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New 2016 Chrysler 200S and 300S Alloy Editions Highlight Avant-garde Style Through Industrious Material and Finish Selections

- With unique Dark Bronze and Titanium finishes, the new 200S and 300S Alloy Editions showcase Chrysler brand's leadership in color and material design
- Based on the blacked-out Chrysler 200S and 300S models, the Alloy Edition packages deliver an even bolder appearance with the natural brilliance and contrast of Dark Bronze
- Matching their athletic styling, both 200S and 300S Alloy Edition packages feature sport-tuned suspensions for driving enjoyment and offer advanced all-wheel-drive (AWD) systems with Sport mode for added all-weather traction and handling
- Debuting at the 2016 Chicago Auto Show, the Chrysler 200S and 300S with Alloy Edition packages will be available this spring at dealerships nationwide with a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$995 and \$495, respectively

February 4, 2016, Auburn Hills, Mich. - Adding to the 2016 Chrysler 200S and 300S models' athletic styling, segment-exclusive technologies and driver-focused appointments, the new 200S and 300S Alloy Editions further the Chrysler brand's color and material leadership and Detroit-born style with trendsetting finishes that include Dark Bronze and Titanium.

"Chrysler brand embodies Detroit style, and our new 200S and 300S Alloy Editions are a perfect meld of our engineering innovation and craftsmanship, forged with cutting-edge colors and materials inspired by the Motor City's ingenuity and creativity," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

Debuting at the 2016 Chicago Auto Show and arriving at Chrysler dealerships nationwide this spring, the new 200S and 300S equipped with the Alloy Edition package have a starting U.S. MSRP of \$26,685 and \$35,965, respectively (each excluding \$995 destination).

Chrysler brand: a leader of Detroit-born style and industrial material finishes

The Chrysler brand continues to build on expressive and industrious exterior and interior selections by integrating colors and materials that were inspired outside of the automotive industry, including fashion, architecture and technology, often in the brand's backyard – the Motor City.

"Inspired by our local artisans who continue to push design and ingenuity in new directions, the new 200S and 300S Alloy Editions highlight the latest in style through unique bronze and titanium finishes that exude a natural warmth, energy and commanding brilliance – while contrasting the S models' athletic styling and blacked-out details," said Brandon Faurete, Head of Chrysler Brand Design.

The new 200S and 300S Alloy Editions with unique Dark Bronze finishes add to Chrysler brand's trendsetting exterior and interior design approach that has included such finishes as Bright Chrome, Gloss Black, Satin Chrome, Black Chrome, Piano Black, Carbon Fiber, Liquid Chrome, Hyper Black, Charcoal Black Metallic, Pewter Metallic, Diesel Gray, Satin Titanium, Titanium and Platinum Chrome.

Chrysler 200S Alloy Edition

With blacked-out details accenting clean lines and expressive surfaces, the 2016 Chrysler 200S is an athletically striking mid-size sedan with coupe-like proportions and windswept details that give it a timeless look. Taking this Chrysler brand styling further is the new 200S Alloy Edition with a blend of industrial inspired colors and materials.

The 200's "face of Chrysler," a unified look that integrates the grille and headlamps with a Mobius strip-inspired design enhanced by a dynamic grille texture for a unique 3-D effect, is amplified with Dark Bronze paint on the Mobius strip upper and lower grille surrounds. For a more athletic look, the 200S Alloy Edition pairs its Gloss Black accents and daylight opening (DLO) moldings with larger 19-inch Dark Bronze aluminum wheels for an industrial look, while highlighting its sport-tuned suspension. A Dark Bronze "200S" badge on the rear decklid is unique to the Alloy Edition model, while the Titanium touches on the Chrysler wing badge and dual exhaust tips further differentiate the 200S Alloy Edition.

The 2016 Chrysler 200S Alloy Edition will be available in five exterior body colors that amplify the Dark Bronze, Titanium and Black Gloss finishes. Available colors include Gloss Black Clear Coat, Black Forest Green Pearl Coat, Redline Tri-coat Pearl, Granite Crystal Metallic Clear Coat and Bright White Clear Coat.

Chrysler interior designers added just the right touches to carry the trendsetting color and material theme to the interior. The Chrysler 200S Alloy Edition offers the choice of a Black cloth with leather trim, or Black leather seating, each with unique Caramel accent stitching on the seats, center arm rest and door trim panels. A Black and Caramel stitching "S" embroidered on the front sport-contoured seats provides added detail. For an upscale appearance, Piano Black is contrasted with Titanium-finished accents on the door trim panels, center console, outboard air vents and Chrysler wing badge steering wheel.

