



2015 Chrysler 200 OVERVIEW

Chrysler Canada: The All-new 2015 Chrysler 200 Sedan Charts a New Course for Mid-size Sedans, Captivating Drivers and Passengers with its Simple Elegance, an Extraordinary Driving Experience and Cool Features – at a Value Customers Will Appreciate

The 2015 Chrysler 200 sedan is all new from the ground up

- **Inspired by iconic North American design, the all-new 2015 Chrysler 200 delivers beautiful craftsmanship using high-quality materials, understated elegance, and is loaded with state-of-the-art technology and safety features**
- **2015 Chrysler 200 is the industry's first mid-size sedan with a standard nine-speed automatic transmission, which enables a 26 per cent improvement versus the 2014 model**
- **The Chrysler 200 sedan's innovative available all-wheel-drive system is the first to deliver an automatic fully disconnecting rear axle, improving fuel economy by reducing parasitic loss when all-wheel drive is not needed**
- **Choice of two world-class engines are available: the 3.6-litre Pentastar™ V6 engine produces a best-in-class 295 horsepower (hp) and 262 lb.-ft. of torque, or the standard 2.4-litre MultiAir® Tigershark™ I-4 engine produces 184 horsepower and 173 lb.-ft. of torque**
- **All-new Chrysler 200 features state-of-the-art electronic shifting with rotary dial**
- **An inventive centre console offers pass-through storage space for driver and passengers, covered charging station and sliding cupholders for even more storage space when needed**
- **2015 Chrysler 200 offers the most available safety and security features in the segment with more than 60**
- **All-new 2015 Chrysler 200 delivers an array of easy-to-use, state-of-the-art advanced technology to keep drivers connected and informed yet focused on the road**
- **World Class Manufacturing principles and a new, updated assembly plant set the table for a world-class vehicle**



- **All-new paint and body shops and improvements in the assembly process enable precision-built vehicles and reduce the energy required to build the 2015 Chrysler 200 by 22 per cent compared with the outgoing model**
- **The all-new 2015 Chrysler 200 has a starting Canadian Manufacturer's Suggested Retail Price (MSRP) of \$22,495**

Simple elegance, an exhilarating driving experience, state-of-the-art and easy-to-use technology and beautifully crafted, the all-new 2015 Chrysler 200 charts a new course for mid-size sedan customers who have earned a little luxury in their life, but demand value for their money.

The 2015 Chrysler 200 debuts a beautiful exterior design featuring the new “face” of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. With the choice of two world-class engines, an innovative all-wheel-drive system, available sport mode and paddle shifters for an engaged driving experience, and highway fuel economy ratings of up to 6.4 L/100 km (44 mpg) (5-cycle test method shown. See last page for 2-cycle comparison), the all-new Chrysler 200 makes the commute something drivers will look forward to.

The all-new 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment, and state-of-the-art, easy-to-use technology that keeps drivers and passengers connected. With a starting Canadian Manufacturer's Suggested Retail Price (MSRP) of \$22,495 the all-new 2015 Chrysler 200 is a sedan that customers will be proud to own, at a value they will appreciate.

“The all-new 2015 Chrysler 200 will be the new benchmark for mid-size sedans with an exceptional driving experience, fuel economy of 6.4 litres per 100 kilometres highway and exquisite craftsmanship,” said Al Gardner, President and CEO — Chrysler Brand, Chrysler Group LLC. “The all-new Chrysler 200 lays the groundwork for the future of the Chrysler Brand with a timeless, elegant design; clever functionality; a standard nine-speed automatic transmission; a class-leading all-wheel-drive system; more than 60 safety and security features and a host of new technology drivers and passengers will value.”

The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan. With a major investment of more than \$1 billion (USD), Chrysler Group LLC's Sterling Heights (Mich.) Assembly Plant (SHAP), once slated for closure, sports an all-new paint shop using leading-edge technology, a new, fully robotic body shop and an upgraded assembly area, setting the stage for the world-class craftsmanship found in the all-new Chrysler 200.



Design

Inspired North American design and beautifully crafted inside and out, the all-new 2015 Chrysler 200 transforms what customers expect in a mid-size sedan. The 2015 200 sedan showcases the new face of Chrysler, and incorporates timeless design cues that let the car tell the story.

