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2006 Chrysler 300 — The Most Awarded New Car in Automotive History

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The vehicle that marked the return of the great American car in 2004 now has the distinguished title of the most-awarded new car in automotive history.* Consumers have embraced the Chrysler 300's striking proportions, classic American design and advanced technologies, helping spur the Chrysler brand to record-breaking sales numbers for 2004.

"The beautiful styling and incredible performance of the Chrysler 300 created a package unlike any other in the marketplace," said Jeff Bell, Vice President – Chrysler. "We are honored and proud of the recognition we have received for the Chrysler 300 and we plan to continue to delight our customers for the 2006 model year."

With Chrysler brand's long-standing tradition of innovative design, the modern elegance of the 2006 Chrysler 300 continues to make everything else on the road seem ordinary. The dramatic exterior design direction of the Chrysler 300 along with sophisticated interior amenities and command-of-the-road technologies, establish a new large-car formula that includes style and performance not likely to be copied.

WHAT'S NEW FOR 2006?

The award-winning Chrysler 300 returns for 2006 with the same elements of its successful 2005 formula, strikingly beautiful styling, incredible performance, dynamic and controlled handling and unsurpassed comfort and spaciousness all at a stunningly affordable price.

The 2006 Chrysler 300 lineup includes the rear-wheel-drive (RWD) Chrysler 300, Chrysler 300 Touring and the HEMI®-powered Chrysler 300C. The 2006 Chrysler 300 Touring and 300C also are available with all-wheel drive (AWD). A Limited package also is available on both the rear-wheel-drive and all-wheel-drive configurations of the 300 Touring model.

ENGINE AND TRANSMISSION OPTIONS

The 2006 Chrysler 300 features a 2.7-liter V-6 engine mated to a four-speed automatic transmission. The transmission features Variable Line Pressure (VLP), which accurately estimates the pressure necessary for maximum operating efficiency (late availability). This precise control of pressure reduces parasitic losses from the pump and hydraulic system, which provides enhanced fuel economy.

The 2006 Chrysler 300 Touring and Chrysler 300 with the Limited package vehicles are equipped with a 3.5-liter High Output V-6 engine mated to Chrysler Group's five-speed automatic transmission with AutoStick® (late availability). AutoStick features driver-selectable range control, offering a fully automatic or manual shift selection. Previously, the 3.5-liter V-6 engine was mated to a four-speed transmission on Chrysler 300 models.

The 2006 Chrysler 300C continues to feature the 5.7-liter HEMI V-8 engine, with cylinder deactivation, mated to the five-speed transmission.

DVD ENTERTAINMENT SYSTEM

An optional rear-seat DVD entertainment system conveniently integrated into the center console is available on the 2006 Chrysler 300 Touring, Chrysler 300 with the Limited package and 300C. The Video Entertainment System (VES™) consists of a center console cover-mounted DVD player and 7-inch liquid crystal display (LCD) screen, a remote control and two wireless headsets. The hinged LCD screen can be fully stored into the armrest or flipped up for viewing. This location provides rear seat passengers with easy access to the unit.

In addition to video DVDs, the system can play audio DVDs, Windows Media Audio (WMA), audio CDs, MP3 audio

discs and video CDs. Auxiliary plug-in jacks are included on the faceplate so that rear-seat passengers can view video directly from a video camera, play games from a video game console or play music directly from a portable MP3 player.

Another unique feature of the entertainment system is that the vehicle speakers can play audio from a disc in the DVD player while rear-seat passengers can listen to audio from the SIRIUS Satellite Radio, AM or FM radio, or a disc in the radio CD player on the headphones.

ADDITIONAL SAFETY FEATURES

A Tire Pressure Monitoring (TPM) system, which monitors the pressure inside each tire and alerts the driver to improper tire pressure conditions, is standard on the 2006 Chrysler 300 Touring model and on Chrysler 300s with the Limited package. The basic system uses an amber ISO symbol, which indicate when one or more tires are underinflated. A premium TPM system is available on the Chrysler 300C, which displays all four tire pressures and warnings in the Electronic Vehicle Information Center display in the instrument panel.

A front-seat seat belt alert, which chimes to remind occupants to buckle up, and a speed control instrument panel indicator light also are featured on all 2006 Chrysler 300 vehicles.