More athletic styling with Mopar exterior package

For even more stand-out style, the new 2016 Chrysler 200S Alloy Edition can be optioned with the factory-installed Mopar exterior package that includes an aggressively sculpted front chin spoiler, taller side sills with rear side sill extensions and rear valance.

Chrysler 300S Alloy Edition

With confident looks, world-class execution and uniquely expressive materials, the 2016 Chrysler 300S Alloy Edition builds on the 300S model's high-level of standard equipment and delivers the latest Detroit-born style.

At the front, Chrysler 300S Alloy Edition's prominent grille is finished in Dark Bronze, while the Gloss Black dimensional textured grille is fitted with a Titanium-finished Chrysler wing badge. Gloss Black headlamps and body color mirror caps provide a discrete and athletic appearance. Nestled below the commanding grille is an elegantly drawn Mobius strip in Dark Bronze, which outlines the lower grille opening and extends outward, surrounding the LED fog lamps. The Chrysler 300 sedan's signature proportions take on an even more contemporary aesthetic as a Gloss Black DLO moldings are now paired with Dark Bronze painted 20-inch aluminum wheels (19-inch with AWD) for a road holding look. Chrysler 300S Alloy Edition's powerful rear stance includes a Titanium-plated Chrysler wing badge and Dark Bronze-finished "300S" badge. In addition, a pair of elegantly drawn, Titanium-plated exhaust tips give this Chrysler 300S an upscale, athletic appearance. Completing the contemporary look are LED tail lamps with a Gloss Black accent and a body color rear fascia accent trim.

The 2016 Chrysler 300S Alloy Edition will be available in five exterior body colors that amplify the Dark Bronze, Titanium and Black Gloss finishes. Available colors include Gloss Black Clear Coat, Black Forest Green Pearl Coat, Redline Tri-coat Pearl, Granite Crystal Metallic Clear Coat and Bright White Clear Coat.

When designing the Chrysler 300S Alloy Edition, the team incorporated unique design elements and authentic materials. Exclusive Black Nappa leather with Caramel accent stitching is found on the sport-contoured heated front seats, rear seats, instrument cluster bezel, steering wheel and armrests. The exclusive use of Titanium paired with Piano Black on the interior center stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Completing the interior is a new instrument panel clock that exudes watch-like precision and craftsmanship, thanks to its dark-colored analog face and Piano Black bezel surround that ties in the industrious, yet discrete appearance.

Performance-tuned suspension, 363-horsepower HEMI® V-8 engine and aerodynamic styling available

For drivers who want more rear-wheel-drive handling capability, a new performance-tuned suspension with increased spring rates, performance-tuned steering and bushings, larger sway bars (with V-8 engine) and Goodyear Eagle F1 Three-season tires is available on the Chrysler 300S Alloy Edition models.

For customers who want more performance and style than the standard 300-horsepower 3.6-liter Pentastar V-6 engine paired to the state-of-the-art TorqueFlite eight-speed transmission with Sport mode and paddle shifters, the Chrysler 300S Alloy Edition can be had with a 363-horsepower 5.7-liter HEMI V-8 engine with four-cylinder mode Fuel Saver Technology and uniquely sculpted side sills and deck lid spoiler.

Innovative all-wheel-drive (AWD) systems

For customers who want the best of style and performance and even more all-weather traction, the new 2016 Chrysler 200S AWD Alloy Edition and 300S AWD Alloy Edition models each include an advanced AWD system that delivers traction to all four wheels when necessary, or thanks to its segment-exclusive technology, can electronically adjust back to two-wheel drive for maximum fuel efficiency.

Chrysler 200S AWD Alloy Edition upgrades the powertrain to a 3.6-liter Pentastar V-6 engine with 295 horsepower and 262 lb.-ft. of torque, and leads with the mid-size segment's first AWD system with automatic fully disconnecting rear axle.

The Chrysler 300S AWD Alloy Edition pairs the 300-horsepower 3.6-liter Pentastar V-6 engine with the state-of-the-art TorqueFlite eight-speed transmission and the segment's most innovative AWD system for up to 27 miles per gallon (mpg) on the highway.

About the Chrysler 200

Exquisite style meets exceptional performance in Chrysler 200. The 200 exceeds expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience. With highway fuel economy of 36 miles per gallon (mpg), 60 available safety and security features, an available, best-in-class all-wheel-drive system, easy-to-use, state-of-the-art technology and a starting U.S. MSRP of just \$21,995, the Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The Chrysler 200 is designed, engineered and built with pride in Michigan.

About the Chrysler 300

Celebrating 90 years of American ingenuity, the 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 31 mpg highway fuel economy standard on every model, plus the availability of the segment's most advanced all-wheel-drive system and award-winning Uconnect systems and services, the Chrysler 300 is proud to be America's big and bold sedan.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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