

Chrysler Redefines the Classic American Automobile with Worldwide Reveal of 300C Concept

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Chrysler has redefined the classic American automobile with the Chrysler 300C concept. With an entirely new shape based on the company's all-new rear-wheel-drive architecture, this striking concept sedan continues the Chrysler brand's proud "letter series tradition" — but in a thoroughly modern way.

It's been nearly five decades since Chrysler first introduced its fabled "letter series" cars. The brand's renowned line of Chrysler 300s started with the C-300 in 1955, and continued for 11 years. Few American automakers have since matched their reputation for blending performance, prestige and sheer presence.

Chrysler 300C concept features classic proportions — a long hood, short deck and a dramatic profile complete with 20-inch wheels. Paying tribute to some of the first letter series cars, a production version similar to the Chrysler 300C concept will go on sale in 2004, further solidifying the Chrysler brand's premium position in the market.

"Chrysler 300C signals a dramatic new design direction for Chrysler," said Dieter Zetsche, President and CEO of the Chrysler Group. "With its new shape and noble proportions, the Chrysler 300C redefines the classic American automobile, while moving the brand solidly into the premium segment of the market."

While Chrysler 300C is a concept vehicle, it provides a strong hint at the first sedan from Chrysler Group's much-anticipated next generation of rear-wheel-drive vehicles to debut in 2004.

"With recent introductions including the innovative Chrysler Pacifica sports tourer and the head-turning Crossfire sports coupe — and now the all-new 300C — the Chrysler brand has one of the most impressive product portfolios in the industry," added Zetsche. "These vehicles will enable us to move the Chrysler brand to a premium position within the U.S. market."

Transferring all this power to the pavement is Chrysler's new rear-wheel-drive architecture. Rear drive offers improved handling with front wheels steering and rear wheels driving. With tremendous advances in tire technology, traction control and electronic stability control, Chrysler brings back the rear-wheel-drive passenger sedan.

The Chrysler 300C concept also marks the return of the HEMI® engine to the Chrysler brand after more than 40 years. The legendary engine design that powered Chrysler's 'letter series' cars in the 1950s has been re-engineered and reborn as a modern, high-performance, fuel efficient and durable powerplant known as the all-new 5.7-liter HEMI® V-8.

"Combining confident performance with stunning design, the Chrysler 300C concept defines the next generation of our automobiles," said Zetsche. "With rear-wheel-drive and HEMI inside, Chrysler 300C delivers power and performance in an elegant package."

Following are "at-a-glance" features in the 2003 Chrysler 300C Concept Sedan:

Performance

- 5.7-liter HEMI® V-8 engine
- Electronically-controlled five-speed automatic
- Transmission with AutoStick®
- Rear-wheel-drive configuration
- Short- and long-arm front suspension

- Independent five-bar multi-link rear suspension
- Rack and pinion steering
- Front P245/45R20, Rear P275/40R20 tires
- Deep-dish 20"x 8" front/20"x 9" rear five-spoke wheels
- Dual exhaust

Amenities

- Tortoise shell accents on steering wheel rim, shifter knob and door pulls
- Navigation radio with integrated six-disc CD changer
- Heated leather seats
- Leather-wrapped steering wheel with flush-mounted audio and trip computer controls
- Tilt-telescoping steering wheel
- Automatic temperature control

Safety

- Electronic Stability Program (ESP)
- Traction control
- Anti-lock brake system
- High-Intensity Discharge (HID) headlamps
- UConnect™ hands free communication system

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