Clean, expressive surfaces define the all-new 2015 Chrysler 200; it's a timeless North American design based on simple elegance. The 200 sedan, with its muscular yet soulful presence, embodies a strong, sculptured exterior that drivers will want to touch and feel. The restrained design is not ornamental or full of line work instead it showcases sensual lines and fluid surfaces, which highlight the coupe-like appearance.

The all-new 2015 Chrysler 200 debuts the new "face of Chrysler." The grille and headlamps are integrated for the first time and the updated Chrysler badge has an emphasis on the wing, which is more defined. The signature light pipe or available full-LED daytime running lamps (DRL), LED fog lamps and standard LED taillamps give the all-new Chrysler 200 a distinctive, recognizable look coming and going.

The Chrysler 200S model delivers an exclusive style – darker, more sinister – not found on other models in the lineup, or in the mid-size sedan segment. The 2015 Chrysler 200S model features gloss black trim and accent pieces rather than the standard bright trim. The exclusive design of the daylight opening (DLO) trim, the area surrounding the side windows, is gloss black – the 2015 Chrysler 200 is the only vehicle in the segment with this feature. Integrated dual exhausts are standard and the available 19-inch Hyper Black aluminum wheels complete the look. The more sinister appearance of the 2015 200S model complements the sportier driving experience the S model delivers.

The interior of the all-new 2015 Chrysler 200 sedan provides the "wow" factor. Exquisitely crafted with high-quality materials and attention to detail, the 2015 200 sedan's interior is inviting and comfortable and rewards drivers and passengers on commutes as well as longer journeys.

Using four key principles – an emotional design impact, use of high-quality materials with honest material execution, state-of-the-art technology and clever storage features – and inspired by classic, thoughtful North American design, the interior of the all-new 200 sedan is unequalled in the segment.

The all-new 2015 Chrysler 200 sedan features interior trim and materials that are well-crafted, pleasing to the eye, soft to the touch and comprised of high-quality materials. Attention to detail is paramount and attractive components offer world-class levels of fit and finish.



The striking interior colour and trim combinations were inspired by celebrated American locations, such as 5th Avenue in New York City, Sausalito, California and Detroit.

A clever design for the centre console, made possible by the state-of-the-art full electronic gear shifting with rotary shift knob, is beautiful as well as functional. A unique pass-through storage feature that the driver and front-seat passenger can both access is enabled by the rotary-dial electronic shifting, a segment first. A clever opening at the rear of the pass-through area allows wires and cables from items stored in the pass-through area to route directly to the hidden power supply located in the covered centre console. The centre console features innovative sliding cup holders with smooth, furniture-like movement, allowing drivers and passengers to use the space in a way that best fits their needs.

The all-new Chrysler 200 is loaded with state-of-the-art, high-tech features and amenities that will surprise and delight customers. The available 7-inch customizable in-cluster display centre allows drivers to receive information and feedback in the format they prefer, similar to an iPhone. A glowing bezel surrounding the instrument cluster gives off a distinctive, pleasing blue glow. The available screens show information such as real-time fuel economy, turn-by-turn navigation, compass, outside temperature, speed, time and other useful information. The display is easy to use and easy-to-read, which allows drivers to keep their hands on the wheel and eyes on the road.

The 2015 Chrysler 200 features the available award-winning Uconnect® 8.4-inch touchscreen multimedia command centre. It is attractive, intuitive and easy to use. Voice-activated navigation, handsfree voice commands and voice-to-text are some of the available features that allow drivers to keep their eyes on the road and hands on the wheel.

Attention to detail is prevalent throughout the all-new Chrysler 200, as no space was overlooked. Surprising details include a rendering of the City of Detroit skyline embossed on the rubber mat in the bottom of the pass-through storage of the centre console.

Engineering

Exquisite style meets exceptional performance. The all-new 2015 Chrysler 200 sedan leapfrogs expectations in the mid-size sedan segment for comfort, ride and handling. Engineered to provide premium driving dynamics, improved fuel economy ratings as low as 6.4 L/100 km (44 mpg)* (*5-cycle test method shown. See last page for 2-cycle comparison) highway, a quiet cabin and an enthusiastic driving experience, the all-new Chrysler 200 delivers exceptional ride and handling characteristics for all roads and weather conditions.

