

Contact: General Media Inquiries  
Rick Deneau

## **All-new 2011 Chrysler 300 Series Flagships Redefine the American Luxury Sedan Once Again**

December 19, 2010, Auburn Hills, Mich. - With its iconic rear-wheel drive proportions, elegantly sculptured bodyside, world-class craftsmanship and refinement, the all-new 2011 Chrysler 300 series proudly delivers the distinction, innovation and premium large sedan features at a legendary value, while setting a new course for the American brand.

With more than 55 years of elegant proportions and head-turning style, the all-new 2011 Chrysler 300 delivers contemporary styling with design details unexpected in the segment. At the front, an all-new grille features seven deeply sculpted horizontal blades that express precision. The liquid-chrome finish of the blades and the new Chrysler wing badge provide a unique contrast against the beautifully drawn bright chrome grille surround. Illuminating the road ahead are signature "key slot" headlamps with a scalloped lower edge. Inside, bi-functional projector headlamps are nestled next to LED-illuminated daytime running lamps, which together form a "C" shape for unmistakable on-road presence.

The profile of the all-new Chrysler 300 features the distinctive proportions of its predecessor with added design refinement for a more tailored appearance. Dramatic front-fender forms rise above the sculpted hood and are echoed by rear-quarter forms which rise above the deck lid and travel down the vertical taillamps for an unmistakably bold signature silhouette. For improved aerodynamics and visibility, the all-new Chrysler luxury flagship's windshield has been raked back 3 inches, while rolled-framed doors with thinner pillars improve outward visibility by 15 percent. To take in the sky above, a new dual-pane panoramic sunroof provides Chrysler 300 passengers with twice the outward visibility of a standard sunroof. For a more contemporary appearance, the 2011 Chrysler 300 features a clean bodyside with a distinct windswept A-line that emphasizes the sedan's long wheelbase and spacious cabin. Delivering a touch of world-class sophistication, the all-new Chrysler 300 is highlighted by chrome daylight openings, chrome front- and rear-fascia accents and available 20-inch polished-aluminum wheels.

Elevating the all-new Chrysler 300's presence from the rear, the deck lid now incorporates a lip spoiler while the new Chrysler wing badge is proudly centered below. Jeweled-like rear taillamps feature harmonious LED illumination, while signature "light pipes" illuminate for an alluring nighttime appearance. Straddling the vertical lamps, Chrysler 300's rear fascia integrates a chrome appliqué that seamlessly connects the taillamp elements while emphasizing the road-holding stature of the flagship sedan. Standard fascia-mounted 3.5-inch oval dual exhaust tips complete the sedan's appearance.

Combining world-class accommodations with American style, the all-new Chrysler 300's interior delivers expressive style, authentic materials, passenger comfort features and precise fit and finish. Substantial interior upgrades on the all-new Chrysler 300 consist of soft touch materials, premium interior trim, available heated and ventilated Nappa leather seats, and real wood appliques on the instrument panel, doors, center console and steering wheel.

Designed to exude a luxurious environment, the 2011 Chrysler 300 sedans feature cast-skin instrument and door panels with three-dimensional dual gloss graining for a premium appearance and suppleness. Bright chrome contrasted with liquid chrome accents give the Chrysler flagship sedan the appearance of milled aluminum. For added detail, a new instrument cluster features two large gauge faces with sapphire blue illumination and chrome ring accents. Providing a premium and contemporary environment is an all-new sapphire blue LED-illuminated ambient interior lighting.

With its massive 8.4-inch Uconnect<sup>®</sup> Touch infotainment center, the all-new Chrysler 300 sedans feature the segment's largest standard touchscreen display, integrating world-class infotainment and convenience technologies to keep passengers connected, comfortable and secure. From touchscreen navigation to dual-zone climate controls, to the ability to check fuel prices and personalize convenience features, Uconnect Touch makes life in the all-new

Chrysler flagship sedan an excellent experience for the driver and passengers.

Built at the Brampton Assembly Plant in Brampton, Ont. (Canada), the 2011 Chrysler 300 arrives in showrooms in the first quarter of 2011.

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