



2012 CHRYSLER 300

REASONS TO BUY

- Icon of attainable style & performance that sets it apart from anything else on the road
- Luxury full-size sedan with the fuel economy of a mid-size (V6 est. 40 mpg (7.0 L/100 km) with 8-speed automatic)
- Best-in-Class V6 Power
- Best-in-Class V8 Power
- 2011 IIHS Top Safety Pick (Insurance Institute for Highway Safety)
- Premium interior featuring soft-touch surfaces
- Standout exterior styling
- 2011 *Ward's Automotive "10 Best Engines"* – Pentastar™ VVT V6
- All-Wheel-Drive with Class Exclusive active transfer case and front axle disconnect available on V6 and V8 models
- Choice of three powertrains:
 - Pentastar V6 – 292 hp, 260 lb-ft torque, est. 40 mpg (7.0 L/100 km) with new 8-speed automatic
 - HEMI® V8: 363 hp, 394 lb-ft torque, FuelSaver MDS Technology
 - 6.4L HEMI V8 - 470 hp, 470 lb-ft torque
- All-new SRT8® model with unique styling and superior performance
- All-new 'S' models – V6 and V8
- More than 70 Safety & Security Features

WHAT'S NEW FOR 2012

- 8-speed automatic on V6 models (available)
- S model with monochromatic exterior and 20-inch aluminum wheels (19-inch All-Wheel Drive)
- Steering wheel mounted paddle shifters (available)
- 300 SRT8 with 6.4L HEMI V8 – 470 hp, 470 lb-ft torque
- World's first integration of Beats™ by Dr. Dre™ audio technology

FEATURES

Interior

- Matte Real Wood accents (available)
- Acoustic windshield and front side glass for a quieter cabin
- Uconnect™ Touch Media Centres (4.3- and 8.4-inch)

Exterior

- Integrated dual rear exhaust with bright tips
- Chrysler liquid chrome grille
- LED daytime running lights and fog lamps

Ride & Handling

- Electro-hydraulic power steering
- Monotube front and rear shock absorbers
- Class exclusive five-link rear suspension system

Safety

- Over 70 safety and security features

300 Touring – MSRP \$32,745†

Selected Standard Equipment:

- 3.6L Pentastar™ VVT V6 (292 hp and 260 lb-ft torque) with 5-speed automatic (avail. 8-speed)
- Premium Cloth Seating
- 17-inch Aluminum wheels
- Electronic Stability Control⁽¹⁾ including: Hill Start Assist, Ready Alert Braking, All-Speed Traction Control, Brake Assist and Rain Brake Support
- Uconnect™ Touch radio with 4.3-inch touch screen
- Dual-zone automatic temperature control
- 12-way power driver's seat
- Black Comodo Elm interior accents
- Fog lamps
- Keyless Enter-N-Go™ with proximity sensor
- Power heated fold-away mirrors
- Leather-wrapped, tilt/telescoping steering-wheel with cruise and audio controls
- SIRIUS® Satellite radio with one year subscription⁽²⁾
- Auto-dimming rearview mirror with microphone
- 12-volt centre console power outlet
- Auxiliary input jack and remote USB port
- Active Front Head Restraints⁽³⁾
- Seven standard air bags⁽⁴⁾
- Four-wheel disc antilock brakes
- Dual integrated rear exhaust
- 60/40 split folding rear seat
- Electronic Vehicle Information Centre
- Illuminated front cup holders
- Body colour exterior mirrors and door handles

300S V6 – MSRP \$35,995†

Differences/upgrades vs. Touring:

- 8-speed automatic
- Steering-wheel mounted paddle shifters
- Unique premium cloth seating with piano black inserts
- Heated front seats
- Unique exterior with black chrome accents
- Unique 20-inch aluminum wheel with black painted pockets (19-inch on All-Wheel-Drive)
- Beats™ by Dr. Dre™ Audio Technology including 10 premium speakers and 552-watt amplifier
- Uconnect Touch 8.4 Media Centre with 8.4-inch screen
- Uconnect hands-free phone with voice command⁽⁵⁾

300 LIMITED – MSRP \$35,745†

Differences/upgrades vs. 300 Touring V6:

- Nappa leather-faced seating
- 8-speed automatic transmission
- 18-inch Aluminum wheels (19-inch on All-Wheel-Drive)
- Uconnect hands-free communication with voice command⁽⁵⁾
- Six speaker Alpine® system with 276-watt amplifier
- Chrome exterior mirrors and door handles
- Remote start and security alarm
- ParkView® Rear Back-up Camera⁽⁶⁾ and Park-Sense® Rear Park Assist⁽⁶⁾
- 12-way power driver's and front passenger seats
- Dual zone automatic temperature control
- LED Illuminated rear cup holders
- Power heated non-folding mirrors

300C – MSRP \$39,995†

Differences/upgrades vs. 300 Limited:

- 5.7L HEMI® V8 (363 hp and 394 lb-ft torque) with 5-speed automatic
- Ventilated front seats and heated rear seats
- 19-inch aluminum (on All-Wheel-Drive)
- Wood/leather-wrapped, heated, power tilt and telescoping steering wheel
- Driver memory: seat, steering wheel, radio and mirrors
- Power backlight sunshade
- SmartBeam™ HID headlamps with auto-leveling
- Heated/cooled cup holders
- Uconnect Touch 8.4 Media Centre with 8.4-inch screen
- Auto-dimming exterior mirror with auto adjust in reverse
- Driver and passenger lower LED lighting

300S V8 – MSRP \$39,995†

Differences/upgrades vs. 300C:

- Leather-faced seating with piano black inserts
- Steering wheel mounted paddle shifters
- Beats by Dr. Dre Audio Technology including 10 premium speakers and 552-watt amplifier
- Unique 20-inch aluminum wheels with black painted pockets (19-inch on all-wheel drive)
- Heated front seats
- Unique exterior with black chrome accents
- Body colour exterior mirrors and door handles

300 SRT8 – MSRP \$78,495†

Differences/upgrades vs. 300S V8:

- 6.4L HEMI V8 (470 hp and 470 lb-ft torque) with 5-speed auto
- Three-mode Electronic Stability Control
- 20-inch forged aluminum SRT design wheels
- Steering wheel-mounted paddle shifters
- Uconnect 8.4N touch radio with Garmin® GPS navigation⁽⁷⁾ and SRT performance pages
- Unique exterior styling with black chrome accents
- Engine oil cooler

AVAILABLE OPTIONS

- 8-speed automatic (300 Touring)
- All-Wheel-Drive with Class Exclusive active transfer case and front axle disconnect (300 Limited, 300S, 300C) including 19-inch Aluminum Wheels
- Uconnect Hands Free with Voice Command⁽⁵⁾
- 19 Premium Speaker Group (300 Limited, 300C, SRT8)
- 20-inch Aluminum Wheels (300 Limited, 300C) (RWD only)
- Luxury Group (300 Limited, 300S)
- Dual-Pane Panoramic Sunroof (300 Limited, 300S, 300C, SRT8)
- SafetyTec Group (300 Limited, 300S, 300C, SRT8)
- Garmin GPS Navigation⁽⁷⁾ (300S, 300C)

AWARDS



2011 FUEL ECONOMY *

Fuel Economy – L/100 KM (MPG)	City	Highway
3.6L Pentastar V6 with 5-speed auto. (RWD)	11.7(24)	7.3(39)
3.6L Pentastar V6 with 8-speed auto. (RWD)Ω	10.9(26)	7.0(40)
3.6L Pentastar V6 with 8-speed auto. (AWD)Ω	TBD	TBD
5.7L HEMI V8 with 5-speed auto. (RWD)	13.5(21)	8.0(35)
5.7L HEMI V8 with 5-speed auto. (AWD)	14.4(20)	8.5(33)
6.4L HEMI V8 with 5-speed auto. (RWD)	TBD	TBD

*2012 ratings not available at time of printing. Ω 2012 estimated fuel economy

(1) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (2) Requires SIRIUS Radio. Subscriptions governed by SIRIUS Terms and Conditions available at: siriuscanada.ca (3) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. (4) The advanced Front Air Bags in this vehicle are certified to the federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. (5) Must use Bluetooth® compatible phone. (6) Always check entire surroundings visually before backing. (7) GPS mapping may not be detailed in all areas or reflect current road regulations. Garmin and the Garmin logo are registered trademarks of Garmin, Ltd. or its subsidiaries and are registered in one or more countries, including the U.S. †Prices as shown are MSRP. Excludes freight (\$1,400), air tax (\$100), insurance, registration, license, retailer administration fees, new tire. Duties in Quebec and dealer accessories are not included. Retailer may sell for less. Visit chrysler.ca for complete details. Printed June 2011.