

## **Luxury and Fuel-efficiency Define New 'Imported from Detroit' TV Spot for the 2012 Chrysler 300**

- 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
- Campaign continues 'Imported from Detroit' message, filmed in and around Detroit and features local citizens

September 18, 2011, Auburn Hills, Mich. - The Chrysler brand is touting its new state-of-the-art eight-speed transmission and fuel-efficiency in its new television commercial for the 2012 Chrysler 300. The new commercial continues the "Imported from Detroit" message and is filmed throughout Detroit and its neighboring cities and is comprised of local residents. The new 60-second commercial titled, "If You're Gonna," began airing on Friday, Sept. 16 on national and cable networks.

"The 2012 Chrysler 300 offers consumers a fuel-efficient and luxurious vehicle at an extraordinary value without compromising size or amenities," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "The combination of our award-winning V-6 Pentastar engine, the new eight-speed transmission and world-class interior appointments takes the domestic luxury sedan to a new level that only can be found at Chrysler."

Once limited to premium import vehicles costing twice as much, the new segment-exclusive ZF eight-speed automatic transmission expands the world-class power and fuel-efficiency of the 2012 Chrysler 300, 300S (V-6) and 300 Limited 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)

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 and 300S (V-6) AWD models combine the new eight-speed automatic transmission, fuel-efficient 3.6-liter Pentastar V-6 engine and the segment's most advanced all-wheel drive system for maximum all-weather traction and efficiency.

"The new commercial continues our 'Imported from Detroit' theme by taking this great city to the rest of the world and captures a day-in-the-life of local citizens in and around Detroit," said Chehab.

The new spot was filmed in Detroit and its neighboring cities including Birmingham, Ferndale, Grosse Pointe Park and West Bloomfield, Mich. The commercial features local attractions including American Coney Island, Cranbrook Institute of Science, Fox Theatre, Frank Lloyd Wright's Affleck House and Lafayette Coney Island.

Chrysler brand's advertising campaign was created in partnership with Wieden+Kennedy of Portland, Ore. The campaign is supported by broadcast and digital media placement. The 60-second as well as a 30-second version of the commercial can be viewed on the Chrysler brand Facebook page at <http://www.Facebook.com/Chrysler> and on the Chrysler brand YouTube channel at <http://www.youtube.com/chrysler>.

Advertising efforts from the Chrysler brand has resulted in a number of awards this summer. Most recently, the

Academy of Television Arts & Sciences awarded the Chrysler brand's "Born of Fire" commercial with a Creative Arts Emmy award. Born of Fire was also honored with five awards at the Cannes Lions 58th International Festival of Creativity held in Cannes, France.

#### **About the 2012 Chrysler 300**

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, best-in-class fuel efficiency and premium E-segment sedan features at a legendary value.

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, 300S (V-6) and 300 Limited models and delivers up to 31 best-in-class highway mpg. And with the most advanced all-wheel-drive system in the E-segment, the all-new Chrysler 300 V-6 AWD models deliver best-in-class city and highway fuel economy (18/27) and even more year-round grand-touring performance.

With more standard equipment than its direct standard full-size segment competitors, the 2012 Chrysler 300 is well-equipped for the individual who is looking for distinctive design, best-in-class seat comfort, 292 horsepower, world-class ride and refinement, and the segment's largest touchscreen infotainment system — Uconnect® Touch — all at an extraordinary value.

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 –including the studio quality sound experience of Beats by Dr. Dre technology.

Designed to be the most luxurious Chrysler flagship sedan ever, the all-new Chrysler 300C Luxury Series takes the Chrysler 300C model further, integrating 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 the legendary 363 horsepower 5.7-liter HEMI V-8 engine with Fuel Saver Technology.

The Chrysler 300 is available with more than 70 safety and security features and was named a Top Safety Picks by the Insurance Institute for Highway Safety (IIHS). The Chrysler brand was named the 'Most Ideal Popular Brand' in AutoPacific's 2011 Ideal Vehicle Awards based on owners' ratings of their 2011 cars and trucks.

The 2012 Chrysler 300 sedan has a U.S. Manufacturer's Suggested Retail Price of \$27,995 (including \$825 destination charge).

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