

THE 2013
CHRYSLER
300

CHRYSLER



2013 300

IMPORTED FROM DETROIT®



FEARNEED

WORKING HARD HAS ITS REWARDS.

IT'S A PLACE BUILT OF FIERCE STRUCTURAL INTEGRITY THAT DOESN'T GIVE UP IN SPITE OF OBSTACLES. IT BECOMES STRONGER IN THE FACE OF ADVERSITY, RISING TO THE FORMIDABLE SILHOUETTE IT HAS KNOWN AND OWNS AGAIN. HERE, OUR STRENGTH PERSEVERES. TO ENGINEER AN ICONIC VEHICLE TO DELIVER A SURGE OF 300 HORSEPOWER ON THE 300S, STANDARD PREMIUM LEATHER SURFACES, V6 WITH 8-SPEED PERFORMANCE, ADVANCED TECHNOLOGY, AND THE CLASS-LEADING LUXURY OF THE 300C.* IT SHARES THIS SPIRIT IN EACH DISTINCTIVE MODEL AND IS THE RESOURCE MANY MAY MAP TO THEIR OWN SUCCESS. THE CHRYSLER 300. THIS IS ALL THAT.

FROM ONE GREAT CITY TO ANOTHER.
IMPORTED FROM DETROIT®



*A note about this brochure: All disclaimers and disclosures can be found near the back of this brochure.



IT BEGINS WITH CLASSIC CRAFTSMANSHIP, APPLYING SKILL TO TOP-NOTCH MATERIALS, AND THE MOST INNOVATIVE TECHNOLOGY IN ITS CLASS. TAKE HOLD OF YOUR UNCOMPROMISED EXPECTATIONS.

AN UNWAVERING DETERMINATION. It's about knowing where you're going, staying on course, and never forgetting where you're from. Like the 2013 Chrysler 300C and 300S special editions, infused with design attributes from a Detroit-to-New-York-City fashion sensation, and a vintage invention that continues to inspire capability and adaptation. Here, pride is only a sin if it hasn't been earned.

AT THE HELM. The four-spoke steering wheel provides a bolstered rim for enhanced performance, feel, and grip. It offers a combination of material choices, including satin chrome bezel and top-grain leather, or opt for the available real wood and leather-wrapped heated steering wheel. Backlit cruise and EVIC controls are mounted on the front face and traditional audio controls on the rear surface. The standard Uconnect® Voice Command with Bluetooth® controls, as well as the cruise control and available Adaptive Cruise Control (ACC),² are also located on the central spoke for eyes-on-the-road safety and convenience. The standard-equipment tilt/telescoping steering column confirms that designed-in functional comfort has been carried through to each thought-out detail.



THE ONLY VEHICLE IN ITS CLASS TO OFFER A 360° HEATED STEERING WHEEL.¹
AVAILABLE CRAFTED OF REAL WOOD AND WRAPPED IN TOP-GRAIN NAPPA LEATHER.



300C JOHN VARVATOS EDITION.

A BLUE COLLAR APPROACH TO THE WHITE COLLAR WORLD. Leave it to a native Detroiter to export his rock-and-roll vision to the buttoned-up world of New York fashion. Leave it to someone like John Varvatos to have the talent to look forward and back at the same time and carry the influences of his roots to runways the world over. Whether it's one of his custom leather jackets on an artist at the Grammy® awards or the iconic decor of his Bowery flagship store, there's no mistaking Varvatos' signature style. You'll see it throughout his first automotive collaboration: studded and stitched accents and accessories, textured metals, and a palette that's pure rock-and-roll. You'll see it in the dash clock, inherited from a Varvatos wristwatch, and in the zipper design of the custom 20-inch wheels. It's the downtown black leather jacket that's right at home uptown. The 300C John Varvatos Limited Edition is infused with the kind of bare-knuckled design that sets the Varvatos label apart: from seats embossed with the icons of his logo or the hue of the wheels and badges of the 300 itself, this edition is a manifestation of a unique collaboration. One part Detroit. A confident dose of New York. It's a car that stands ready to roll out a soundtrack that's one-of-a-kind.

