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Chrysler Brand Celebrates Historic Imported from Detroit Achievements

Chrysler 300 Motown Edition and a one-off 300S in "Turbine Bronze" debut at Detroit auto show

- Arriving this spring, the new limited-edition 2013 Chrysler 300 Motown pays tribute to the Motor City's resurgence and determination through unique style and sounds from original Motown recording artists
- Commemorating the 50th anniversary of the 1963 Chrysler Turbine, a one-off Chrysler 300S painted in matte "Turbine Bronze" pays homage to the brand's Imported from Detroit roots and the legacy of Motor City's ingenuity

January 10, 2013, Auburn Hills, Mich. - Proudly commending both the Chrysler Brand's and the City of Detroit's history are the Chrysler 300 Motown Edition and a one-off Chrysler 300S that recognizes the 50th anniversary of the legendary Chrysler Turbine and its signature bronze hue. Both Chrysler flagship sedans will debut next week at the most apropos venue, the 2013 North American International Auto Show (NAIAS).

"'Imported from Detroit' embodies the imagination and ingenuity that make up the roots of the Motor City's greatness, and at this Detroit auto show, Chrysler brand celebrates the legacy of style, skill and soul that our city gave the world," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "Our new 300 Motown limited-edition model echoes the sound and uplifting spirit that forever changed music. While our one-off Chrysler 300S pays homage to the brand's style and innovative spirit that could only originate from the Motor City."

At this year's NAIAS, the limited-edition 2013 Chrysler 300 Motown with its original Motown recording artists tracks will share the spotlight with a unique Chrysler 300S, specially appointed to give a nod to the gas-turbine powered legend with its contemporary matte "Turbine Bronze" finished paint and exclusive exterior appointments.

New 2013 Chrysler 300 Motown

If cars are the heart of the Motor City, music is its soul. The new 2013 Chrysler 300 Motown pays tribute to the Motor City's resurgence and determination through Detroit-born style and world-class ingenuity. Harking back to the days when bright work ruled Woodward and Jefferson Avenues, this limited-edition Chrysler flagship sedan includes bright chrome front and rear fascia accents, mirror caps, door handles and daylight-opening surround, and a unique Mopar bright chrome grille with seven sculpted horizontal blades. Large 20-inch polished "heritage" design aluminum wheels provide an elegant look, while its touring-tuned suspension delivers world-class levels of ride, handling and comfort. Completing this Chrysler flagship sedan's curb appeal are black accented Chrysler wing badges and "Motown" fender badges that transcend the city's rhythm and spirit. Available exterior colors include Bright White, Gloss Black, Deep Cherry Red and new Jazz Blue.

Inside, the new 2013 Chrysler 300 Motown is further proof that style and luxury can come from a place like the Motor City. Unique Pearl Nappa leather seating with perforated inserts are surrounded by a black interior environment for a contemporary look. Tying in the contrasting interior theme are black piping and accent stripes on the seats, while a debossed "Motown" logo on the front seatbacks provide thoughtful detail. Extensive use of Piano Black on interior center stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Completing this special-edition interior environment are authentic Black Olive Ash wood trim and satin silver finished accents.

Special Pre-loaded 100 Tracks of Motown

Making sure the soul of Motown can be heard and felt, this limited-edition Chrysler sedan includes 100 tracks from original Motown recording artists loaded on the Uconnect 8.4's SD card reader. This list of songs has never been released before, with 90 of the songs in their original versions, while an additional 10 DJ remixes put a contemporary

stamp on some Motown Classics.

State-of-the-art Uconnect 8.4 provides Chrysler 300 Motown passengers with the segment's largest touchscreen display (8.4-inch) and mobile infotainment, connectivity and multimedia features. Delivering a sound experience as the artist intended, the segment-exclusive 10-speaker Beats Audio system with 12-channel amplifier and proprietary Beats Audio algorithm is also available.

The 2013 Chrysler 300 Motown arrives at Chrysler dealerships nationwide in the spring of 2013 and has a U.S. Manufacturer's Suggested Retail Price of $32,995, excluding $995 destination charge.

Chrysler 300S Commemorates The Bronze Legend
With its specially formulated "Turbine Bronze" matte-finished exterior paint and Gloss Black painted roof, this Chrysler 300S unmistakably recalls the contrast of the historic two-tone 1963 Chrysler Turbine. At the front, a more pronounced front fascia with unique upper and lower machined-billet grilles hark to the original Ghia-bodied model's craftsmanship. The original car's bold shadowed headlamps formed from its concentric ring design are brought back to life through this Chrysler 300S model's Gloss Black headlamp bezels. The two-tone color combination continues as the rolled-door frames and taillamp surrounds are finished in accenting Gloss Black. Most prominent to the profile of this Chrysler 300S are its uniquely machined "turbine" styled wheels. With 20 sculpted-fin blades spanning a massive 22 inches in diameter, the polished-finish wheels provides an aggressive stance and striking tribute. At the rear, a body color deck-lid spoiler provides a more dynamic look.

The Original Chrysler Turbine
The Chrysler Turbine program began in 1954 and lasted until 1981. Over the 27 year span, a total of seven-generations of turbine engines were designed. However, 50 years ago, the 1963 Chrysler Turbine came to live with a fifth-generation turbine engine. While, the majority of the turbine development engines were installed in standard Chrysler cars and trucks, only the 1963 Ghia-bodied version was designed to be powered with a turbine engine.

A total of 50 Ghia-bodied gas-turbine cars were built between 1963 and 1964. Most of the vehicles were loaned to members of the general public for a three-month trial period. Over the life of the program, a total of 200 families used the Chrysler Turbine vehicles. Their feedback was overwhelmingly positive. All 50 Chrysler Turbine test cars were painted "Turbine Bronze" and had matching interiors. However, one of the vehicles was repainted white and driven in the movie "The Lively Set" by a Chrysler engineer.

To prove the engines flexibility, the vehicles were run on perfume, alcohol, kerosene, diesel and even JP-4 jet fuel. The twin-regenerator gas-turbine engine featured two independent turbine wheels – one to power the vehicle and a second to drive the compressor and engine accessories. This fifth-generation turbine engine was coupled to a modified TorqueFlite three-speed automatic transmission. Engine output was 130 horsepower and an impressive 450 ft.-lb. of torque at the output shaft.

The Turbine engine was never put into production due to the cost of its manufacture and the fact that fuel economy ratings were never dramatically better than the standard internal combustion engine.

At the end of the evaluation period all but nine of these cars were scrapped due to tax and import tariffs. Of the nine remaining Chrysler Turbines, two are kept within Chrysler Group's historical collection and seven were given to museums. The Chrysler Turbine cars currently reside at: Detroit Historical, Smithsonian Inst., Museum of Transportation, St. Louis, Peterson Museum – Los Angeles, a private owner in Indiana, the Blackhawk Collection and Jay Leno. Of the nine, five remain in operating condition.

About Chrysler Brand
The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2013 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2013 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2013 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n

Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

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