



2015 Chrysler 300 OVERVIEW

Chrysler Canada: New 2015 Chrysler 300; Return of the Strikingly Unique North American Sedan with World-Class Levels of Sophistication, Craftsmanship and Technology, Once Again Putting the Competition on Notice

- The new 2015 Chrysler 300 highlights six decades of ambitious North American ingenuity through iconic design proportions inspired by historic 1955 and 2005 models – world-class quality, materials and refinement, best-in-class V6 highway fuel economy, best-in-class all-wheel-drive fuel economy, and best-in-class AWD system
- New Chrysler 300 sedan’s iconic and unmistakable exterior proportions now feature a more sculptural and expressive style for 2015, with a bolder “face of Chrysler” front grille, signature LED lighting, unique finishes and new wheel designs
- New Chrysler 300C Platinum model features quilted Nappa leather, hand-sanded wood trim, ultra-premium Poltrona Frau leather-wrapped instrument panel and console, plus platinum-chrome exterior details and 20-inch wheels
- All-new interior design elements include a standard 7-inch reconfigurable in-cluster display centre and class-exclusive electronic rotary transmission shifter, Chrysler brand’s new three-spoke steering wheel with larger vehicle controls and available die-cast paddle shifters
- Class-exclusive TorqueFlite® eight-speed automatic transmission, now standard on every model, balances performance with fuel efficiency
 - Best-in-class V6 highway fuel economy
 - Best-in-class all-wheel-drive fuel economy
 - Delivers a 6 per cent fuel economy improvement, plus improved acceleration and refinement, when paired with the available 363 horsepower 5.7-litre HEMI® V8 engine with four-cylinder mode FuelSaver Multi-Displacement System (MDS) Technology



- New 2015 Chrysler 300 provides customers the most standard appointments in the nameplate's 60-year history, including the segment-unique TorqueFlite eight-speed automatic transmission, Uconnect® 8.4A multimedia centre with the segment's largest 8.4-inch touchscreen display, hands-free communication with Bluetooth® streaming audio, SiriusXM satellite radio with one-year subscription, 7-inch customizable in-cluster display centre, five-year/100,000 kilometre powertrain warranty coverage with roadside assistance and more – starting at \$37,395
- New 2015 Chrysler 300S model features unique blacked-out accents, large 20-inch Hyper Black finish wheels, athletically sculpted side sills, unique deck-lid spoiler and a higher output 3.6-litre Pentastar™ VVT V6 engine with 300 horsepower and 264 lb.-ft. of torque, plus Sport mode and paddle-shifting capabilities now as quick as 250 milliseconds
- New for 2015, the "Sport" button enables sport-tuned steering, throttle, engine and transmission calibration and rear-biased torque on AWD models for more dynamic handling
- New advanced technological solutions include electric power steering and aluminum axle housing to reduce energy demand, weight and parasitic friction
- More than 70 standard and available safety and security features, including new for 2015 Full-speed Forward Collision Warning with Active Braking, Adaptive Cruise Control with Full Stop, and Lane Departure Warning with Lane Keep Assist
- Production for the new 2015 Chrysler 300 sedan begins in the fourth quarter of 2014 at the Brampton (Ontario) Assembly Plant

With roots that reach back to the breakthrough 1955 and 2005 models, the new 2015 Chrysler 300 takes style and sophistication to new levels. Highlighting six decades of ambitious North American ingenuity through iconic design proportions and inspired materials, the new 2015 Chrysler 300 features world-class quality and craftsmanship, and best-in-class 7.7 L/100km (37 mpg) V6 highway fuel economy. Class-exclusive innovations — including a now-standard, state-of-the-art TorqueFlite® eight-speed automatic transmission, the segment's most advanced all-wheel-drive (AWD) system, the newest incarnations of the award-winning Uconnect® multimedia systems, and an all-new and segment-exclusive 7-inch customizable in-cluster display centre — innovations and technology that once again put the competition on notice.



"Our new 2015 Chrysler 300 builds on its 60-year legacy of delivering world-class performance, elegance, sophistication, technology and craftsmanship - a combination that can only be found in our big, bold and proudly North American rear-wheel drive sedan," said Al Gardner, President and CEO - Chrysler Brand. "Beyond its head-turning iconic proportions and even more commanding Chrysler front-end and grille, our new 300 is designed to reward hard-working individuals by delivering class-exclusive technologies, premium appointments and levels of quality of sedans costing thousands more."

