

## 2016 Chrysler 300 OVERVIEW

### **FCA Canada: 2016 Chrysler 300 - North America's Big and Bold Sedan Proudly Delivers World-class Levels of Sophistication, Craftsmanship and Technology**

**2016 Chrysler 300 highlights more than 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, plus segment-exclusive innovations**

- **New 2016 Chrysler 300 90<sup>th</sup> Anniversary Edition delivers even more value to the 300 Touring model with standard Nappa leather-faced seating, Uconnect<sup>®</sup> 8.4 NAV, plus dual-pane panoramic sunroof and unique commemorative appointments**
- **For a 360-degree safety perspective, the SafetyTec 2 Group includes Forward Collision Warning with Active Braking, Adaptive Cruise Control with Stop, Lane Departure Warning with Lane Keep Assist, Advanced Brake Assist and more**
- **New performance-tuned suspension with increased spring rates, performance-tuned steering and bushings and larger sway bars (with V8 engine) now available on Chrysler 300S**
- **Improved on-road handling with touring-tuned suspension now standard on 2016 Chrysler 300 Touring**
- **For 2016, Black Forest Green Pearl will be available on Chrysler 300 Touring, 300C and 300C Platinum models**
- **Chrysler 300 Touring is well appointed with its 3.6-litre Pentastar<sup>™</sup> VVT V6 engine and TorqueFlite<sup>®</sup> eight-speed transmission, Uconnect 8.4 with hands-free communication and the segment's largest 8.4-inch touchscreen, SiriusXM satellite radio with one-year subscription, 7-inch full-colour customizable in-cluster display centre, 5 year/100,000 km warranty coverage with roadside assistance and more**
- **For a youthful and athletic appearance, the Chrysler 300S features unique blacked-out accents, large 20-inch Hyper Black finish wheels, a higher output Pentastar V6 engine with 300 horsepower (hp) and 264 lb.-ft. of torque, sculpted side sills and unique deck-lid spoiler (on V8 models) plus Sport mode and paddle-shifting capabilities, now as quick as 250 milliseconds**

- **As the pinnacle of the Chrysler lineup, the 300C Platinum features quilted Nappa leather, hand-sanded wood, platinum-chrome exterior details, 900-watt 19-speaker harman/kardon® audio system, adaptive high-intensity discharge (HID) headlamps and 20-inch polished aluminum wheels – all at an attainable value**
- **Class-exclusive TorqueFlite eight-speed automatic transmission is standard on every model, balancing performance with segment-leading 7.7 L/100 km (37 mpg) highway fuel efficiency**
  - **Best-in-class V6 highway fuel economy with 3.6-litre Pentastar engine**
  - **Best-in-class all-wheel drive fuel economy**
  - **Best-in-class V6 and V8 driving range**
  - **Unsurpassed V6 combined fuel economy**

Celebrating 90 years of North American ingenuity, the Brampton (Ont.)-built 2016 Chrysler 300 lineup delivers on the brand's promise of style, sophistication, world-class quality and technology – all at an attainable value. Through iconic design proportions with inspired materials; class-exclusive innovations, including a state-of-the-art TorqueFlite® eight-speed transmission delivering a best-in-class 7.7 L/100 km (37 mpg) highway fuel economy standard on every model; plus the availability of the segment's most advanced all-wheel drive (AWD) system and award-winning Uconnect® systems, the Chrysler 300 is proud to be North America's big and bold sedan.

### **New for 2016: Chrysler 300 90th Anniversary Edition**

With roots that date back to 1925, the Chrysler brand is proud to celebrate its anniversary with the Chrysler 300 90th Anniversary Edition. And like the founding father's mission to deliver style, sophistication, quality and engineering excellence – all at an attainable value – the Chrysler 300 90th Anniversary Edition builds on the 300 Touring model's long list of standard features. This limited-edition sedan adds the innovative Uconnect 8.4 NAV with the segment's largest 8.4-inch touchscreen display and 3D GPS navigation, Nappa leather-faced seating, an expansive dual-pane panoramic sunroof and unique 18-inch polished aluminum wheels. The package also includes LED fog lamps, a remote start system and universal garage door opener. And to make sure this Chrysler 300 is unique, commemorative 90<sup>th</sup> Anniversary Edition appointments include a startup splash screen logo and premium floor mats with an embroidered logo.

### **Bold American design that has led the segment for more than six decades**

Confident looks, expressive materials and world-class execution make the 2016 Chrysler 300 stand apart from the competition.

At the front, a sculptured surface fascia proudly accommodates Chrysler 300's prominent grille with 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 optional LED fog lamps. This detail reinforces the Chrysler brand's design direction and provides the Chrysler 300 with even more visual presence. Bi-functional Xenon high-intensity discharge (HID) headlamps are available with adaptive forward lighting (AFL) and automatic levelling to better illuminate road curves ahead, while integrated LED-illuminated daytime running lamps (DRL) form a "C" shape for unmistakable brand identity.

From the side, unmistakably strong, yet subtly executed shoulder lines pay homage to the Chrysler 300 series 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. Eight wheel designs, ranging from 17 inches to 20 inches, provide Chrysler 300 with a road-holding look.