REAR-WHEEL-DRIVE TECHNOLOGY

Chrysler 300 customers embraced the return to rear-wheel drive in 2005. Technologies such as Electronic Stability Program (ESP), All-speed Traction Control System (TCS) and Anti-lock Brake System (ABS) helped control Chrysler 300 cars in ways that were transparent to the driver, yet provided exceptional ride and handling characteristics. The 2006 Chrysler 300 Touring, the Chrysler 300 with the Limited package and the Chrysler 300C continue to feature these technologies.

“Chrysler’s rear-wheel-drive architecture transfers HEMI power to the pavement, while the ESP, traction control and ABS offer safe control of the vehicle,” said Craig Love, Vice-President — Rear-wheel-drive Platform Team, Chrysler Group. “The five-link independent suspension delivers excellent handling and responsiveness to provide an incredible smooth ride.”

- ESP enhances driver control and helps maintain directional stability, including uneven surface conditions and patchy snow, ice or gravel. If there’s a discernible difference between what the driver indicates through the steering and the vehicle’s path, ESP applies selective braking and throttle control to put the car back onto the driver’s intended path. The system is calibrated for improved control of the vehicle under a variety of conditions and operates in a manner that is not intrusive under normal driving
- ESP also offers Brake Assist, which detects when maximum braking is required by sensing the rate of brake application. By applying full brake pressure to all four brakes, this system improves stopping distance
- All-speed TCS enhances mobility and prevents wheel slip when accelerating on slippery surfaces. It also provides a measure of directional stability control—an advancement beyond prior traction control systems
- ABS keeps the vehicle straight, while retaining steering capability when braking on slippery surfaces by preventing wheel lock-up

ALL-WHEEL-DRIVE SYSTEM PROVIDES BEST IN PASSENGER CAR FOUR-SEASON TRACTION

The 2006 Chrysler 300 Touring and 300C also are available as all-wheel-drive models to provide excellent cornering balance under all driving conditions and improved traction in snow and wet-weather conditions. By driving continuously through all four wheels, the all-wheel-drive system, combined with standard ESP, All-speed TCS and ABS, adds outstanding performance and stability under all traction conditions. A Limited package also is available on the 300 Touring AWD model.

“While chassis electronics and advanced tire technology help control the 2006 Chrysler 300 rear-wheel-drive models, some customers may opt for the all-wheel-drive choice,” said Love. “We are able to offer what the customer wants in each case.”

2006 CHRYSLER 300 LINEUP

Chrysler 300

The 2006 Chrysler 300 features a rear-wheel-drive configuration and a 2.7-liter V-6 engine that provides 190 horsepower and 190 lb.-ft. of torque. Mated to a four-speed automatic transmission, this engine gives the 2006 Chrysler 300 an outstanding combination of performance, fuel economy, quietness and durability.

Standard features on the 2006 Chrysler 300 include: 17-inch wheels and tires, advanced multi-stage air bags with occupant classification system (OCS), air conditioning, AM/FM/CD radio with an auxiliary audio input jack and four speakers, analog clock, driver and passenger adjustable lumbar support, driver-side one-touch-down power windows, outside temperature display, power eight-way driver's seat, power four-wheel disc brakes, power locks, rack and pinion steering, rear 60/40 split seat with armrest and cup holder, remote keyless/illuminated entry, Sentry Key® engine immobilizer system, solar control window glass, speed control and a tilt and telescoping steering column.

Chrysler 300 Touring

The 2006 rear-wheel-drive Chrysler 300 Touring features a 3.5-liter High Output V-6 engine and a five-speed automatic transmission with AutoStick (late availability) that offers 250 horsepower and 250 lb.-ft. of torque, providing the perfect blend of performance and fuel economy.

In addition to the standard features available on the Chrysler 300, the Chrysler 300 Touring model adds ESP with Brake Assist, All-speed Traction Control System, Four-wheel ABS, body-colored heated mirrors, fog lamps, mini-carbon accent bezel on center console and leather-trimmed seats, steering wheel and shift knob.

A new 17-inch machined aluminum wheel replaces the painted aluminum wheel on the 2006 Chrysler 300 Touring model. An optional Comfort and Convenience Group is available, featuring an eight-way power front passenger seat with power recline, heated front seats and express up/down front windows.

