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FCA Canada: New 2016 Chrysler 200S and 300S Alloy Editions Highlight Avant-garde Style Through Industrious Material and Finish Selections

- With unique Dark Bronze and Titanium finishes, the new 200S and 300S Alloy Editions showcase Chrysler brand's leadership in colour and material design
- Based on the blacked-out Chrysler 200S and 300S models, the Alloy Edition packages deliver an even bolder appearance with the natural brilliance and contrast of Dark Bronze
- Matching their athletic styling, both 200S and 300S Alloy Edition packages feature sport-tuned suspensions for driving enjoyment and offer advanced all-wheel-drive (AWD) systems with Sport mode for added all-weather traction and handling
- Debuting at the 2016 Chicago Auto Show, the Chrysler 200S and 300S with Alloy Edition packages will be available this spring

February 4, 2016, Windsor, Ontario - Adding to the 2016 Chrysler 200S and 300S models' athletic styling, segment-exclusive technologies and driver-focused appointments, the new 200S and 300S Alloy Editions further the Chrysler brand's colour and material leadership and Detroit-born style with trendsetting finishes that include Dark Bronze and Titanium.

"Chrysler brand embodies Detroit style, and our new 200S and 300S Alloy Editions are a perfect meld of our engineering innovation and craftsmanship, forged with cutting-edge colours and materials inspired by the Motor City's ingenuity and creativity," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

Debuting at the 2016 Chicago Auto Show, the new 200S and 300S equipped with the Alloy Edition package are expected to arrive at dealerships this spring.

Chrysler brand: a leader of Detroit-born style and industrial material finishes

The Chrysler brand continues to build on expressive and industrious exterior and interior selections by integrating colours and materials that were inspired outside of the automotive industry, including fashion, architecture, and technology, often in the brand's backyard – the Motor City.

"Inspired by our local artisans who continue to push design and ingenuity in new directions, the new 200S and 300S Alloy Editions highlight the latest in style through unique bronze and titanium finishes that exude a natural warmth, energy and commanding brilliance – while contrasting the S models' athletic styling and blacked-out details," said Brandon Faurote, Head of Chrysler brand design.

The new 200S and 300S Alloy Editions with unique Dark Bronze finishes add to Chrysler brand's trendsetting exterior and interior design approach that has included such finishes as Bright Chrome, Gloss Black, Satin Chrome, Black Chrome, Piano Black, Carbon Fibre, Liquid Chrome, Hyper Black, Charcoal Black Metallic, Pewter Metallic, Diesel Grey, Satin Titanium, Titanium and Platinum Chrome.

Chrysler 200S Alloy Edition

With blacked-out details accenting clean lines and expressive surfaces, the 2016 Chrysler 200S is an athletically striking midsize sedan with coupe-like proportions and windswept details that give it a timeless look. Taking this Chrysler brand styling further is the new 200S Alloy Edition with a blend of industrial inspired colours and materials.

The 200's "face of Chrysler," a unified look that integrates the grille and headlamps with a Mobius strip-inspired design enhanced by a dynamic grille texture for a unique 3-D effect, is amplified with Dark Bronze paint on the Mobius strip upper and lower grille surrounds. For a more athletic look, the 200S Alloy Edition pairs its Gloss Black accents and daylight opening (DLO) mouldings with larger 19-inch Dark Bronze aluminum wheels for an industrial look, while highlighting its sport-tuned suspension. A Dark Bronze "200S" badge on the rear decklid is unique to the Alloy Edition model, while the Titanium touches on the Chrysler wing badge and dual exhaust tips further differentiate the 200S Alloy Edition.

The 2016 Chrysler 200S Alloy Edition will be available in five exterior body colours that amplify the Dark Bronze, Titanium and Black Gloss finishes. Available colours include: Gloss Black, Black Forest Green Pearl, Redline Tri-coat Pearl, Granite Crystal Metallic and Bright White.

Chrysler interior designers added just the right touches to carry the trendsetting colour and material theme to the interior. The Chrysler 200S Alloy Edition offers the choice of a Black cloth with leather trim, or Black leather-faced seating, each with unique Caramel accent stitching on the seats, centre arm rest and door trim panels. A Black and Caramel stitching "S" embroidered on the front sport-contoured seats provides added detail. For an upscale appearance, Piano Black is contrasted with Titanium finished accents on the door trim panels, centre console, outboard air vents and Chrysler wing badge steering wheel.

More athletic styling with Mopar exterior package

For even more stand-out style, the new 2016 Chrysler 200S Alloy Edition can be optioned with the factory-installed Mopar exterior package that includes an aggressively sculpted front chin spoiler, taller side sills with rear side sill extensions and rear valance.

Chrysler 300S Alloy Edition

With confident looks, world-class execution and uniquely expressive materials, the 2016 Chrysler 300S Alloy Edition builds on the 300S model's high-level of standard equipment and delivers the latest Detroit-born style.

