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All-new Dodge Dart and Chrysler 300 Luxury Series Named to 'Wards 10 Best Interiors' List for 2012

- New 2013 Dodge Dart built with materials and precision craftsmanship typically found in more expensive vehicle segments
- High-tech, unseen-in-the-segment features available on the Dart include class-exclusive customizable 7-inch gauge cluster, 8.4-inch Uconnect® touchscreen, heated steering wheel and illuminated floating island bezel in the instrument panel
- All-new Chrysler 300 Luxury Series sedan is the most luxurious and fuel-efficient Chrysler vehicle ever
- 2012 Chrysler 300C Luxury Series exclusive appointments include ultra-premium leather, hand-sanded matte wood, world-class craftsmanship and refinement

April 15, 2012, Auburn Hills, Mich. - The all-new 2013 Dodge Dart compact car and the award-winning 2012 Chrysler 300 Luxury Series sedan were chosen for "Wards 10 Best Interiors" list for 2012. WardsAuto World editors picked the winners after evaluating 40 vehicles. All of the contenders for the annual award were completely new or significantly upgraded for the 2012 or 2013 model years. The winners will be honored May 17, 2012 at the WardsAuto Interiors Conference in Dearborn, Michigan.

2013 Dodge Dart

"The new 2013 Dodge Dart is the first of our next-generation interiors and we are honored that WardsAuto World has chosen the Dart for their 10 Best Interiors list," said Klaus Busse — Head of Interior Design, Chrysler Group LLC.

"We are able to give Dart customers a well-crafted, high-quality interior similar in its execution to that of the award-winning interior of the Charger and infused with exciting colors, eye-catching ambient lighting and state-of-the-art technology."

"Starting with the available heated steering wheel, the Dodge Dart's interior leads the small-car pack in features and comfort," said Drew Winter, Editor-in-chief, WardsAuto World magazine.

The all-new 2013 Dodge Dart zeroes in on customer comfort and personal style, setting a new standard for compact-car interior refinement. Starting with modern Dodge DNA and through the use of innovative ambient interior lighting, well-crafted soft-touch materials, high-tech features and unexpected bursts of color, the 2013 Dodge Dart is loaded with cool amenities and unexpected delights for both drivers and passengers.

With a starting U.S. Manufacturer's Suggested Retail Price of just \$15,995 (excluding \$795 destination) the all-new 2013 Dodge Dart delivers levels of style, technology, safety, space and power not seen before in the compact car segment.

2012 Chrysler 300 and 300C Luxury Series Sedans

"The new 2012 Chrysler 300 Luxury Series is more than just our flagship car; it's the trophy for the tireless majority, an automobile designed and built to meet the most discerning of expectations," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "Sales of the Chrysler 300 have been on fire not only because of its best-in-class 31 highway mpg, but, most importantly, the reaction of customers and critics to this great car. There are no more compromises in the cars that we make; consumers can expect only delightful surprises from driving cars 'Imported from Detroit.'"

"If Bentley made an affordable family car, its interior would look like the Chrysler 300 Luxury. It's smart and modern

with a generous helping of over-the-top lavishness," said Drew Winter, editor-in-chief, WardsAutoWorld magazine.

The all-new Chrysler 300C Luxury Series are the most richly appointed sedans the brand has ever offered.

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.

Available in RWD or with the segment's most advanced AWD system, the 2012 Chrysler 300 and 300C Luxury Series models have a starting U.S. MSRP of \$40,940 (including \$925 destination).

About the Dodge Brand

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

About Chrysler Brand

The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2012 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2012 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible—with a power soft or hardtop—offers an open-air experience featuring elegant craftsmanship. The 2012 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go® seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

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