The 2006 Chrysler 300 Touring also is available as an all-wheel-drive model. The all-wheel-drive system adds a front differential and transfer case, a unique all-wheel-drive front suspension, 18-inch polished aluminum wheels, performance disc brakes and a 19-gallon fuel tank.

Chrysler 300 with Limited Package

Based on the rear-wheel-drive 2006 Chrysler 300 Touring model, which features the 3.5-liter High Output V-6 engine and five-speed automatic transmission, the Chrysler 300 with the Limited package adds interior and exterior features for increased convenience and comfort for the driver and passengers.

In addition to all the standard features on the rear-wheel-drive Chrysler 300 Touring, the rear-wheel-drive Chrysler 300 with the Limited package adds: 17-inch chrome-clad aluminum wheels, automatic headlamps, driver and passenger one-touch up/down power front windows with auto-reverse sensing system, dual zone automatic temperature control, Electronic Vehicle Information Center (EVIC) with 128 customer-programmable features including compass, HomeLink® universal transceiver and electrochromic, auto dimming interior rearview mirror, heated front seats, reconfigurable display and trip computer, power eight-way front passenger seat, security alarm with panic button on key fob, six-speaker audio system and steering-wheel-mounted audio controls.

The all-wheel-drive 2006 Chrysler 300 Touring model also is available with a Limited package. The all-wheel-drive system adds a front differential and transfer case, all-wheel-drive front suspension, 18-inch polished aluminum wheels, performance disc brakes and a 19-gallon fuel tank.

Chrysler 300C

The 2006 Chrysler 300C model features the [5.7-liter HEMI V-8 engine](#) with Multiple Displacement System (MDS). MDS seamlessly turns off the fuel consumption in four cylinders of the HEMI engine when V-8 power is not needed, improving fuel economy by as much as 20 percent. This HEMI engine is mated to a five-speed automatic transmission with AutoStick.

With 340 horsepower (254 kW) and 390 lb.-ft. (525 N•m) of torque, the Chrysler 300C can go from zero to 60 mph in just 6.3 seconds.

Standard features on the rear-wheel-drive 2006 Chrysler 300C include all rear-wheel-drive Chrysler 300 with the Limited package standard features plus/replaced by the following: 18-inch chrome-clad aluminum wheels, Boston

Acoustics six-speaker sound system with 276-watt digital amplifier with door trim badge, chrome, multi-function, power, heated foldaway mirrors with memory feature and driver's auto-dimming and auto-adjust in reverse, dual exhaust with bright tips, performance four-wheel disc anti-lock brakes, power tilt and telescoping steering column, premium leather interior trim, Satin Silver accent bezel on center console projector halogen headlamps with delay, rain-sensitive wipers, tortoise shell-style interior accents, trunk liner and a memory system for driver's seat, radio presets, steering column, display and pedals (if equipped).

The 2006 Chrysler 300C powered by the HEMI V-8 engine also is available as an all-wheel-drive model, which adds a front differential, transfer case and all-wheel-drive front suspension.

2006 CHRYSLER 300 EXTERIOR COLORS

Exterior colors for 2006 Chrysler 300 include Bright Silver Metallic, Brilliant Black Crystal Pearl Coat, Cool Vanilla, Magnesium Pearl Coat, Midnight Blue Pearl Coat, Satin Jade Pearl Coat and Silver Steel Metallic. First available on the Chrysler Signature Series in 2005, Linen Gold Metallic exterior paint replaces Deep Lava Red Metallic for the 2006 model year.

MANUFACTURING INFORMATION

Production of the 2006 Chrysler 300 began in April 2005 at the [Brampton Assembly Plant](#) in Brampton, Ontario, Canada. The 5.7-liter HEMI V-8 engine is built in the [Saltillo Engine Plant](#) in Saltillo, Mexico. The 2.7-liter V-6 and 3.5-liter High Output V-6 engines are built in the [Kenosha Engine Plant](#) in Kenosha, Wis. The four-speed and five-speed transmissions are built at the [Indiana Transmission Plants I](#) and [II](#) respectively, in Kokomo, Ind.

* Based on automotive awards won within initial year of model introduction.

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