john varvatos

315 Bowery

Vintage
CLOTHING
RECORDS
AUDIO



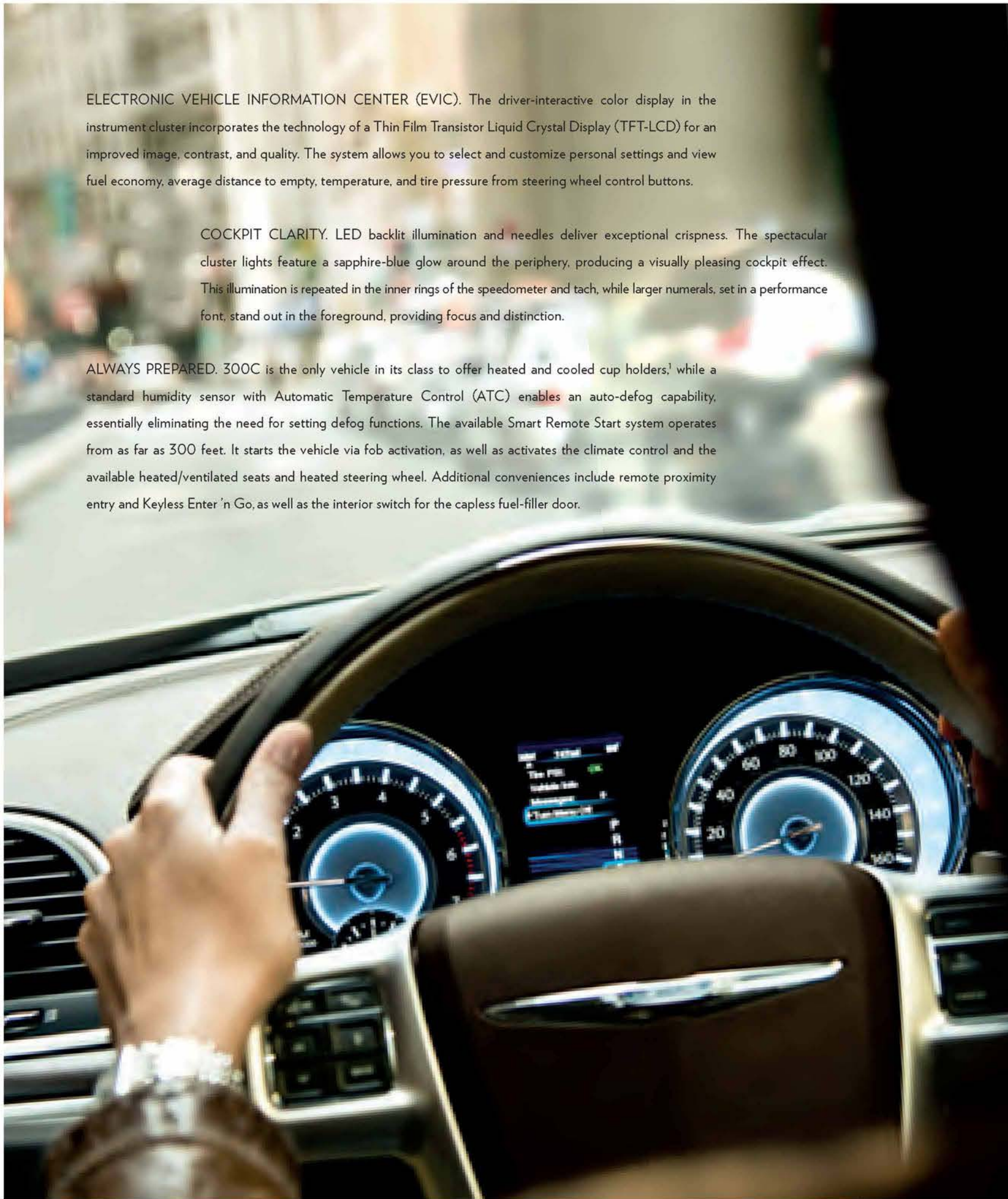
SOME STATEMENTS ARE MADE: OTHERS ARE BUILT. The custom 300C Varvatos Limited Edition, designed in collaboration with Varvatos, boasts a Phantom Black exterior with a unique fascia, pronounced chin spoiler, larger intakes and 20-inch Titanium-finished wheels. The interior unveils a Black leather-wrapped instrument panel and cockpit, a Black steering wheel with 360° accent ring, seats and door panels wrapped with unique Black Metallic leather and diesel-grey stitching, Black and Charcoal hydro-graphic wood console, and Titanium finishes throughout the cabin. The menswear designer created the unique model while working with Chrysler designers for an initial one-of-a-kind charity-auction prize that has emerged into a special limited edition for the Chrysler lineup.

The 300C Varvatos Luxury Edition takes the 300C Luxury Series and adds a Platinum 300C badge, as well as the Varvatos signature badge on the trunk. It is available in Gloss Black, Phantom Black, Jazz Blue, and Granite Crystal. It also features a mesh grille and 20-inch Platinum-finished wheels. The leather-trimmed interior is available in Black or Black/Dark Mocha with Satin Chrome finishes, and Varvatos badging on the front seats. Bringing these two studio-savvy concepts to the 2013 vehicle runway makes perfect sense to the look and feel of the distinctly urbane 300C. The available Beats Audio™ system resonates their VIP chemistry between music and fashion. Some might say it rocks. They would be spot-on.

ELECTRONIC VEHICLE INFORMATION CENTER (EVIC). The driver-interactive color display in the instrument cluster incorporates the technology of a Thin Film Transistor Liquid Crystal Display (TFT-LCD) for an improved image, contrast, and quality. The system allows you to select and customize personal settings and view fuel economy, average distance to empty, temperature, and tire pressure from steering wheel control buttons.

COCKPIT CLARITY. LED backlit illumination and needles deliver exceptional crispness. The spectacular cluster lights feature a sapphire-blue glow around the periphery, producing a visually pleasing cockpit effect. This illumination is repeated in the inner rings of the speedometer and tach, while larger numerals, set in a performance font, stand out in the foreground, providing focus and distinction.

