



2013 Chrysler 300 OVERVIEW

Chrysler Canada: New 2013 Chrysler 300 Lineup Delivers Best-in-Class V6 Fuel Economy, Eight-speed Automatic Transmission, and More Value – Standard

- The icon of attainable style, luxury and performance
- Best-in-Class mid-size V6 fuel economy in a full-size sedan
- Best-in-Class V6 power with standard 8-speed transmission
- Best-in-Class V8 power
- Simplified product lineup delivers Best-in-Class 6.4 L/100 km (44 mpg) highway fuel economy
- More comfort and convenience features standard on new 2013 Chrysler 300S
- New Chrysler 300 Touring model features 3.6-litre Pentastar™ VVT V6 engine with state-of-the-art ZF eight-speed automatic transmission
- New Chrysler 300 AWD model offers Best-in-Class city and highway fuel economy with head-turning style and even more all-season capability at a legendary value
- Chrysler 300S features a new cold-air induction system and sport-tuned exhaust for 300 horsepower and a black-painted roof option for an even more athletic look
- Chrysler 300C Luxury Series was named *Wards* “10 Best Interiors,” and features exclusive appointments including ultra-premium Poltrona Frau “Foligno” leather, hand-sanded matte wood, world-class craftsmanship and refinement
- Improved navigation: award-winning Uconnect 8.4N with easy-to-use Garmin navigation

For those who work hard to achieve their place in the world, the 2013 Chrysler 300 series sedans are designed to reward the determination of these individuals with even more luxury, world-class technology, value, and of course the bravado expected from Chrysler’s luxury sedan.

Repositioned lineup with even more luxury, efficiency and value

Ensuring that all 2013 Chrysler 300 models deliver the segment’s most luxurious sedan with a surprising array of standard amenities, world-class performance, Best-in-Class fuel economy and a legendary value – the entire Chrysler flagship portfolio was repositioned. The simplified Chrysler 300 lineup now consists of:

- Chrysler 300 Touring:
 - 3.6-litre Pentastar™ VVT V6 engine with state-of-the-art eight-speed automatic transmission for up to 6.4 L/100km (44 mpg) highway fuel economy
 - Uconnect™ 8.4 with hands-free voice command and Bluetooth® streaming audio (available)
 - New entry level leather option
 - The segment's most advanced all-wheel-drive (AWD) system with exceptional 11.4 L/100 km (25 mpg) city and 7.3 L/100 km (39 mpg) highway fuel economy now available

- Chrysler 300S:
 - Now includes a 300 horsepower 3.6-litre Pentastar VVT V6 engine with sport-tuned exhaust, cold-air induction and eight-speed automatic transmission with “Sport Mode”
 - Now features standard Black or Radar Red leather-faced seats with heated front seats
 - Gloss Black painted roof option for an even more athletic appearance
 - 5.7-litre VVT HEMI® V8 engine with 363 horsepower and four-cylinder mode FuelSaver Multi-Displacement (MDS) Technology and performance-tuned suspension and brakes (available)
 - The segment's most advanced AWD system is available with both powertrains

- Chrysler 300C:
 - Now features the 292 horsepower 3.6-litre Pentastar V6 engine with state-of-the-art ZF eight-speed automatic transmission for up to 6.4 L/100 km (44 mpg) highway
 - Standard Uconnect 8.4N with easy-to-use Garmin® navigation with improved navigation features
 - Available 5.7-litre VVT HEMI V8 engine with 363 horsepower and four-cylinder mode Fuel Saver Technology
 - The segment's most advanced AWD system is available with both powertrains

- Chrysler 300C Luxury Series:
 - Named one of *Wards* “10 Best Interiors” and features exclusive appointments including ultra-premium Poltrona Frau “Foligno” leather-wrapped upper door trim, instrument panel and centre console side panes, Nappa leather-wrapped door bolsters, door armrest and centre console armrest, hand-sanded matte wood, world-class craftsmanship and refinement



- Now features the 292 horsepower 3.6-litre Pentastar V6 engine with state-of-the-art ZF eight-speed automatic transmission delivering up to 6.4 L/100 km (44 mpg) highway fuel-economy
- Unique platinum exterior accents including Mopar® mesh front grille, door handles, exterior mirror caps and fascia accents
- Standard Uconnect 8.4N with easy-to-use Garmin navigation with improved navigation features
- Available 5.7-litre VVT HEMI V8 engine with 363 horsepower and four-cylinder mode FuelSaver MDS Technology
- The segment's most advanced AWD system is available with both powertrains