Heritage-inspired styling combined with world-class execution make the new Chrysler 300 stand above the competition

Building on global success, the new 2015 Chrysler 300 sedan arrives in the Canadian market with unmistakable styling and world-class engineering, quality and technology designed to exceed expectations and rival luxury import competitors. With the Chrysler development team's determination to set the 300 apart from the competition, the brand's new sedan proudly delivers (based on Ward's Large Regular car segmentation):

- Best-in-class V6 highway fuel economy
- Best-in-class all-wheel-drive fuel economy
- Best-in-class passenger volume
- Best-in-class rear seat leg room
- Most technologically advanced vehicle in its class
- Most technologically advanced all-wheel-drive system in its class
- Class-exclusive front axle disconnect with active transfer case
- Most luxurious vehicle in its class (Chrysler 300C Platinum)
- Segment's largest touchscreen display
- Class-exclusive TorqueFlite eight-speed automatic transmission
 - Chrysler 300 is the only vehicle in the segment to offer V6 or V8 engine with a standard eight-speed automatic transmission
- Class-exclusive available illuminated dual heated and cooled cup holders
- Class-exclusive electronic rotary transmission shifter

Lifestyle driven models highlight the Chrysler 300 sedan's broad appeal

The 2015 lineup includes four well-appointed models, with all-wheel-drive now available across all trims when paired with the 3.6-litre Pentastar VVT V6 engine. Base prices are as follows (all prices exclude \$1,695 destination):



Canadian base MSRP:

	RWD	AWD
300 Touring	\$37,395	\$39,595
300S	\$40,095	\$42,295
300C	\$41,095	\$43,295
300C Platinum	\$43,095	\$45,295

Bold North American design that has broken the segment mould for six decades

Confident looks, expressive materials and world-class execution make the new 2015 Chrysler 300 stand above the competition.

A redesigned fascia features a sculptured surface, a taller more prominent grille with a unique dimensional texture and chrome grille surround. The grille contains the Chrysler wing badge, which appears to float within the dramatic grille texture and highlights the new “face of Chrysler.” Nestled below the upper grille is an elegantly drawn chrome Mobius strip, which outlines the lower grille opening and extends outward, surrounding the new, optional LED fog lamps. Details that reinforce the Chrysler brand’s new design direction and provides the Chrysler 300 with elegant and distinct visual presence.

Bi-functional projector beam headlamps are available with adaptive forward lighting (AFL) to better illuminate road curves ahead, while integrated LED-illuminated daytime running lamps (DRL) form a “C” shape for unmistakable brand identity. New available LED fog lamps provide consistent white illumination at the front.

From the side, unmistakably strong, yet subtly executed shoulder lines pay homage to the Chrysler 300 design heritage and define the correlation between front and rear wheel arches. A high beltline stays true to the Chrysler 300 sedan’s signature proportion, while its elegantly tailored chrome side window surrounds and available chrome mirrors hint at the luxurious interior within. Six new wheel designs, ranging from 432 mm (17 inches) to wider and wheel-well-filling 20 inches, provide the new 2015 Chrysler 300 with a planted, road-holding look.

Finishing the new Chrysler 300 sedan’s powerful rear stance is a re-sculpted LED taillamp with an illuminated halo, providing a unique signature appearance. A restyled rear fascia features a fluid surface and with a tailored chrome fascia trim accent. Below, a new lower valance in black provides



visual width and lightens the appearance of the sedan. Last, a pair of elegantly drawn, polished exhaust tips are complete the new Chrysler 300's exterior.

An interior wrapped in with world-class materials, craftsmanship and technology

Inside the new 2015 Chrysler 300 passengers will be immersed in a sophisticated blend of hand-sculpted fluid shapes, high-quality and innovative material choices inspired by American cities, precision craftsmanship, state-of-the-art technology and thoughtful, clever features. When designing the new 2015 Chrysler 300, the team incorporated unique design elements and utilized authentic materials to create an interior identity that is comfortable yet beautiful.