ALWAYS PREPARED. 300C is the only vehicle in its class to offer heated and cooled cup holders,¹ while a standard humidity sensor with Automatic Temperature Control (ATC) enables an auto-defog capability, essentially eliminating the need for setting defog functions. The available Smart Remote Start system operates from as far as 300 feet. It starts the vehicle via fob activation, as well as activates the climate control and the available heated/ventilated seats and heated steering wheel. Additional conveniences include remote proximity entry and Keyless Enter 'n Go, as well as the interior switch for the capless fuel-filler door.





BRILLIANTLY BOLSTERED. The premium leather interior is standard on 300C Luxury and available on 300 SRT® with the Leather Interior Group. The package features premium Nappa leather on the door armrests and bolster inserts, as well as a Poltrona Frau Foligno leather-wrapped instrument panel, cluster brow, center console side panels, and door uppers.

300C Luxury Series shown in Dark Frost/Light Frost interior.

CHARACTER BUILDS FROM WITHIN. The 300 interiors provide exceptional comfort and style with standard leather seating surfaces, a leather-wrapped steering wheel, 12-way power driver's seat, heated front seats, and premium hydrographic wood trim for a classic interior finish. The progressive form and function of the 300S model brings its own uniquely branded performance-leather seating surfaces, power passenger seats, steering wheel-mounted shift control, and the notorious Beats Audio™ system. The detailed attention builds with ultrasoft leather offerings on the 300C and Luxury Series seating surfaces made of 100 percent Nappa perforated leather, available heated rear seats, and ventilated front seats. Combined with real wood and satin chrome finishes, illuminated cup holders, LED lighting throughout the cabin, and a real wood and leather-wrapped heated steering wheel, 300C is the most luxurious vehicle in its class!



BUILT WITH DYNAMICALLY SOUND,
WORLD-CLASS ARCHITECTURE. AND
THE LARGEST PANORAMIC SUNROOF
AVAILABLE IN ITS CLASS.!

SKYLINES ARE MEANT FOR TAKING IN.

BRILLIANCE UNDER GLASS. The prominent square-shouldered fascia, raked-back windshield, low roof with angular body, and integrated rear spoiler enhance the aerodynamics. The laminated acoustic windshield and front-door glass, body-silencing foam, fiber-acoustic wheel liners, and two full-length acoustic underbody closeouts work to silence road noise, making each 300 a private haven of quiet comfort.

HIGHLY DEFINED. An optional panoramic dual-pane sunroof system covers more than 70 percent of the 300's roof area. It includes power tilt, index-sliding, and express-open features. An interior shade matches the headliner in both color and material. The system is activated via switches in the overhead console.

REAR POWER SUNSHADE. Innovative luxury conveniences flourish with options like the power rear backlight sunshade. This feature effectively diffuses light for rear-seat occupants, especially for those in child seats, and incorporates an anti-pinch technology that stops actuation when an object is detected in its path.



THE SHORTEST ROUTE IS THE ONE SPENT AT EASE.
STAY CONNECTED, ENTERTAINED, AND FOCUSED ON DRIVING.



THE 8.4-INCH INTERACTIVE UCONNECT® SYSTEM, STANDARD ON ALL MODELS, HAS THE LARGEST TOUCH SCREEN IN ITS CLASS.†

ENTERTAINMENT. Manage all your media with multiple ways to access audio, including Bluetooth® streaming audio, iPod® control with Voice Command, DVD player, auxiliary input jack, SD card slot, and compatible multimedia devices with SiriusXM Satellite Radio³ (one year of service included).

PHONE. Uconnect Phone is the in-vehicle, voice-activated communication system that allows you to pair up to seven Bluetooth-compatible phones and then talk virtually hands-free. This system is also clever enough to synchronize with your phone's contacts⁴ — up to 1,000 entries.

NAVIGATION. Provides turn-by-turn voice guidance and visual display. It features the Garmin® intuitive user interface, bringing the Garmin handheld experience to a factory in-dash radio. With SiriusXM Traffic,⁵ you'll get detailed information on traffic flow, construction, and road closures.

