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New 2012 Chrysler 300: America's First Eight-speed Automatic Luxury Sedan Delivers Best-in-class (combined) Fuel Economy

- Chrysler Group LLC is the first domestic automaker to feature the state-of-the-art ZF
- eight-speed automatic transmission in its vehicles
- Best-in-class 31 highway miles per gallon (mpg) and best-in-class all-wheel-drive fuel economy with eight-speed automatic transmission and award-winning 292 horsepower, 3.6-liter aluminum Pentastar V-6 engine
- All-new Chrysler 300S, along with 300 and 300C Luxury Series models expand the Chrysler 300 letter series heritage with more personality and style
- World's first integration of Beats™ by Dr. Dre™ audio technology is now available in more Chrysler 300 models – delivering the high-definition sound experience the way the artist intended you to hear it
- New technology features – "Sport" shift mode, handsfree texting, SIRIUS Traffic and color Electronic Vehicle Information Center (EVIC) – are now available

August 31, 2011, Auburn Hills, Mich. - Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the new 2012 Chrysler 300 series sedans offer world-class technological innovation and quality – while delivering stylistic distinction and premium E-segment sedan features at a legendary value.

"The 2012 Chrysler 300 is built on the idea that luxury feels better earned – that those who worked hard to achieve their place in the world should demand as much as is demanded of them," said Saad Chehab, Head, Chrysler Brand — Chrysler Group LLC. "Without compromising the comfort, size or bravado you'd expect from the Motor City's luxury sedan, the 2012 Chrysler 300 gets best-in-class 31 highway mpg thanks to its all-new state-of-the-art eight-speed automatic transmission. And since this car represents luxury for those who've earned everything they've got, we made sure our Chrysler 300 AWD models deliver the segment's most advanced all-wheel-drive system for greater all-season traction, and best-in-class V-6 fuel economy."

Segment-first eight-speed automatic transmission

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF 8HP45 eight-speed automatic transmission expands the world-class power and fuel-efficiency of the 2012 Chrysler 300, 300 Limited, 300S (V-6) and 300 Luxury Series models and offers class-leading fuel efficiency with respect to:

- Best-in-class highway fuel economy (31 highway mpg)
- Best-in-class V-6 AWD fuel economy (18 city and 27 highway mpg)
- Best-in-class combined fuel economy (23 with RWD, 21 with AWD)
- Unsurpassed city fuel economy (19 city mpg RWD, 18 mpg AWD)
- Overall unsurpassed fuel economy in its class (19 city and 31 highway mpg with RWD

The addition of three more gear ratios in the proven ZF eight-speed automatic transmission design help to reduce the gaps normally associated with upshifting and downshifting. Combined with the award-winning 292 horsepower 3.6-liter Pentastar V-6 engine, passengers will experience world-class levels of refinement due to small, evenly spaced ratios that provide quicker acceleration and smoother shifts.

Quicker shifts are possible on the new Chrysler 300S V-6 and 300 Luxury Series models as a result of a "Sport" shift mode that requires simple driver input. When the driver chooses to let the transmission shift in "Sport" mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. For even more control, the driver can also use a pair of die-cast steering-wheel mounted paddle controls and view gear selection through an all-new full-color EVIC centered in the instrument cluster.

Delivering up to a 17 percent fuel economy improvement compared with the previous generation six-cylinder Chrysler 300 AWD models, the new 2012 Chrysler 300 Limited, 300S (V-6) and 300 Luxury Series AWD models combine the new eight-speed automatic transmission, fuel-efficient 3.6-liter Pentastar V-6 engine and the segment's most advanced AWD system for maximum all-weather traction and efficiency.

Chrysler 300's AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies. Chrysler 300's innovative AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

New touring-tuned AWD suspension
With the introduction of AWD on the new Pentastar V-6 powered 2012 Chrysler 300 models, Chrysler engineers took the second-generation E-segment architecture further with the addition of new hydrobushings for even more world-class refinement.

Compared to the previous generation, new 2012 Chrysler 300 models with AWD features a 0.5 inch (13 mm) tighter tire-to-fender fitment, a 0.15 inch (4 mm) lowered overall ride height and larger 19-inch wheels with wider P235/55R19 All-Season performance tires.

Chrysler and Beats™ by Dr. Dre™ expand mobile audio experience on more Chrysler 300 models
Originally revealed on the all-new 2012 Chrysler 300S models, the industry-first partnership between Chrysler and Beats By Dr. Dre is now expanding the studio quality sound experience of Beats by Dr. Dre technology into more Chrysler 300 models.

