

Chrysler Brand Reinforces Premium Positioning with Worldwide Debut of Chrysler 300C Concept Sedan

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The Chrysler brand is continuing its rapid-fire succession of innovative new product introductions that will solidify its standing as a premium nameplate. Hot on the heels of the all-new 2004 Chrysler Pacifica sports tourer and the 2004 Chrysler Crossfire sports coupe, the Chrysler 300C concept underscores the brand's renewed commitment to the premium sedan segment.

"With a production version of the 300C arriving in our showrooms in 2004, the Chrysler brand will offer all-new, premium entries in three distinctive market segments," said Tom Marinelli, Vice President of Chrysler Marketing, DaimlerChrysler. "Pacifica, Crossfire, and now the 300C are part of a comprehensive strategy to move Chrysler to a premium position, while expanding the brand's portfolio with offerings that carry on the tradition for innovation and attainability."

The Chrysler 300C concept's striking new proportions combine classic American design and power with proven German technology. Marking the brand's return to a rear-wheel-drive, V-8 powered automobile for the first time in more than a decade, the 300C concept pays homage, albeit in a contemporary way, to the first "letter series" Chrysler 300s, which combined performance and prestige like no other brand at the time.

"The Chrysler 300C is solid proof that we will continue to build vehicles that people will fall in love with, aspire to own and be proud to drive," added Marinelli. "With its combination of elegance, performance and craftsmanship, the 300C embodies the very essence of the Chrysler brand."

Following earlier introductions such as the innovative PT Cruiser, Town & Country minivan, and America's favorite convertible Sebring, the Chrysler brand continues to post significant gains, both in sales and reputation. Sales have nearly quadrupled since 1991 (from 130,000 to 481,000 in 2002), more than any other American automotive brand. Moreover, the brand rose to seventh place from 17th place in first-choice preference during the past four years — by far the most dramatic improvement of any other brand in the industry.

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