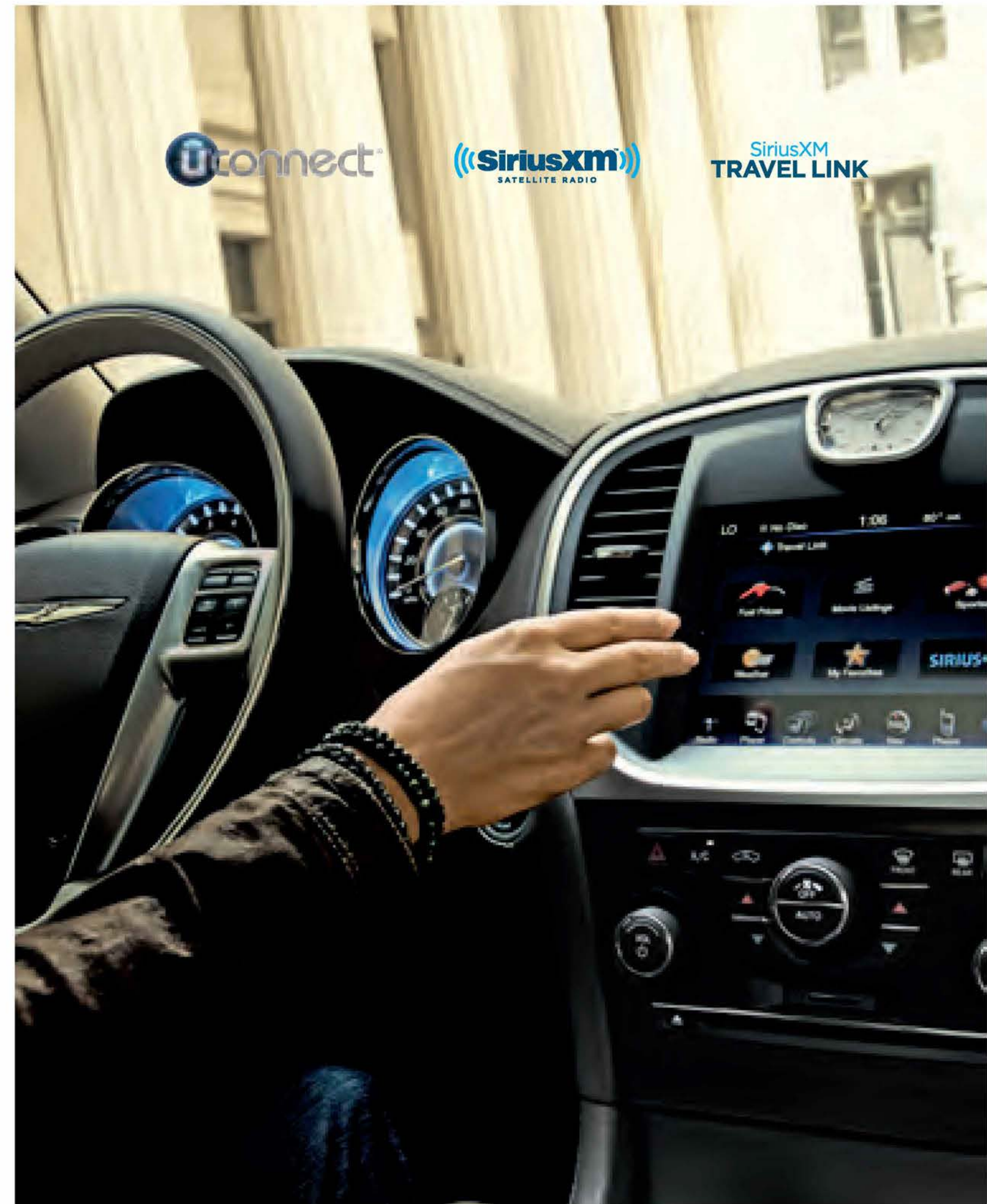
VOICE COMMAND. It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Use your voice to select AM/FM radio stations, SiriusXM Satellite Radio³ channels, and make calls.

WEB. Put the power of high-speed Internet in your vehicle with Uconnect Web,⁵ making your vehicle a mobile hotspot. Passengers can use multiple devices at the same time. There's no need for cell cards or software with this Authentic Chrysler Accessory by Mopar®. It's all wireless. Subscription required. Sold separately.

SIRIUSXM TRAVEL LINK³ Brings national weather forecasts, fuel prices for local gas stations, in-game and final sports scores, weekly sports schedules, local movie theater listings, and local ski conditions right to your vehicle.

SIRIUS SELECT — Over 130 Channels. This is what satellite radio is all about. Enjoy commercial-free music, plus sports, news, talk, and entertainment. And get a selection of premium programming, including every NFL game, Howard Stern, every NASCAR® race, Martha Stewart, and more. Visit www.siriusxm.com for details.

GO TO DRIVEUCONNECT.COM TO FIND OUT MORE.





THE DR. IS IN. What Dr. Dre and Jimmy Iovine bring on board is an attitude that comes through loud and clear, standard through every inch of the 300S cabin and available on 300, 300C, and Luxury Series. It allows you to feel all of your music the way the artist intended. This engineering partnership has mapped sound waves and designed algorithms, adding output and components that have been designed and tested specifically for Chrysler Group LLC. The unique system delivers studio-quality sound to the cabin acoustics. The Beats Audio™ sound system provides automotive audio that can only be achieved with the kind of passion that Dr. Dre is known for, and is something 300 drivers can relate to. The result is a system that embodies credibility and luxury, taking the commitment of the entire Beats Audio family along for every ride.

 beatsaudio™



THIS COLLABORATION IS ABOUT LISTENING TO MUSIC THE WAY THE ARTIST INTENDED.

FEEL IT TO YOUR CORE. This exclusive¹ Beats Audio premium sound system includes an additional 50 watts of power per channel, processed through an equalizer designed specifically for the 300 platform's dynamics and acoustics. The 10 premium speakers, including an in-trunk subwoofer plus a 552-watt amplifier, belt out serious sound horsepower.

SET IT UP. The intuitive and interactive Uconnect[®] 8.4-inch touch screen allows access to your personal music library, radio, and compatible devices. It puts you right in the booth, track after track, as you operate the technologically advanced controls like a soundboard engineer.



PENTASTAR® ENGINE

300* HP

*ON S MODEL. 292 ON ALL OTHER MODELS.