La Jolla, California – Indigo / Linen

- As the pinnacle of the Chrysler brand's lineup, the new 300C Platinum offers an all-new and exclusive two-tone Indigo/Linen interior inspired by La Jolla's ocean views lined by sandy expanses and unexpected coves. This interior environment features segment-exclusive use of quilted and perforated Nappa leather on front and rear seats. Highlighting the world-class level of craftsmanship and comfort are premium Nappa leather door panels with exclusive quilted inserts. Once limited to exotic sedans priced tens of thousands more, ultra high-end Foligno leather from Italian leather expert, Poltrona Frau, wraps the instrument panel and sides of the centre console and is finished with French accent stitching. A two-tone Indigo/Linen leather-wrapped steering wheel is hand-stitched together and includes die-cast paddle shifters and a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected and hand-sanded natural pore wood stained in a matte-Mocha finish for greater beauty
- Model: Chrysler 300C Platinum

Manhattan, New York – Black

- The high-fashion and rock-'n'-roll edge of Fifth Avenue in New York City was the inspiration for the Black leather interiors available in every Chrysler 300 model. Bright Chrome and Satin Chrome accents highlight the Black leather environment. Model specific use of hydrographic and stitching accents include Charcoal Metallic and black stitching (300 Touring) and Matte Carbon and Silver stitching (300S), while real Black Olive Ash Burl wood and bronze stitching is standard on 300C models. For a bespoke look, specially selected and hand-sanded natural pore wood is stained in a matte-Mocha finish and paired with Black accent stitching
- Models: Chrysler 300 Touring, 300S, 300C and 300C Platinum



Detroit, Michigan – Black / Ambassador Blue

- The tenacious, “never-say-die” spirit of Detroit was the inspiration for the 300S model's exclusive Black with Ambassador Blue Nappa leather interior with industrious Silver accent stitching. For added detail, the centre console armrest and door armrests are colour matched to this model's unique sport seats and feature French seamed stitching in silver. Exclusive use of Piano Black accents on the centre stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Matte Carbon hydrographic accents and die-cast paddle shifters are also included
- Model: Chrysler 300S

Sausalito, California – Black / Linen

- A city that projects "oneness" with its environment – Sausalito, California was the muse for the two-tone Linen and Black interior. Inside a peaceful Zen is represented by these colour choices. Bright Chrome and Satin Chrome accents highlight the environment while Charcoal Metallic hydrographic accents with black stitching and Black Olive Ash Burl wood with bronze stitching accents provide 300 Touring and 300C models with a high level of craftsmanship
- Models: Chrysler 300 Touring and 300C

All-new interior design elements for the new 2015 Chrysler 300 include a standard 7-inch full-colour reconfigurable in-cluster display centre, class-exclusive electronic rotary transmission shifter, Chrysler brand's new three-spoke steering wheel with larger vehicle controls and available die-cast paddle shifters. In addition, the newest Uconnect systems have been added with the segment's largest 8.4-inch touchscreen display.

Class-exclusive TorqueFlite eight-speed automatic transmission balances performance with segment-leading 7.7 L/100km (37 mpg) highway

Once limited to sedans costing twice as much, the new 2015 Chrysler 300 now offers the innovative TorqueFlite eight-speed automatic transmission standard on every model.

New for 2015 the Chrysler 300S, 300C and 300C Platinum models with 5.7-litre HEMI V8 engine is the standard state-of-the-art TorqueFlite eight-speed automatic transmission. This transmission provides world-class shift quality, refinement, fuel efficiency and Sport mode. Paired with the legendary HEMI, this combination delivers 363 horsepower, 394 lb.-ft. of torque, 0-100 kilometres per hour (km/h) in less than 6 seconds and class-leading performance.



New 2015 Chrysler 300 rear-wheel drive (RWD) or AWD models with the 292 horsepower (300 horsepower on 300S model) 3.6-litre Pentastar VVT V6 engine continue to use the TorqueFlite eight-speed transmission standard, offering best-in-class V6 highway fuel economy of 7.7 L/100km (37 mpg).

New Chrysler 300S model delivers more performance and athletic style

For 2015, the Chrysler 300S model is more capable, and driver-focused than ever.