Ultimate in luxury and value: New 2013 Chrysler 300 Touring

Because luxury should not be limited to the wealthy and privileged few, the new 2013 Chrysler 300 Touring model delivers the most appointed entry-level Chrysler flagship sedan ever. Featuring the award-winning 3.6-litre aluminum Pentastar VVT V6 engine with state-of-the-art ZF eight-speed automatic transmission delivering up to 6.4 L/100 km (44 mpg) highway – the new Chrysler 300 Touring provides its passengers with the comfort, convenience and technology features usually found in cars costing twice as much.

For the first time on the entry-level Chrysler 300 Touring model, the segment's most advanced AWD system is now available, providing even more all-season capability. And for those wanting even more convenience, the new Driver Convenience Group includes ParkView® Rear Back-up Camera, remote start, HomeLink universal transceiver, 12-way power front-passenger seat and more.

Other key standard equipment includes front-row reactive head restraints, advanced multi-stage air bags, full-length side-curtain air bags, front seat side air bags, driver's knee bag, rear head restraints in all positions, Electronic Stability Control, Hill-start Assist, Rain Brake Support, Ready Alert Braking, Tire-Pressure Monitoring, USB port with iPod® control, SiriusXM™ Radio, SD-card reader, auxiliary audio jack input, steering-wheel mounted audio controls, six-speaker audio, Keyless Enter 'n Go™ with proximity entry, dual-zone automatic climate control with humidity sensor, cabin air filtration, acoustic windshield and front-door glass, 12-way power driver's seat including four-way power lumbar, cruise control, auto-dimming rearview mirror, leather-wrapped Chrysler brand steering wheel with manual tilt/telescoping steering column, leather-wrapped shift knob, luxury floor mats, LED-illuminated instrument cluster with full colour and driver-selectable Electronic Vehicle Information Centre, satin chrome interior door handles, LED-illuminated assist handles and front map lights, LED-illuminated front cup holders, rear-passenger reading lamps, LED-illuminated front and rear door handles, LED-illuminated centre-stack storage bin, glove box lamp, illuminated vanity mirrors and two 12-volt power outlets.



On the exterior, the Chrysler 300 Touring model features 17-inch aluminum wheels, P215/65R17 all-season touring tires, comfort-tuned suspension, touring brake package, liquid-chrome grille bars with chromed surround, bi-halogen projector headlamps with chromed bezels, automatic headlamps, chromed daylight opening, chromed front and rear fascia accents, LED-illuminated "C" shaped daytime-running lamps (DRL), body-colour exterior mirrors and door handles, LED-illuminated taillamps with LED-illuminated light pipe, dual-chromed exhaust tips with rolled-edges, cap-less fuel-filler door with power release, 17-inch compact spare tire and chromed "300" deck-lid badge.

More powerful: new 2013 Chrysler 300S

With its avant-garde appearance, world-class ride and handling, discrete exterior styling elements, contemporary interior materials, exclusive Beats by Dr. Dre® sound system and state-of-the-art technology features – the new 2013 Chrysler 300S now delivers greater performance with its award-winning 3.6-litre Pentastar VVT V6 engine. With the addition of a new sport-tuned exhaust system and cold-air induction system, the aluminum mill now produces 300 horsepower (8 more than last year), 264 ft.-lb. of torque (4 more than last year) and an enthusiast desired sound.

The segment-exclusive eight-speed automatic transmission with steering-wheel mounted paddle shifters and "Sport Mode" help to deliver the performance of the 2013 Chrysler 300S to the pavement. In addition, 20-inch polished-face aluminum wheels with black painted pockets, all-season performance tires, touring-tuned (performance-tuned with available HEMI V8 engine) second-generation chassis architecture with 25 per cent quicker steering and 20 per cent heavier on-centre feel than the entry-level 300 Touring model, the Chrysler 300 driver is treated to a visceral driving experience.

Named *Wards* "10 Best Interiors," Chrysler 300C Luxury Series

Designed to be the most luxurious and fuel-efficient Chrysler flagship sedan ever, the 2013 Chrysler 300C Luxury Series combines ultra-premium leather – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features and eight-speed automatic transmission with 3.6-litre Pentastar VVT V6 engine for 6.4 L/100 km (44 mpg) best-in-class highway fuel efficiency.