BEST-IN-CLASS¹ V6 HIGHWAY FUEL ECONOMY.⁶

31 MPG

QUIETLY POWERFUL TO GO THE DISTANCE.

300 STRONG. With the 300S model's true dual-exhaust system accompanying the standard 3.6-liter DOHC VVT Pentastar® V6 engine and 8-speed transmission, it outputs an astounding 300 horsepower and 260 lb-ft of torque. Standard on 300, 300C, and Luxury Series, the V6 8-speed powertrain delivers 292 hp, 260 lb-ft of torque, and packs the engineering technology of the most advanced engine Chrysler Group LLC has ever produced. It delivers an exceptional blend of high torque, fuel efficiency, low emissions, and first-rate noise, vibration, and harshness (NVH) control. The EPA estimated 19 city/31 highway mpg and Flex Fuel* capability allow the freedom to fill up with gasoline or E85 (ethanol) fuel. The available HEMI® V8 engine gives drivers a combination of V8 horsepower and fuel economy with an EPA estimated 16 city/25 hwy mpg thanks to a 5-speed AutoStick transmission and Fuel Saver Technology that allows the engine to seamlessly switch from eight cylinders to four during cruising — creating the perfect formula of power and value. This welterweight delivers 363 heavyweight horsepower and the surprising punch of 394 lb-ft of torque.

*Available in select states.



A STANDARD ACROSS-THE-BOARD PERFORMANCE INCREASE.



THE 8-SPEED TRANSMISSION FOR UNSURPASSED COMBINED FUEL ECONOMY.⁶

The best way for Chrysler Group LLC to follow up its efficient and eager 8-speed transmission breakthrough? Make it standard on every 300 trim level (excluding SRT[®]), helping to provide overall unsurpassed fuel economy in its class.⁶ This exclusive partnership with the ZF Corp.-engineered transmission provides greater fuel efficiency with full-power performance. It starts with the acclaimed 3.6L Pentastar[®] V6 engine and arms it with eight speeds to yield an astounding EPA estimated 19 city/31 highway mpg. 300S and 300C Luxury Series drivers can navigate gears via steering wheel-mounted paddle shifters for clutchless manual shifting or opt to let the automatic transmission shift normally with the standard E-shift console handle. In addition, drivers can engage Sport mode for more aggressive driving dynamics, further showcasing the vehicle's capabilities.





ENGINEERED TO OWN THE ROAD: MULTILINK SUSPENSION. Premium hydro bushings, shock absorbers, spring rates, front and rear multilink suspension geometries, and the rear stabilizer bar contribute to the superior handling and ride comfort of 300. It noticeably delivers body and wheel control, optimized road-surface contact during cornering, and engaging handling prowess. The multiple bushings help reduce road harshness over bumps to provide a smooth, quiet ride. An electrohydraulic power steering system contributes to fuel efficiency and increased steering capability.

CONTROL ISSUED. Every 300 also packs standard control features, including ABS, Electronic Stability Control (ESC),⁷ Traction Control, Brake Assist, Ready-Alert Braking, Hill Start Assist, and Rain Brake Support, which applies slight pressure to help dry the brake discs when wipers are activated.

BREEDING INVENTION — A STATE OF MIND AND MATTER.

What happens when you combine an inventive nature with a snowy winter morning in Michigan? You end up with something that forever changed the way we approached going down hills and mountains all over the world. In 1965, two skis were bolted together to create a new way down a backyard hill — and the first-generation snowboard was born. It's lineage that runs from the hills of Michigan to every slope on every mountain today. Here's to taking a different approach and changing the game altogether.



ALL-WHEEL DRIVE GLACIER. Changing the game in terms of the Chrysler 300 luxury sedan offerings took this spirit from the Great Lakes created by glaciers. It's the latest icon of originality and capability to emerge from a state of invention and adaptability. Invigorate your senses with a swift intake of exhilaration from the limited-availability Chrysler Glacier. It starts with the 300S AWD platform and takes it to an all-new altitude with a unique slate of color and material. The icy Glacier Blue Pearl, Bright White, or Billet Silver Metallic exterior boasts the Mopar, 19-inch AWD painted satin-carbon wheels, adding Gloss Black mirrors and an optional Gloss Black roof. The custom interior combines Black-stitched Nappa leather seat bolsters with highly durable, Falls woven, heated cloth seat surfaces, adding "Glacier" embroidered floor mats with Black velour, and Black accent stitching on the interior trim. The cool demeanor is topped with lacquered Piano Black interior elements throughout the dash and door panel while the modern slickness is further embellished by matte carbon hydrographics accents. The result is a luxurious and capable sedan with a glistening style as comfortable on snow-covered mountain passes as it is on slick city avenues and overpasses.



A silver Chrysler 300 is shown from a high-angle, front-quarter perspective, driving on a wet road at night. The car's headlights and fog lights are illuminated, reflecting off the wet pavement. The background is dark and blurry, suggesting motion. The car is positioned in the lower-left to center area of the frame.

