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New 2011 Chrysler 200 Sedan is an Exciting Alternative for Customers That Want Style and Substance, all at a Surprising Value

- The new Chrysler 200 sedan provides customers a beautifully-engineered mid-size sedan with an all-new, world-class interior, clean, sleek styling and an exhilarating driving experience
- Chrysler 200 appeals to discerning consumers who want style and substance, as well as value for their dollar
- An abundance of standard features and innovative technologies in an exquisitely-styled package set the Chrysler 200 apart in the crowded standard mid-size sedan segment

November 14, 2010, Auburn Hills, Mich. -

The new 2011 Chrysler 200 provides drivers a beautifully inspired sedan that doesn't compromise safety or practicality and offers the best value in its class. The Chrysler 200 competes in the standard mid-size sedan segment, the largest vehicle segment in the United States, with more than 1.6 million vehicles sold in the U.S. in 2009.

"The spirit of the Chrysler brand is to provide every owner of every Chrysler a vehicle that satisfies their dreams, while being fueled by ours," said Olivier Francois, CEO - Chrysler Brand, Chrysler Group LLC. "With an exquisite design, exceptional performance, technology that keeps drivers connected, and performance road handling characteristics, the new Chrysler 200 will fulfill their dreams."

The new 200 sedan will appeal to smart, active, consumers that expect substance and value. Technology is an everyday part of their busy lives, used to get them where they need to be, when they need to be there and to stay connected with family and friends. The 2011 Chrysler 200 delivers the perfect vehicle for the customer who wants a beautifully crafted sedan, an exhilarating driving performance and exceptional fuel economy, all without breaking the bank.

The Chrysler brand is experiencing a rejuvenation, and product is at the heart of it, replacing its full lineup with either all-new or significantly improved vehicles. The new Chrysler 200 sedan is leading the brand renaissance along with the new Chrysler Town & Country minivan, the all-new, next generation Chrysler 300 and the new Chrysler 200 Convertible.

The new 2011 Chrysler 200 sedan is available in four trim levels: Chrysler 200 LX, Chrysler 200 Touring, Chrysler 200 Limited and the Chrysler 200 S (late availability).

LX

LX customers want a safe, stylish yet economical sedan that offers a substantial array of standard safety and technology features. They want features that make the drive something to look forward to. The Chrysler 200 sedan is targeted at the value-conscious consumer and is powered by the proven 2.4-liter World Gas Engine mated to a four-speed transmission. Standard equipment includes: Instrument cluster with LED lighting and outside temperature display, premium cloth bucket seats, driver-seat lumbar and manual height adjuster, active head restraints, advanced multi-stage front air bags, front-seat side-mounted air bags, supplemental all-row side-curtain air bags, ambient LED lighting, illuminated front cupholders, air conditioning, security alarm, cabin air filtration, new soft-touch instrument panel with analog clock, remote keyless entry, SentryKey theft deterrent system, sliding front-center arm rest, tilt/telescoping steering column, Chrysler brand steering wheel with integrated controls, AM/FM/CD/MP3 radio, 4 speakers, 17-inch steel wheels with premium 225 mm tires, electronic stability control with traction control and Brake Assist, tire pressure monitoring, body-color power heated mirrors, body-color door handles, acoustic laminated windshield and side glass, bi-function halogen projector headlamps, LED positioning light pipe headlamps and LED taillamps.

Touring

The 200 Touring model sedan is loaded with abundant standard features including the standard features of the LX

plus: the proven 2.4-liter I-4 World Gas Engine mated to a new six-speed transmission, eight-way power driver seat, leather-wrapped steering wheel, automatic temperature control, sun visors with illuminated vanity mirrors, SIRIUS Satellite Radio, six speakers, tire pressure monitor display, Electronic Vehicle Information Center with trip computer and compass, universal garage door opener, automatic headlamps, driver's sunglasses holder, bi-function halogen projector with LED positioning light pipe headlamps, LED taillamps, trunk mat and 17-inch painted aluminum wheels with premium high-efficiency tires.

Limited

The 2011 Chrysler 200 Limited is well-equipped with the standard features of the Touring model as well as: leather heated seats, Media Center 430 touchscreen, 30 gigabyte HDD/CD/DVD/MP3 radio, Uconnect® handsfree phone, USB port for iPod®/MP3 connectivity, electrochromatic rear-view mirror with microphone, express up/down windows, new projector fog lamps, bright exterior mirrors and door handles, new 18-inch polished aluminum wheels, all-season premium touring tires and remote start.

S (Late Availability)

The Chrysler 200 S model embodies the vision of customers who believe driving is more than a way to get from point A to point B; it's about performance, style and driving enjoyment.

Uniquely designed and engineered with world-class precision and responsiveness, the 2011 Chrysler 200 S model is loaded with standard features a driving enthusiast appreciates and a distinct style all its own. Powered by the 3.6-liter Pentastar engine mated to the 62TE six-speed automatic transmission, the combination offers best-in-class V-6 horsepower and excellent highway fuel economy.

Unique exterior and interior design cues enable the Chrysler 200 S to stand out in the crowded mid-size sedan segment. The 200 S model features an exclusive exterior color palette (Black, Bright White, Deep Cherry Red Crystal or Bright Silver), body-color mirrors and door handles, dual bright exhaust tips, exclusive 18-inch tuner-inspired aluminum wheels with dark finish pockets, a unique color on the Chrysler brand winged badge and "S" exterior badges. The interior stands out with cool features including a black headliner, high-bolstered leather seats with distinctive Alcantara inserts, perforated leather steering wheel and Boston Acoustics speakers.

Available Equipment and Option Packages:

LX:

Engine block heater
Smoker's Group

Touring:

3.6-liter Pentastar V-6 engine mated to a six-speed transmission
Engine block heater
Cold Weather Group
Media Center 430 CD/DVD/HDD/MP3 Radio
Smoker's Group
Sunroof
Uconnect handsfree phone

Limited:

3.6-liter Pentastar V-6 engine mated to a six-speed transmission
Boston Acoustics Speaker System
Engine block heater
Heated premium cloth front seats
Media Center 730N CD/DVD/HDD/MP3/Navigation Radio (Late availability)
Smoker's Group
Sunroof

200 S:

Engine block heater

Heated premium cloth front seats
Media Center 730N CD/DVD/HDD/MP3/Navigation Radio
Smoker's Group
Sunroof

Packages:

Cold Weather Group

- Heated front seats
- Remote start

Media Center 430N CD/DVD/HDD/MP3/Navigation Radio

- 30-gigabyte hard drive with 4,250 song capacity
- 6.5-in. touchscreen display
- Audio jack input for mobile devices
- Garmin® navigation system

Media Center 730N CD/DVD/MP3/HDD/MP3/Navigation Radio

- 1-year SIRIUS Travel Link Service
- 1-year SIRIUS Real-time Traffic Service
- 30-gigabyte hard drive with 4,250 song capacity
- 6.5-in. touchscreen display
- Audio jack input for mobile devices
- Bluetooth® streaming audio
- GPS navigation
- Remote USB port
- Rear view auto dimming mirror
- Uconnect Voice Command with Bluetooth®

Smoker's Group

- Cigar lighter
- Removable ashtray

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