Instantly transforming the new Chrysler 300S model's performance and personality is a revised Sport mode. By engaging Sport mode, drivers can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, adjust Electronic Stability Control (ESC) settings and firm up the steering feel of the new standard electric power steering (EPS) system. For even greater V6 performance, the Chrysler 300S model increases the standard 3.6-litre Pentastar VVT V6 engine's output to 300 horsepower and 264 lb.-ft. of torque, and a unique sport-tuned dual exhaust system with a more distinctive sound. To make sure the added power and precision connects the driver to the road, the 2015 Chrysler 300S chassis features a new sport-tuned suspension with increased damping compared.

Outside, the new Chrysler 300S trades chrome exterior accents for unique blacked-out and body-colour design details, and all-new Hyper Black finished 20-inch aluminum wheels (19-inch with AWD).

And for drivers who want more performance and attitude, the new 2015 Chrysler 300S can be equipped with a 363 horsepower 5.7-litre HEMI V8 engine, new eight-speed transmission with steering wheel-mounted paddle shifters, Sport mode, and all-new uniquely sculpted side sills and deck-lid spoiler.

Most technologically advanced vehicle in its class thanks to an array of easy-to-use, state-of-the-art advanced technology features

From its updated award-winning Uconnect multimedia systems, to the availability of advanced functionality including voice texting, Bluetooth® streaming audio, 3-D navigation and premium BeatsAudio™ and harman/kardon® audio systems, the 2015 Chrysler 300 delivers an abundance of high-tech features for a luxurious driving experience.

The available navigation system accommodates one-step voice-controlled destination entry and enhanced 3-D navigation map graphics, making it simple for drivers to recognize where they are and where they need to go.

The Chrysler 300 also offers three premium audio systems designed to immerse passengers in the ultimate audio experience, including the segment-exclusive high-definition BeatsAudio™ system and



premium harman/kardon audio system with 18-speakers, including an 8-inch subwoofer and 900-watt amplifier.

New 2015 Chrysler 300 offers more than 70 safety and security features; leverages state-of-the-art driver-assist features

Building on its 2014 MY “Top Safety Pick” credentials from the Insurance Institute for Highway Safety (IIHS), the Chrysler 300 offers more than 70 safety and security features, including many that are new for 2015. New available features for the model year include Full-speed Forward Collision Warning with Active Braking, which provides autonomous braking and, under certain circumstances, slows or brings the vehicle to a full stop when frontal collision appears imminent.

Adaptive Cruise Control with Full Stop helps maintain distance from the vehicle ahead and, under certain traffic conditions, the system can bring the new 2015 Chrysler 300 to full stop without driver intervention. New Lane Departure Warning with Lane Keep Assist introduces subtle steering-wheel input to alert the driver of inadvertent lane departure and assist with corrective action.

The vehicle’s standard Keyless Enter ‘n Go activates interior lighting and enables passive cabin entry and trunk access through the driver’s personalized key fob. The new Chrysler 300 also includes a standard ultrasonic security system with an anti-tilt feature, which sounds an alarm if the vehicle is towed or raised on a jack.

Enthusiast-inspired rear-wheel drive architecture with advanced technological solutions

The chassis of the all-new 2015 Chrysler 300 is designed, engineered and fine-tuned to deliver world-class performance and efficiencies, thanks to its advanced technological solutions, which include:

- **Electric power steering (EPS)**
 - New standard EPS system provides added efficiency, added driving ease in low-speed situations and when parking, and tuned for added responsiveness during spirited driving
- **All-new, lighter weight axles for RWD and AWD**
 - All-new cast-aluminum axle housings provide weight savings and help to reduce parasitic friction
- **Sport mode (Included on 300S, 300C with V8 and 300C Platinum models)**
 - Enthusiast-desired Sport mode instantly transforms the sedan’s performance and personality by:



- “S” gear selector enables sport engine and transmission calibration, more responsive accelerator pedal calibration and activates paddle-shift mode
- “Sport” button enables sport-tuned steering calibration and temporary paddle-shift mode, in addition to sport engine and transmission calibration, and increased responsiveness of the accelerator pedal calibration. Chrysler 300S AWD and 300C Platinum AWD models benefit even more as Sport mode turns AWD “on” (if off) and enables rear-biased torque for improved dynamics
- Both “S” gear and “Sport” button provide blistering-quick gear changes, reducing shift times by 37 per cent (250 milliseconds versus 400 milliseconds) and can hold the desired gear without unexpected shifts, including at the redline

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.