THE MOST ADVANCED AVAILABLE ALL-WHEEL-DRIVE SYSTEM IN ITS CLASS.¹

AWD: NOW AVAILABLE ON EVERY 300 MODEL (excluding SRT[®]). This standard, intelligent all-wheel-drive system automatically engages when wheel slip is detected to regain traction with changing road surfaces and conditions. The AWD system also engages when the driver turns off the Electronic Stability Control (ESC)⁷ system, the steering-wheel paddle shifters are in use, or the optional 5.7L HEMI[®] V8 5-speed transmission's AutoStick is engaged.

BEST-IN-CLASS V6 AWD FUEL ECONOMY:⁸ The on-demand active transfer case automatically provides a seamless transition between rear-wheel and all-wheel drive. It consistently delivers outstanding performance and handling, while maximizing fuel efficiency, including achieving best-in-class V6 AWD fuel economy.⁸



FORTIFIED WITH AN ARSENAL OF 70
STANDARD AND AVAILABLE ACTIVE AND PASSIVE
SAFETY AND SECURITY FEATURES.



300C IS THE MOST TECHNOLOGICALLY ADVANCED VEHICLE IN ITS CLASS.

AUTOMATIC BRILLIANCE IN THE FORM OF CUT, CLARITY, AND COLOR.

CLAIM YOUR DEDICATED SPACE.

PARKVIEW® REAR BACK-UP CAMERA: When reversing at low speeds, ParkView provides a wide-angle view of the area immediately behind the vehicle on the Uconnect® 8.4N navigation touch screen. It also displays grid lines when maneuvering into parking spaces. Available.

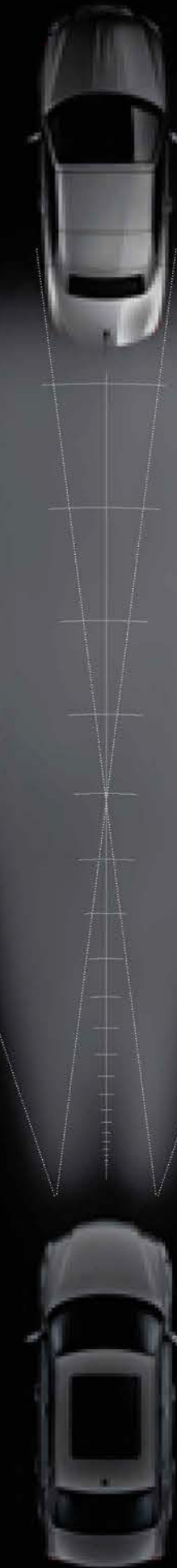
BLIND SPOT MONITORING (BSM):¹⁰ This technology uses radar sensors to aid the driver when changing lanes or being passed by unseen vehicles. The system notifies the driver of a vehicle in the blind spot via illuminated icons on the sideview mirror and selectable audible warning. Available.

REAR CROSS-PATH DETECTION (RCP):⁹ The Blind Spot Monitoring¹⁰ system also includes RCP,⁹ which monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots. Available.

PARKSENSE® FRONT-AND-REAR PARK ASSIST:⁹ When in Reverse or driving forward, sensors detect the presence of objects up to approximately 3.9 feet in front of the vehicle and 6.5 feet from the rear, and provide both audible and visual warnings in the Electronic Vehicle Information Center (EVIC). Available.

ADAPTIVE CRUISE CONTROL (ACC)⁷ and Forward Collision Warning (FCW).¹¹ This available system uses a radar sensor mounted at the front of the 300 to detect objects in its path. If the lane ahead is clear, the cruise control speed you set will maintain. When slower traffic is detected, ACC automatically adjusts your speed to allow a safe distance between you and the vehicle in front of you. FCW provides an audible warning if the driver is approaching an object too fast, helping the driver determine what action must be taken to prevent a collision.

ADAPTIVE FORWARD LIGHTING (AFL). This available system automatically adjusts headlamp direction for improved nighttime driving visibility. It computes your vehicle speed and steering wheel angle to determine headlamp projection from straight ahead to 7° inward or 18° outward. For better visibility on sloping paths, the AFL system incorporates an automatic leveling feature, which aligns the headlamps to your vehicle-to-road pitch. HID Bi-Xenon headlamps appear as a bright white beam, providing approximately three times the light output, resulting in clearer forward vision.



IMPROVED CRUSH ZONES. Designed to divert and dissipate impact energy away from the passenger compartment, this improved structure helps minimize injuries in the event of an accident.

TIRE PRESSURE MONITORING. Standard pressure sensors in the tire valves allow for automatic detection and notification when tire pressure is low.

INTELLIGENT BATTERY SENSOR. This standard system continually measures the flow of current in to and out of the battery. It enables "intelligent load shedding," which systematically shuts off the vehicle's electrical systems

if the battery is running low, to help prevent depletion. When active, an icon appears in the cluster display.

HILL START ASSIST. This feature automatically applies the brakes momentarily to help prevent rollback on hills and inclines.

REACTIVE HEAD RESTRAINTS.¹² This latest technology helps provide first-rate peace of mind. It enables the head restraint to automatically move forward and upward in the event of a rear-end collision to decrease the space between the head restraint and the occupant's head, helping to provide protection.

ELECTRONIC STABILITY CONTROL (ESC).⁷ Instant aid is provided when this robust system detects that you're veering off your intended path. It includes an antilock brake system (ABS) with all-speed traction control and Brake Assist, which provides increased braking pressure for optimal stopping distances when it senses that a panic braking event has occurred.

