opening that is flanked on either side by projector fog lamps surrounded by chrome. The touches of elegance continue with a bright horizontal blade and bright fog lamp bezel perimeter.

Highlighting how design-follows-function on the new Chrysler flagship sedan, bi-functional projector beam headlamps offer adaptive-forward lighting (AFL) to illuminate road curves ahead. An elegantly scalloped lower edge punctuates this important functional feature and gives the headlamp perimeter a distinctive character. LED-illuminated daytime running lamps are nestled next to the headlamps and form a "C" shape for unmistakable on-road presence.

The Chrysler 300 sedan's newly sculpted hood design establishes precise surface-to-surface relationships between the hood, fascia and front fenders to provide a clean and refined appearance. Distinctive feature lines in the hood flow outward to the front fenders while a slightly embossed centerline scallop delivers a statement of honed craftsmanship. For improved aerodynamics and visibility, the all-new Chrysler luxury flagship's windshield has been raked back 3 inches, while roll-frame doors with thinner pillars improve outward visibility by 15 percent.

To take in the sky above, the all-new Chrysler 300 sedans offer the segment's largest dual-pane panoramic sunroof, providing front and rear passengers with twice the outward visibility of a standard sunroof. For a more contemporary appearance, the 2011 Chrysler 300 features pronounced wheel flares and a clean body side with a distinct windswept

A-line that emphasizes the sedan's long wheelbase and spacious cabin. A strong fender form, which is raised above the hood and deck lid surface, links the front and rear of the vehicle together and makes a bold statement, reminiscent of classic American cars.

From the side, a high-beltline stays true to the Chrysler 300 sedan's signature proportion, while thinner pillar sections and inclusion of a fixed quarter window in rear doors contribute to improved outward visibility. Providing refined execution, the new sedan features roll-frame door construction with an elegantly tailored chrome surround for a world-class luxury sedan appearance, while cleanly executed triple door seals deliver world-class interior quietness.

Chrome or body-color mirrors have been optimally repositioned for enhanced aerodynamic performance while carrying available supplemental side markers, driver's side auto-dimming, Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) indication as well. Additionally, the mirrors carry an optional LED approach lamp that spreads light from the mirror across the profile of the car for added security.

Unmistakably strong, yet subtly executed, the shoulder lines pay homage to the Chrysler 300 series design heritage and define the correlation between front and rear wheel arches. Tire-to-sheet metal openings have been closed a full 8 mm, bringing a more planted, stable appearance as well as improved aerodynamics. And with available 20-inch polished face and painted pocket-aluminum wheels, the all-new Chrysler 300 series sedans feature an even more planted and road-holding look.

Elevating the all-new Chrysler 300's presence from the rear, the deck lid now incorporates an integrated spoiler on the trailing edge, while the modernized Chrysler wing badge is proudly centered below. Jewel-like rear taillamps feature harmonious LED illumination, while signature vertical "light pipes" illuminate for an alluring nighttime appearance.

Straddling the vertical lamps, the rear fascia integrates a chrome appliqué that seamlessly connects the taillamp elements while emphasizing the road-holding stature of the flagship sedan. Standard dual fascia-mounted 3.5-inch chrome oval exhaust tips provide a tight and consistent fit and complete the sedan's appearance in an elegant manner.

#### **Carefully Crafted, World-class Interior Appointments**

Combining world-class accommodations with American style, the 2011 Chrysler 300 series sedans' all-new interior delivers expressive style, authentic materials, passenger comfort features and precise fit and finish. Substantial interior upgrades on the all-new Chrysler 300 models consist of soft touch materials, premium interior trim, available heated and ventilated Nappa Leather seats, and real wood appliqué on the instrument panel, doors, center console and steering wheel.

Delivering best-in-class comfort, all-new seat designs were engineered with premium architecture and incorporate a series of convenience and safety amenities. A serpentine (S-shaped) spring suspension replaces previous configurations for more even weight distribution and long-lasting comfort performance. All-new front-seat backs carry a new four-way lumbar system that actuates up/down and fore/aft. Variable density foams applied in the lower seat, seat back, and bolsters enable enhanced comfort "tuning." Stiffer foams are applied in side bolsters for enhanced side-to-side passenger stability during cornering, while lower density foams in the lower seat and seat back are applied for enhanced long-drive comfort.