Chrysler 300 sedan's powerful rear stance includes a sculpted LED tail lamp with an illuminated signature halo. Like the front, the rear fascia features a fluid surface and a tailored chrome fascia trim accent. A lower valance in black provides the sedan with visual width and lightens the appearance. Last, a pair of elegantly drawn, polished exhaust tips is placed to give the Chrysler 300 an upscale athletic appearance. These key design elements provide a visual Chrysler brand tie, while keeping each model's unique personality.

### **Two-time *Ward's 10-Best Interior Winner*: Decidedly North American style with world-class materials, craftsmanship and technology**

Inside the 2016 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 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 300C Platinum offers exclusive two-tone Indigo/Linen interior inspired by La Jolla's ocean views lined by sandy expanses and unexpected coves. This sedan's interior environment features quilted and perforated Nappa leather on front and rear seats. Highlighting this sedan's world-class level of craftsmanship and comfort are premium Nappa leather door panels with exclusive quilted inserts. 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 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.

- Once limited to exotic sedans priced tens of thousands of dollars more, the Leather Interior Package upgrades the 300C Platinum model's interior further with ultra high-end Foligno leather from Italian leather expert, Poltrona Frau, wrapping the instrument panel and sides of the centre console and finished with French accent stitching.
- 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 with 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 on interior 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

Interior design elements for the Chrysler 300 include a standard 7-inch full-colour customizable in-cluster display centre and class-exclusive electronic rotary transmission shifter, plus Chrysler brand's signature three-spoke steering wheel with larger vehicle controls and available die-cast paddle shifters. In addition, the latest 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/100 km (37 mpg) highway fuel efficiency rating**

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

Chrysler 300S, 300C and 300C Platinum models with the 5.7-litre HEMI® V8 benefit from the standard state-of-the-art TorqueFlite eight-speed automatic transmission with world-class shift quality, refinement, fuel efficiency and Sport mode with clutchless manual shifting using the steering wheel-mounted paddle shifters. This potent powertrain combination delivers 363 hp, 394 lb.-ft. of torque, class-leading performance with acceleration from 0 to 100 km/h in less than 6 seconds, while delivering an impressive 9.3 L/100 km (30 mpg) highway fuel economy rating.

Chrysler 300 rear-wheel drive (RWD) or AWD models with the 292 hp (300 hp on 300S model) 3.6-litre Pentastar™ VVT V6 engine are also paired with the TorqueFlite eight-speed transmission standard, offering class-leading fuel efficiency:

- Best-in-class V6 highway fuel economy up to 7.7 L/100 km (37 mpg) (based on 2015 EnerGuide fuel consumption ratings)
- Best-in-class all-wheel drive fuel economy up to 12.8 L/100 km (22 mpg) city and 8.6 L/100 km (33 mpg) highway
- Best-in-class V6 driving range of up to 909 km
- Unsurpassed V6 combined fuel economy up to 10.3 L/100 km (27 mpg)

### **Chrysler 300S: more performance, athletically styled**

The Chrysler 300S model is more dynamically capable, athletically styled and driver focused than ever.

Sport mode instantly transforms the Chrysler 300S model's performance and personality. By engaging Sport mode, drivers can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, plus firm up the steering feel of the electric power steering (EPS) system. For even greater V6 performance, the Chrysler 300S model increases the standard 3.6-

litre Pentastar V6 engine's output to 300 hp and 264 lb.-ft. of torque, plus adds 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 Chrysler 300S model's chassis features a sport-tuned suspension with increased damping. For drivers who want more handling capability, a new performance-tuned suspension with increased spring rates, performance-tuned steering and bushings and larger sway bars (with V8 engine) is now available on rear-wheel drive 2016 Chrysler 300S models.

Outside, the Chrysler 300S trades chrome exterior accents for unique blacked-out and body-colour design details, and Hyper Black finished 20-inch aluminum wheels (19-inch with AWD). And for drivers who want even more performance and attitude, the Chrysler 300S can be had with a 363 hp 5.7-litre HEMI V8 engine, eight-speed paddle-shifting transmission with Sport mode, and 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 systems with the availability of advanced functionality including voice texting, Bluetooth® streaming audio, 3D navigation and segment-exclusive premium BeatsAudio® and harman/kardon audio systems, the Chrysler 300 delivers a slew of high-tech features for a luxurious driving experience at a high value.

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

The Chrysler 300 also offers two 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, 8-inch subwoofer and 900-watt amplifier. New for 2016, the harman/kardon system is now standard on Chrysler 300C Platinum models.

**Chrysler 300 offers more than 70 standard and available safety and security features; leverages state-of-the-art driver-assist features**

In addition to building on its "Top Safety Pick" credentials from the Insurance Institute for Highway Safety (IIHS), the Chrysler 300 offers more than 70 standard and available safety and security features, including 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 Stop helps maintain a safe, driver-selectable distance from the vehicle ahead and, under certain traffic conditions, the system can bring the Chrysler 300 to full stop without driver intervention. Lane Departure Warning with Lane Keep Assist introduces subtle steering-wheel input to alert the driver of inadvertent lane departure and can 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 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 2016 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)**
  - Standard EPS system provides added efficiency, added driving ease in low-speed situations and when parking, and tuned for added responsiveness during spirited driving
- **Lightweight axle housings for RWD and AWD**
  - 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 permanent 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

## Manufacturing

The 2016 Chrysler 300 is built at the FCA US LLC Brampton Assembly Plant in Ontario.

## About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