A segment-first standard nine-speed automatic transmission and world-class engines, including the 3.6-litre Pentastar™ V6 engine with a best-in-class 295 horsepower (hp), add up to an enjoyable, spirited



driving experience in the all-new 2015 Chrysler 200. An available, innovative, state-of-the-art all-wheel-drive system includes a “sport” driving mode and delivers excellent performance in all driving conditions. With a world-class architecture and leading-edge technology, the new Chrysler 200 is engineered to exceed customer expectations in every category.

The all-new 2015 Chrysler 200 is the world’s first mid-size sedan to feature a nine-speed automatic transmission, which comes standard. The benefits of the advanced-technology transmission are numerous, including a highway fuel economy rating of 6.4 L/100 km (44 mpg)^{*} (*5-cycle test method shown. See last page for 2-cycle comparison) when powered by the 2.4-litre MultiAir[®] Tigershark[™] I-4 engine. The addition of more gear ratios reduces the frequency of speed changes associated with upshifting and downshifting – fluctuations that thwart fuel savings and undermine the driving experience. The high-tech transmission dispenses power smoothly for elevated refinement. Such performance is made possible because the ratio steps between its gears are smaller than those of other transmissions.

Two world-class engine choices power the all-new 2015 Chrysler 200 sedan. The proven, award-winning 3.6-litre Pentastar V6 generates a best-in-class 295 hp as well as 262 lb.-ft. of torque.

The new Tigershark 2.4-litre MultiAir four-cylinder engine produces 184 hp, 173 lb.-ft. of torque and delivers excellent fuel economy ratings of 6.4 L/100 km (44 mpg)^{*} highway (*5-cycle test method shown. See last page for 2-cycle comparison). The new standard Tigershark engine, that powers the all-new 2015 Chrysler 200, delivers fuel economy improvements of 26 per cent, hp improvements of 6 per cent and torque improvements of 10 per cent compared with the outgoing four-cylinder engine.

A new available sport mode in the 2015 200 provides a spirited driving experience by modulating steering, throttle and shifting inputs, electronic stability control, Adaptive Cruise Control with Stop and Go and all-wheel-drive for a driving experience customers will look forward to. The all-new 2015 Chrysler 200 is the first Chrysler Group mid-size vehicle to offer paddle shifters, enhancing the driving experience for the driver who wants to experience all the car has to offer.

The 2015 Chrysler 200 offers an available best-in-class all-wheel-drive system, which features a segment-first fully disconnecting rear axle that improves fuel economy by operating in front-wheel-drive when all-wheel-drive is not needed. The all-wheel-drive system features a one-speed power transfer unit (PTU) and uniquely disconnects and reconnects the rear axle – automatically and seamlessly – as needed and at any speed. The disconnecting rear axle disconnects at both the PTU and rear drive module, which improves fuel economy by reducing parasitic loss when all-wheel drive is not needed.



Owners of the new Chrysler 200 will appreciate an innovative rotary e-shift dial that replaces the traditional console shifter. The rotary e-shift enables intuitive operation with a direct and confident feel. The convenient, centre-mounted, easy-to-operate system provides total control of the sophisticated nine-speed transmission. This new design allows easy shifting and also yields space for more functional and usable storage in the centre console.

The all-new 2015 Chrysler 200 is the first mid-size sedan to utilize Chrysler Group's Compact U.S.-wide (CUS-wide) platform, the basis for smooth on-road performance. The new body structure, including laser-brazed roof welds, delivers increased torsional stiffness, resulting in a more connected driving experience.

The 2015 Chrysler 200's chassis was engineered to deliver sporty European handling dynamics and steering precision with ride and comfort characteristics tuned for North American roads, resulting in excellent handling for the driver with maximum comfort for both the driver and passengers. The exceptional balance of fun-to-drive dynamics, ride comfort and emergency handling is accomplished through the suspension bushing tuning and the exceptional body structure, including the front aluminum cradle, rear upper/under body structure reinforcement and superior suspension attachment stiffness.

The all-new 2015 Chrysler 200 provides aerodynamics that are unsurpassed in its class, aiding improved fuel economy, on-road dynamics, and reduced noise, vibration and harshness (NVH). The quiet cabin is another positive factor in the superior driving experience.