All front seats incorporate sculpted seat backs, allowing for approximately 20 mm of additional rear passenger knee room and premium appearance. Seat tracks have also been widened for an improvement in rear passenger foot space.

A reactive head restraint system mechanically activates forward (via inertia) in the event of a rear impact. As the passenger head/body moves rearward, the headrest pivots forward to reduce/eliminate potential whiplash injury to the head or neck.

Cloth, leather and premium Nappa leather seat coverings represent a dramatic upgrade. Cloth coverings are made from thicker flat-weave velour with distinct plush characteristics, and specific-design inserts. All leather and premium Nappa leather seats are just that - all leather -- with no supplemental vinyl on the seating surface.

Designed to exude a luxurious environment, all 2011 Chrysler 300 models feature cast-skin instrument and door panels with three-dimensional dual gloss graining for a premium appearance and suppleness. All interior pillars are wrapped with quality fabric, a feature typically found only in premium segments.

Providing a premium and contemporary look, an all-new instrument cluster features two large gauge faces with Sapphire Blue LED-illumination and chromed ring accents. All-new Sapphire Blue LED-illuminated ambient interior lighting highlights frequently used interior features while adding a contemporary touch.

Inspired by luxury time pieces, bright-chrome materials blend with Liquid Chrome accents to provide the Chrysler flagship sedan with unique and elegant ornamentation that surrounds the air outlets, center stack, clock, instrument cluster, steering wheel, shifter head, storage cubby, tambour door surround (and handle) and door pulls.

Inspired by the all-new front grille, the new analog Chrysler signature clock incorporates a more contemporary shape to establish a tactful application of visual harmony with the exterior.

For performance feel and grip, the Chrysler 300 series sedans feature an all-new leather-wrapped four-spoke steering wheel with a thicker-rim section, satin metallic bezels flanking the center horn pad area and LED back-lit cruise, Uconnect<sup>®</sup> Voice Command and Electronic Vehicle Information Center (EVIC) controls on the front face with traditional audio controls on the rear surface. For additional comfort and convenience, a heated steering wheel with power tilt and telescoping steering column with memory is available.

Interior wood surfaces are available in authentic Black Olive Ash Burl or natural Dark Olive Ash Burl. Both wood trim variations are abundantly applied in the interior and can include instrument panel, doors, center console and steering wheel.

The largest standard touchscreen radio in the segment provides Chrysler 300 passengers with premium, state-of-the-art connectivity. With its 8.4-inch full color touch screen display, the two all-new Uconnect Touch models (8.4 and 8.4N) integrate world-class infotainment and convenience technologies and more customer-convenient amenities than ever before, including:

- Segment-leading Garmin<sup>®</sup> navigation with world-class functionality (8.4N)
- SIRIUS<sup>®</sup> Travel Link with real-time weather, fuel prices and more (8.4N)
- Uconnect Voice Command with Bluetooth<sup>®</sup>
- SD card reader (MP3/WMA music file support only)
- USB Port with iPod<sup>®</sup> Control
- DVD playback capability (when vehicle is in Park)
- Integrated Gracenotes<sup>®</sup> database for music identification and album artwork
- SIRIUS Satellite Radio with Song Alert for automatic prompts of favorite songs/artists
- Single CD with MP3/WMA capability
- Dual-zone climate controls
- AM/FM radio

Improved interior cabin storage begins with a center armrest executed to ensure optimal use by the ability to slide fore and aft. Storage under the armrest provides access to a rubber-matted/flocked/sliding change tray, flopped storage, and spring-capped power ports for personal device connections.

Dual front cup holders are covered with a tambour door and outfitted with LED-illuminated Sapphire Blue light rings, and rubberized spring-finger pinchers to securely hold various sized beverage containers. Optional cooled/heated cup holders intuitively glow blue (cold) and red (hot).

Oversized pockets on all four doors integrate large bottle holders and grained surfacing while a cubby bin located forward of the PRNDL surface provides covered access, a rubberized mat, flopped surfacing, and ambient accent lighting. An oversized glovebox incorporates a center-positioned light for even light distribution and an upper shelf for owner's manual stowage.

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