The unique partnership between Chrysler and Beats By Dr. Dre brings the music studio to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it's made in the studio. Instead of the traditional approach to automotive sound, entrusting lab coat-adorned engineers as the arbiters of musical taste, Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team at Chrysler to design and tune the 10-speaker audio system.

Standard on 2012 Chrysler 300S models, and available on 2012 Chrysler 300 Limited, 300 Luxury Series, 300C and 300C Luxury Series models, the Beats by Dr. Dre audio technology includes a 522-watt 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound required in professional recording studios.

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers provide bass, while two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio. Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

Uconnect® Touch — the segment's largest touchscreen infotainment system — now adds handsfree texting and real-time SIRIUS Traffic
The new 2012 Chrysler 300 sedan's Uconnect Touch system has been upgraded for 2012, adding handsfree texting, voice commands for Garmin navigation, SIRIUS Traffic, and more iPod® control features to expand on the system's world-class infotainment, connectivity and convenience technologies.

For the Chrysler brand, safety is a priority and the upgraded Uconnect Touch 8.4 and 8.4N models with handsfree texting, keep passengers even more connected through voice commands. With a compatible Bluetooth phone, Uconnect Touch enables text-to-speech for incoming text messages, and provides the driver with 'canned' speech-to-text responses for outgoing messages.

With the segment's largest touchscreen display (8.4-inch), the easy to use Uconnect Touch 8.4N with integrated Garmin® navigation is even better with the addition of voice recognition and SIRIUS Traffic. With natural voice

commands, the Uconnect Touch 8.4N enables Chrysler 300 passengers to input street addresses and navigate to points of interest. And with the addition of SIRIUS Traffic, real-time traffic monitoring notifies the driver or enables the Garmin navigation to reroute due to congested throughways.

All-new 2012 Chrysler 300S Series
Adding an avant-garde appearance to the letter-series flagship sedans, the all-new Chrysler 300S V-6 and V-8 models take the American brand in a new direction with world-class ride and handling, discrete exterior styling elements, contemporary interior materials and state-of-the-art technology features.

With larger 20-inch polished-face aluminum wheels with black painted pockets, all-season performance tires, touring-tuned (performance-tuned with HEMI® V-8 engine) second-generation E-segment chassis architecture with 25 percent quicker steering and 20 percent heavier on-center feel than the entry-level 300 model, the all-new Chrysler 300S V-6 and V-8 models are engineered for driving enjoyment.

Hinting that this Chrysler sedan was born with attitude and street-cred – unique body-color fascia accents and mirrors, and black-accented headlamp bezels with matching sculpted horizontal grille blades in black chrome replace bright chrome to give the 2012 Chrysler 300S a low-key street presence.

The interior of Chrysler 300S models exude an athletic-luxury theme with 12-way power driver and passenger front seats with large-bolstered and heated monotone cloth sport seats surrounded by an interior environment in black. Exclusive use of Piano Black on interior center stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Completing the enthusiast-designed interior are matte carbon hydrographic finished accents, replacing traditional burl wood.

State-of-the-art Uconnect Touch 8.4 provides 2012 Chrysler 300S passengers with the segment's largest touchscreen display (8.4-inch) and next-generation mobile infotainment, connectivity and multimedia features. Uconnect Touch also controls the high-performance 10-speaker Beats Audio system with 522-watt 12-channel amplifier for high-definition sound.

- **Chrysler 300S V-6**

The 2012 Chrysler 300S V-6 model features the aluminum 3.6-liter Pentastar engine delivering 292 horsepower through an all-new segment-exclusive ZF eight-speed automatic transmission. For even more spirited driving with performance feel, the driver can utilize all-new steering-wheel mounted paddle shifters to manually select the desired gear.

When equipped with the optional Luxury Group, the Chrysler 300S V-6 includes premium Nappa leather sport seating in black or exclusive Radar Red, memory module that stores position of the driver seat, exterior mirror, steering wheel, pedal and radio for two drivers, heated rear seats, heated and leather-wrapped steering wheel, power tilt and telescoping steering column, power-adjustable pedals, power sunshade, vehicle security alarm, driver's side auto-dimming mirrors and auto-tilt in Reverse, heated/cooled cup holders, trunk mat, satin chrome lower door sills with "Chrysler" logo, and LED illuminated front footwells and front and rear map pockets.