At the front, Chrysler 300S Alloy Edition's prominent grille is finished with a Dark Bronze surround, while the Gloss Black dimensional textured grille is fitted with a Titanium finished Chrysler wing badge. Black headlamp bezels and body colour mirror caps provide a discrete and athletic appearance. Nestled below the commanding grille is an elegantly drawn Mobius strip in Dark Bronze, which outlines the lower grille opening and extends outward, surrounding the LED fog lamps. The Chrysler 300 sedan's signature proportions take on an even more contemporary aesthetic as a Gloss Black DLO moldings are now paired with Dark Bronze painted 20-inch aluminum wheels (19-inch with AWD) for a road holding look. Chrysler 300S Alloy Edition's powerful rear stance includes a Titanium plated Chrysler wing badge and Dark Bronze finished "300S" badge. In addition, a pair of elegantly drawn, Titanium plated exhaust tips give this Chrysler 300S an upscale, athletic appearance. Completing the contemporary look are black-accented LED tail lamps, and body colour rear fascia accent trim.

The 2016 Chrysler 300S Alloy Edition will be available in five exterior body colours that amplify the Dark Bronze, Titanium and Black Gloss finishes. Available colours include: Gloss Black, Black Forest Green Pearl, Redline Tri-coat Pearl, Granite Crystal Metallic and Bright White.

When designing the Chrysler 300S Alloy Edition, the team incorporated unique design elements and authentic materials. Exclusive Black Nappa leather with Caramel accent stitching is found on the sport-contoured heated front seats, rear seats, instrument cluster bezel, steering wheel and armrests. The exclusive use of Titanium paired with Piano Black on the interior centre stack, instrument panel, steering wheel, gauge cluster and door panel elements provide a uniquely lacquered and highly detailed appearance. Completing the interior is a new instrument panel clock that exudes watch-like precision and craftsmanship, thanks to its dark coloured analogue face and Piano Black bezel surround that ties in the industrious, yet discrete appearance.

Performance-tuned suspension, 363-horsepower HEMI® V-8 engine and aerodynamic styling

For drivers who want more enthusiast-inspired rear-wheel-drive handling, a new performance-tuned suspension with increased spring rates, performance-tuned steering and bushings, and larger sway bars (with V-8 engine) are available on the Chrysler 300S Alloy Edition models.

The standard 300-horsepower 3.6-litre Pentastar V-6 engine is paired to the state-of-the-art TorqueFlite eight-speed transmission with Sport mode and paddle shifters. For customers who want even more performance and style, the Chrysler 300S Alloy Edition can be had with a 363-horsepower 5.7-litre HEMI V-8 engine with four-cylinder mode FuelSaver Multi-Displacement System (MDS) Technology and uniquely sculpted side sills and deck lid spoiler.

Innovative all-wheel-drive (AWD) systems

For customers who want the best of style and performance and even more all-weather traction, the new 2016 Chrysler 200S AWD Alloy Edition and 300S AWD Alloy Edition models each include an advanced AWD systems that deliver traction to all four wheels when necessary, or thanks to segment-exclusive active transfer case and axle disconnect technology, can seamlessly transfer power back to two-wheel drive to optimize fuel efficiency.

The Chrysler 200S AWD Alloy Edition upgrades the powertrain to a 3.6-litre Pentastar V-6 engine with 295 horsepower and 262 lb.-ft. of torque, and leads with the midsize segment's first AWD system with automatic fully disconnecting rear axle.

The Chrysler 300S AWD Alloy Edition pairs the 300 horsepower 3.6-litre Pentastar V-6 engine with the state-of-the-art TorqueFlite eight-speed transmission and the segment's most innovative AWD system for fuel economy as efficient as 8.6 L/100 km (33 MPG) on the highway.

About the Chrysler 200

Exquisite style meets exceptional performance in Chrysler 200. The 200 exceeds expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience. With highway fuel economy as efficient as 6.4 L/100km (44 MPG); the 60 available safety and security features; an available, best-in-class all-wheel-drive system; easy-to-use, state-of-the-art technology and a starting Canadian MSRP of just \$25,395, the Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The Chrysler 200 is designed, engineered and built with pride in Michigan.

About the Chrysler 300

Celebrating 90 years of North American ingenuity, the 2016 Chrysler 300 lineup delivers on the brand's promise of style, sophistication, world-class quality and technology – all at an attainable value. Through iconic design proportions with inspired materials; class-exclusive innovations, including a standard, state-of-the-art TorqueFlite eight-speed transmission, best-in-class V-6 highway fuel economy as good as 7.7 L/100 km (37 MPG); plus the availability of the segment's most advanced all-wheel drive (AWD) system and advanced, easy-to-use Uconnect systems, the Chrysler 300 is proud to be North America's big and bold sedan.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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