FOUR-WHEEL ANTILOCK BRAKE SYSTEM (ABS). The standard four-wheel antilock disc brakes afford premium stopping power. ABS senses and prevents wheel lockup, offering improved steering control under most extreme braking and/or slippery conditions.

KEYLESS ENTER 'N GO. With the key fob in the vehicle proximity, this technology automatically unlocks doors when you pull the handle instead of having to fumble for a key. Once inside, with the key within the cabin proximity, a simple press of the Start/Stop button and brake pedal brings the 300 engine to life.

AIR BAGS.¹³ Advanced multistage front air bags, supplemental front-seat thorax side air bags, driver's knee air bag, and supplemental side-curtain air bags for front and rear outboard occupants are all standard.





MAKE IT YOURS.

AUTHENTIC CHRYSLER ACCESSORIES BY MOPAR.

WITH YOU EVERY MILE. Mopar is with you from the moment you take possession of your new Chrysler 300 and for every mile thereafter. It helps to further your vehicle's distinction with accessories of every kind. They are designed by the same engineers of your vehicle and made specifically for your model. It's get-it-right-the-first-time satisfaction with seamless fit and finish, exact color matches, and high-quality materials that have been thoroughly tested.

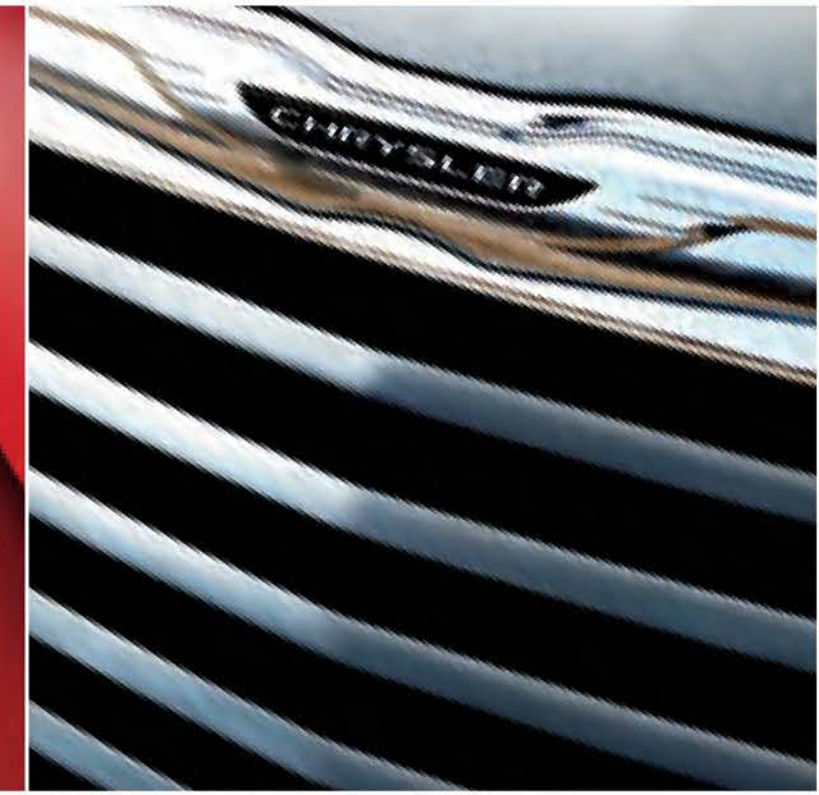
Mopar also assures you with expert technicians who know your make and model best from Vehicle Protection Plans and Express Lane Service to Mopar Owner Connect, a secure owners-only site, accessible by registering at owners.chrysler.com. There, you'll enjoy online access to service records, extensive vehicle information, and much more. Learn more about the world of Mopar and all it has to offer at mopar.com. See your Chrysler dealer for the latest accessories and parts available.

(Left to right, top to bottom) Platinum Mesh Grille — Heritage Grille — Chrome Mesh Grille — 13-Bar Chrome Grille — 13-Bar Gloss Black Grille with available Black Chrome Surround (not shown) — Wheels: 20-Inch Forged-Aluminum — 20-Inch Black Chrome — 20-Inch Gloss Black — 19-Inch Satin Carbon





EXTERIOR COLORS: Billet Silver Metallic, Bright White, Deep Cherry Red Crystal Pearl, Glacier Blue Pearl,* Gloss Black, Granite Crystal Metallic, Ivory Tri-Coat Pearl, Jazz Blue Pearl, Luxury Brown Pearl, and Phantom Black Tri-Coat Pearl*



EXTERIOR COLORS: Billet Silver Metallic, Bright White, Deep Cherry Red Crystal Pearl, Gloss Black, Granite Crystal Metallic, and Phantom Black Tri-Coat Pearl*



300 The lineup starter's iconic style is equipped with advanced technology and powerful mechanics, beginning with a 3.6L Pentastar® V6 engine with 8-speed transmission. A four-wheel independent suspension and antilock brakes with all-speed traction control execute precision to 17-inch Tech Silver painted aluminum wheels. The power heated exterior mirrors, halogen-projector headlamps, and dual chrome exhaust tips complement its form. The 8.4-inch touch-screen radio with Voice Command, auto-dimming rearview mirror, Nappa leather-trimmed seats, heated front seats, eight-way power driver's seat, and leather-wrapped steering wheel and shift knob introduce a new level of base trim.