- **Chrysler 300S V-8**

Packed with a 363 horsepower 5.7-liter HEMI V-8 engine including innovative Fuel Saver Technology, a five-speed automatic transmission with paddle shifters and Auto Stick, performance-tuned suspension and larger performance disc brakes, the 2012 Chrysler 300S V-8 delivers world-class power and refinement with enthusiast-tuned handling.

In addition to the features included on the Chrysler 300S V-6 with Luxury Group, the eight-cylinder 300S model adds 160-mph LED-illuminated instrument cluster, rain-sensing windshield wipers, Smartbeam headlamps, ParkView® rear back-up camera, and HomeLink universal transceiver.

- **Chrysler 300S V-6 and V-8 AWD models**

Providing additional all-season confidence, the Chrysler 300S V-6 and V-8 all-wheel-drive (AWD) models utilize 19-inch polished-face aluminum wheels with black painted pockets, P235/55R19 All-season performance tires and the segment-exclusive active transfer case and front-axle disconnect AWD system.

All-new 2012 Chrysler 300 and 300C Luxury Series models

Designed to be the most luxurious and fuel-efficient Chrysler flagship sedan ever, the 2012 Chrysler 300 Luxury Series combines ultra-premium leather – once limited to some of the most exotic Italian luxury cars – with world-class refinement and handling, state-of-the-art safety and connectivity features and eight-speed automatic transmission with Pentastar® V-6 engine for 31 best-in-class highway mpg.

The new 2012 Chrysler 300 Luxury Series expands the Chrysler flagship sedan lineup further with a fuel-efficient V-6 engine option, in addition to the previously announced Chrysler 300C Luxury Series sedan with its powerful 363 horsepower 5.7-liter HEMI® V-8 engine with Fuel Saver Technology.

Exclusive interior features found on the Chrysler 300 and 300C Luxury Series sedans include either Black or Mochachino Poltrona Frau® "Foligno" leather-wrapped instrument panel, cluster brow, center console side panels and upper front- and rear-door panels. Premium Nappa leather covers the door armrest, bolster and center console armrest. Black or two-tone Mochachino seats are wrapped exclusively in supple Nappa leather and include 12-way power-adjustable driver and front-passenger seats (including four-way power lumbar) with two-mode ventilation and two-mode heated seats for both front and rear passengers. Black or two-tone Mochachino leather-wrapped steering wheel — with all-new die-cast paddle shifters — features a unique chrome accent ring to highlight the segment-exclusive 360-degree heated rim. Completing the interior environment is specially selected Natural Pore Mocha wood trim featuring a matte finish to enhance the beauty of the real wood.

On the exterior, large 20-inch polished face (rear-wheel drive (RWD) only, 19-inch with all-wheel drive (AWD) and painted pocket aluminum wheels, provide the 2012 Chrysler 300 and 300C Luxury Series sedans with an even more planted and road-holding look. Platinum chrome fascia accents, exterior mirror caps and door handle accents provide an even more upscale look. Topping off the unique exterior is a platinum-chrome finished grille surround with platinum-chrome mesh grille for a truly distinctive appearance.

Premium amenities include the segment's largest touchscreen infotainment system (8.4-inch) Uconnect® Touch 8.4N with Garmin® navigation, SiriusXM Traffic and SiriusXM Travel Link, LED-illuminated instrument cluster with driver-selectable color EVIC, power tilt and telescoping steering column with memory, power-adjustable pedals with memory, power backlight sunshade, premium 18-ounce Berber floor mats satin chrome lower door sills with "Chrysler" logo, dual heated/cooled cup holders, ambient lit foot well lighting, LED illuminated interior door handles and front and rear map pockets, premium carpeted trunk mat, HomeLink universal transceiver and power exterior mirrors with memory, driver mirror auto-dimming and auto-tilt in Reverse.

Available in RWD or with the segment's most advanced AWD system, the 2012 Chrysler 300 and 300C Luxury Series models arrive at Chrysler dealerships in the first-quarter of 2012.

Chrysler 300 named 'Top Safety Pick' by Insurance Institute for Highway Safety
The new Chrysler 300 was named a Top Safety Picks by the Insurance Institute for Highway Safety (IIHS), achieving their highest rating.

IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The new Chrysler flagship received 'good' ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available electronic stability control (ESC) systems that significantly reduce crash risks. Chrysler 300 has standard ESC. Other standard safety features include, full-length side-curtain airbags, seat-mounted side thorax air bags, driver's knee bag, front-row reactive head restraints, Hill-start Assist, Rain Brake Support and Ready Alert Braking.

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