Safety and Security

The all-new 2015 Chrysler 200 is a showcase of advanced safety and security technology, offering a comprehensive array of driver-warning and assist systems and state-of-the-art occupant restraints. The 2015 200 offers the most available safety and security features in the segment with more than 60. The new 2015 200 features multiple segment-exclusive features, which utilize sensing elements that leverage available ultrasonic, radar, camera and other technologies for a 360-degree view of the road. Segment-exclusive available features include:

- Adaptive Cruise Control with Stop and Go: that under certain circumstances and without driver intervention, can bring the all-new 2015 Chrysler 200 to full stop
- Forward Collision Warning with Active Braking: a Chrysler Group first that provides autonomous braking and, under certain circumstances, slows or brings the vehicle to a full stop when a frontal collision appears imminent
- Parallel/Perpendicular Park Assist: which uses ultrasonic sensors to guide the driver into parking spaces. The perpendicular park assist function is a segment first.



Also unique to the 2015 Chrysler 200 is the segment-exclusive standard electronic park brake with Safe Hold, which secures the vehicle if the driver opens the door and unlatches the seat belt while forward or reverse gears are still engaged.

Other standard and available features include electronic stability control, electronic roll mitigation, four-wheel anti-lock disc brakes, Park-Sense® rear backup sensors, ParkView® Rear Backup Camera, Blind-Spot Monitoring, Rear Crosspath Detection and LATCH child seat anchors. In addition, the all-new 200 is constructed with approximately 60 per cent advanced-technology steel, which contributes to a strong safety cage and robust crashworthiness.

World Class Manufacturing

World Class Manufacturing principles and an improved, upgraded assembly plant set the stage for a world-class vehicle – the all-new 2015 Chrysler 200 mid-size sedan.

The Chrysler Group LLC Sterling Heights (Mich.) Assembly Plant (SHAP), home of the all-new 2015 Chrysler 200, is the beneficiary of a \$1 billion (USD) investment including an all-new state-of-the-art paint shop and a new fully robotic body shop.

The all-new 1,000,000-square-foot body shop features fully robotic assembly for precise fit and finish. More than 1,000 new robots in the new body shop enable precisely crafted features, like laser-brazed roof and trunk deck lid joints and consistent fits on every car.

The all-new paint shop features state-of-the-art technologies that offer customers a beautiful palette of exterior colours from which to choose while reducing costs and the environmental impact of the paint operations. The 180-degree “rotisserie” rotating carriers ensure the best sealant coverage of all seams in the vehicle. Lasers check that the sealant is applied properly and in the right locations.

Fully robotic paint booths, enable world-class paint coverage for each and every vehicle.

SHAP utilizes a powder primer paint system for the 2015 Chrysler 200, which saves cost and reduces the impact to the environment by utilizing 97 per cent of all powder. This is achieved by recirculation of the powder. The all-new paint shop is a “clean” facility, rivaling clean lab environments with dust and contamination control for a better quality paint.

Attention to detail ensures consistent, high-quality paint for every 2015 Chrysler 200. New paint technologies enable tri-coat paints for a selection of beautiful exterior finishes.



The all-new 2015 Chrysler 200 competes in the mid-size sedan segment, one of the largest segments in North America, with more than 2 million sales annually.

The 2015 Chrysler 200 is available in four different models in North America and arrived in dealer showrooms the second quarter, 2014. Customers can choose from the 2015 Chrysler 200 LX model, Chrysler 200 Limited model, Chrysler 200S model and the premium Chrysler 200C.

The all-new 2015 Chrysler 200 sedan will offer consumers 10 different exterior colour choices from which to choose: Velvet Red Pearl Coat, Lunar White Pearl Tri-coat, Vivid Blue Pearl Coat, Crystal Blue Pearl Coat, Granite Crystal Metallic Clear Coat, Luxury Brown Pearl Coat, Billet Silver Metallic Clear Coat, Black Clear Coat, Bright White Clear Coat and Ceramic Blue Clear Coat.

The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan (U.S.A.).

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.



***FUEL ECONOMY**

Based on 2015 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.

EnerGuide fuel economy ratings for 2015 models will be calculated using the NEW (5-cycle) Government of Canada test method. This NEW test method will apply to all 2015 model-year vehicles.

For comparison purposes only, ratings for the 2015 Chrysler 200 with 2.4L Tigershark MultiAir I-4 using the NEW (5-cycle) and OLD (2-cycle) Government of Canada test methods would be:

NEW: 10.2 L/100 km (28 mpg) city, 6.4 L/100 km (44 mpg) highway
OLD: 8.9 L/100 km (32 mpg) city, 5.3 L/100 km (53 mpg) highway

For more information please visit the Government of Canada Web site: www.vehicles.nrcan.gc.ca