Exclusive interior features found on the Chrysler 300C Luxury Series sedans include either Black or Dark Frost Light Beige Poltrona Frau "Foligno" leather-wrapped instrument panel, cluster brow, centre console side panels and upper front- and rear-door panels. Premium Nappa leather covers the door armrest, bolster and centre console armrest. Black or two-tone Dark Light Frost Beige seats are wrapped exclusively in supple Nappa leather and include 12-way power-adjustable driver and front-passenger seats (including four-way power lumbar) with two-mode front ventilated and two-mode heated front and rear seats. Black or two-tone Dark Frost/Light Frost Beige leather-wrapped steering



wheel — with all-new die-cast paddle shifters — features a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected Natural Pore Mocha wood trim featuring a matte finish to enhance the beauty of the real wood.

On the exterior, the large 20-inch polished face with standard painted pockets on rear-wheel-drive models (19-inch on all-wheel drive) provide the Chrysler 300C Luxury Series sedans with an even more planted and road-holding look. Platinum chrome fascia accents, exterior mirror caps and door handle accents provide an even more upscale look. Topping off the unique exterior is a platinum-chrome finished grille surround with platinum-chrome Mopar® mesh grille for a truly distinctive appearance.

For even more power and performance, the 2013 Chrysler 300C Luxury Series can be ordered with the top-of-the-range powerful 363 horsepower 5.7-litre HEMI VVT V8 engine with four-cylinder mode FuelSaver MDS Technology.

All-season athlete: new 2013 Chrysler 300 Glacier

Through lifestyle driven models, the new Chrysler 300 continues to show the numerous personalities that emerge from its elegant and iconic design. Beginning with the ultimate in muscle – Chrysler 300 SRT8®, the ultimate in luxury – Chrysler 300 and 300C Luxury Series, the ultimate audiophile – Chrysler 300S with Beats by Dr. Dre® sound system, and arriving this fall (late availability) the ultimate all-weather athlete – the new Chrysler 300 Glacier.

From cruising through the city, to escaping away to a snow-covered ski resort, the new 2013 Chrysler 300 Glacier has a commanding design presence and the power and all-weather capability to carve through some of the most snow-covered landscapes that Canada offers.

With its state-of-the-art eight-speed automatic transmission, steering-wheel mounted paddle shifters, and a more powerful 3.6-litre Pentastar VVT V6 engine with new sport-tuned exhaust and cold-air induction system for 300 horsepower (8 more than last year) — the new 2013 Chrysler 300 Glacier delivers spectacular fuel economy (11.4 L /100 km (25 mpg) city and 7.3 L/100 km (39 mpg) highway, while providing maximum all-weather traction, efficiency and driving performance through the segment's most advanced AWD system. For even more power, the new 300 Glacier offers the legendary 5.7-litre HEMI VVT V8 engine with four-cylinder mode FuelSaver MDS Technology to deliver 363 horsepower and up to 8.5 L/100 km (33 mpg) highway.

The Chrysler 300 Glacier's AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies. Chrysler 300's innovative AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is



not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

Building on the avant-garde appearance of the Chrysler 300S model, the new 300 Glacier features contemporary exterior and interior styling elements for a flagship sedan that delivers refinement within its landmark design.

Hinting that this Chrysler 300 sedan was born with an ice-cool demeanor – unique body-colour fascia accents, along with Gloss Black mirrors, headlamp bezels and Black Chrome sculpted horizontal grille blades give the Glacier a low-key street presence. Emphasizing the Chrysler 300 Glacier's iconic silhouette and head-turning proportions even more is an all-new Gloss Black painted roof option. Filling this AWD sedan's wheel wells and aiding in its world-class handling, are unique 19-inch eight spoke aluminum wheels finished in Satin Carbon with P235/55R19 all-season performance tires. Exterior paint colours for this Chrysler 300 include Bright White, Billet Metallic and exclusively to this model, Glacier Blue Pearl Coat.

