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## **Embodying the Soul of 'Imported from Detroit,' 2013 Chrysler 300C John Varvatos Edition Sedans Arrive This Holiday Season, Starting at \$40,495**

- Working hand-in-hand, John Varvatos' signature fashion style combined with Chrysler designers styling expertise forged two 300 sedan models that embody the soul of 'Imported from Detroit'

November 29, 2012, Auburn Hills, Mich. - Just in time for the holiday season, Chrysler brand announces pricing for the 2013 Chrysler 300C John Varvatos Limited and Luxury Edition sedans.

Like John Varvatos, the 2013 Chrysler 300 continues to prove that world-class quality, performance and craftsmanship can be designed and developed in Detroit. This collaboration enabled the Chrysler brand to mold its thinking in a similar way that has made John Varvatos a trailblazer of modern fashion. Influenced by rock 'n' roll and heavy industry, the Chrysler 300C John Varvatos Limited Edition and the 300C John Varvatos Luxury Edition, breed pride and give power to the meaning of "Imported from Detroit." Both flagship sedans prove the belief, that when inspired, hard work can make beautiful things.

Chrysler designers working hand-in-hand with John Varvatos set out to deliver a concept that delivers on Detroit's competitive spirit – if you come in early, leave late and work harder than the next guy, the Chrysler 300C John Varvatos Edition sedans will reward you for your effort and persistence.

"Our 2013 Chrysler 300C John Varvatos Limited Edition represents more than just a creative collaboration," said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. "We're able to capture the essence of two great brands and portray their Detroit roots all while delivering a high quality product that's tough, yet tailored for our consumers."

2013 Chrysler 300C John Varvatos Limited Edition For an industrious look and feel, the Chrysler 300C John Varvatos Limited Edition will comprise of 2,000 individually serialized sedans featuring unique exterior appointments, a combination of dark colors and exotic interior materials all tied-in with John Varvatos' signature design language for a Detroit-tough attitude.

Each of the 2,000 individually serialized sedans will arrive to Chrysler showrooms in the first-quarter of 2013, with a Manufacturer's Suggested Retail Price of \$43,495 (excluding \$995 destination).

2013 Chrysler 300C John Varvatos Luxury Edition Delivering distinct Detroit styling with the refinement and confidence worthy of Fifth Avenue, the 2013 Chrysler 300C John Varvatos Luxury Edition features exclusive Dark Mocha or Black ultra-premium Poltrona Frau "Foligno" leather and hand-sanded matte wood all finished with world-class craftsmanship and Platinum Chrome exterior detail.

The 2013 Chrysler 300C John Varvatos Luxury Edition arrives to Chrysler showrooms in late December with a MSRP of \$40,495 (excluding \$995 destination).

### **About John Varvatos**

Launched in 2000 with a collection of tailored clothing and sportswear, John Varvatos now represents an entire men's lifestyle that includes footwear, bags, belts, eyewear, limited edition watches, men's fragrances, as well as the younger, edgier John Varvatos U.S.A. Collection and Boys' line, as well as Converse by John Varvatos. The designer has been recognized three times by the CFDA with an American Fashion Award for New Menswear Designer (June 2000) and Menswear Designer of the Year (June 2001 and June 2005) and was honored as GQ's "Designer of the Year" in 2007. The collection is distributed in freestanding John Varvatos boutiques across the U.S. — including his famed 315 Bowery boutique in New York City, formerly the seminal underground music club CBGB's

— and online, as well as in better department stores throughout the world. John Varvatos can also be seen as a mentor on NBC's "Fashion Star" which will return for Season 2 in early 2013.

Visit us at [www.johnvarvatos.com](http://www.johnvarvatos.com) or join us on Facebook: [www.facebook.com/johnvarvatos](http://www.facebook.com/johnvarvatos).

#### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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