The interior of the Chrysler 300 Glacier exudes an athletic-luxury theme with 12-way power driver and passenger sport seats featuring black "Falls" cloth in the seat centres and leather-wrapped bolsters in black and finished with black French-seamed stitching. Exclusive use of Piano Black on the interior centre stack, instrument panel, steering wheel, gauge cluster, and door panel elements provide a uniquely lacquered and highly detailed appearance. For even more spirited driving die-cast steering-wheel mounted paddle shifters with "Sport Mode" are ergonomically designed behind the 300 Glacier's black leather-wrapped thick-rimmed steering wheel. Completing the enthusiast-designed interior are matte carbon hydrographic accents and black floor mats with black velour binding and "Glacier" logo embroidered.

Uconnect 8.4N — the segment's largest hands-free communication system — now features improved map graphics

The 2013 Chrysler 300 sedan's Uconnect™ 8.4N system has been upgraded for 2013, enhancing the award-winning Garmin® navigation system with enhanced colours and graphics, along with a more Chrysler-brand focused appearance.

Enhancements to the Garmin navigation features integrated into the Uconnect 8.4N, include improved graphics used to display road signs and lane guidance. In addition, the Uconnect 8.4N system now also features 3-D buildings and terrain views. Information is very realistic and intuitive, enabling drivers to keep their hands on the wheel and focus on the road.

With the segment's largest touchscreen display (8.4-inch), the easy to use Uconnect 8.4N with integrated Garmin navigation features voice recognition with natural voice commands.

For the Chrysler brand, keeping drivers focused on the road is a priority and the Uconnect 8.4N (and 8.4 model) includes hands free texting, to keep passengers even more connected through voice commands. With a compatible Bluetooth® phone, Uconnect enables text-to-speech for incoming text messages, and provides the driver with a list of popular responses for outgoing messages.

Segment-first eight-speed automatic transmission

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel efficiency of the 2013 Chrysler 300 Touring, 300S, 300C and 300C Luxury Series models and offers class-leading fuel efficiency with respect to:

- Best-in-Class highway fuel economy 6.4 L/100 km (44 mpg)
- Best-in-Class V6 all-wheel-drive (AWD) fuel economy 11.4 L/100 km (25 mpg) city and 7.3 L/100 km (39 mpg) highway
- Unsurpassed city fuel economy 10.9 L/100 km (26 mpg) RWD - 11.4 L/100 km (25 mpg)
- Overall unsurpassed fuel economy in its class 10.9 L/100 km (26 mpg) city and 6.4 L/100 km (44 mpg) highway with RWD)

The addition of three more gear ratios in the proven ZF eight-speed automatic transmission design help to reduce the gaps normally associated with upshifting and downshifting. Combined with the award-winning 292 horsepower – or new 300 horsepower – 3.6-litre Pentastar VVT V6 engine, passengers will experience world-class levels of refinement due to small, evenly spaced ratios that provide quicker acceleration and smoother shifts.

Quicker shifts are possible on the new Chrysler 300S and 300C Luxury Series models as a result of a "Sport" shift mode that requires simple driver input. When the driver chooses to let the transmission shift in "Sport" mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. For even more control, the driver can also use a pair of die-cast, steering-wheel mounted paddle controls and view gear selection through an all-new full-colour EVIC centred in the instrument cluster.



Chrysler and Beats by Dr. Dre® premium audio experience

The partnership between Chrysler and Beats By Dr. Dre brings music-studio sound to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it's made in the studio. Instead of the traditional approach to automotive sound, entrusting lab coat-adorned engineers as the arbiters of musical taste, Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team at Chrysler Group to design and tune the 10-speaker audio system.

Standard on 2013 Chrysler 300S, and available on Chrysler 300 Touring, 300C and 300C Luxury Series models, the Beats by Dr. Dre audio system includes a powerful 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound required in professional recording studios.

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers provide bass, while two 6 x 9-inch speakers and a centre-mounted 8-inch speaker located in the rear-shelf area provide full-range audio. Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

Chrysler 300 named "Top Safety Pick" by the Insurance Institute for Highway Safety

The new Chrysler 300 was named a "Top Safety Pick" in 2012 by the Insurance Institute for Highway Safety (IIHS), achieving their highest rating. IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The new Chrysler flagship received 'good' ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available Electronic Stability Control systems that significantly reduce crash risks. The Chrysler 300 has standard ESC on all models. Other standard safety features include, full-length side-curtain air bags, front seat side air bags, driver's knee bag, front-row reactive head restraints, Hill Start Assist, Rain Brake Support and Ready Alert Braking.

For more information on the 2013 Chrysler 300, please visit www.chrysler.ca.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.



Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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