INTERIOR SEATING COLORS: Nappa leather-trimmed Black, Black/Light Frost



300S The trim level that brings cool, urban-legend style to its 300-horsepower Pentastar® V6 with 8-speed transmission or HEMI® V8 with 5-speed power choices. It adds distinctive features outside and in, including the exclusive¹ Beats Audio™ 10-speaker sound system, rear back-up camera,⁹ and HomeLink® security. A stand-alone exterior treatment adds monochromatic edge with Black headlamp and fog lamp bezels, chrome surround grille with Black chrome horizontal bars, liquid chrome Chrysler wing badge with Black center, and 20-inch aluminum wheels with polished face and Black pockets. The 300S is outfitted in standard unique performance leather-trimmed seats. The heated bucket seats and interior trim add detailing specifics to 12-way power driver and passenger seats. Steering wheel-mounted paddle shifters are available in all-wheel-drive V6 and V8 models with All-Season Performance tires.



INTERIOR SEATING COLORS: Nappa leather-trimmed Black, Black/Radar Red



*Late availability.



*Late availability.



EXTERIOR COLORS: Billet Silver Metallic, Bright White, Deep Cherry Red Crystal Pearl, Glacier Blue Pearl, Gloss Black, Granite Crystal Metallic, Ivory Tri-Coat Pearl, Jazz Blue Pearl, Luxury Brown Pearl, and Phantom Black Tri-Coat Pearl*



EXTERIOR COLORS: Billet Silver Metallic, Bright White, Deep Cherry Red Crystal Pearl, Glacier Blue Pearl, Gloss Black, Granite Crystal Metallic, Ivory Tri-Coat Pearl, Jazz Blue Pearl, Luxury Brown Pearl, and Phantom Black Tri-Coat Pearl*



300C The luxury-line marker includes everything on 300 plus: V6 is standard, Garmin[®] Navigation, SiriusXM Traffic² and SiriusXM Travel Link² luxury perforated leather-trimmed seats, ventilated front seats, heated front- and second-row seats, wood/leather heated steering wheel, illuminated heated/cooled cup holders, bright door sill scuff pads, rear power sunshade, real wood interior accents, power adjustable pedals, and tilt/telescoping steering column with memory for preferred settings. Available in RWD and AWD. 300C also offers the 5.7L HEMI[®] V8 with Fuel Saver Technology.



INTERIOR SEATING COLORS: Nappa perforated leather-trimmed Black, Dark Frost/Light Frost



300C LUXURY Take the 300C and add a healthy bonus of appointments. The custom interior package adds classic wood grain surfaces, as well as Poltrona Frau Foligno leather on the door uppers, instrument panel, cluster brow, and center console side panels. Premium Nappa leather covers seating surfaces, door and center console armrests, and door bolsters. Outside, Platinum chrome adorns the available Mopar[®] Platinum Blades with Platinum chrome surround, door handles, mirrors, front/rear fascia accents, and fog lamps, all to bring further distinction. The steering wheel-mounted paddle shifters, Sport mode touring suspension, 20-inch standard wheels, as well as the optional 5.7L HEMI[®] V8 engine with Fuel Saver Technology, anchor the power and performance.



INTERIOR SEATING COLORS: Nappa perforated leather-trimmed Dark Frost/Light Frost



*Late availability.



*Late availability.



EXTERIOR COLORS: Billet Silver Metallic, Bright White, Deep Cherry Red Crystal Pearl, Gloss Black, Granite Crystal Metallic, Ivory Tri-Coat Pearl, Jazz Blue Pearl, and Phantom Black Tri-Coat Pearl



300 SRT® The luxury and performance ringleader is track-ready with a 6.4-liter SRT HEMI® V8 engine with Fuel Saver Technology. It delivers an impressive 470 horsepower and 470 lb-ft of torque while a new Adaptive Damping Suspension (ADS) yields a responsive, bolstered ride and handling. Manually operated Auto, Sport, and Track modes rapidly change the performance characteristics from normal input from the road and driver to aggressively tuned shifting and response. Exclusive SRT Performance Pages, displayed on the 8.4-inch Uconnect® touch screen, provide data like horsepower, torque, and 0-60 and ¼-mile times, along with expanded engine information. The SRT leather heated steering wheel includes mounted paddle shifters for transmission commands. Unique fascias, front grille, spoiler, 7-spoke 20-inch forged aluminum wheels, and the available 19-speaker, 900-watt Harman Kardon® Audio Group make SRT the front-runner of the pack. Visit driveSRT.com.



SRT INTERIOR SEATING COLORS: Black, Black/Radar Red



	300	300S	300C	300C LUXURY SERIES ¹	300 SRT ²
INTERIOR FEATURES (continued)					
TEMPERATURE DISPLAY — Outside, includes compass	•	•	•	•	•
SEATING					
FRONT — Heated front seats	•	•	•	•	•
— Nappa leather-trimmed bucket seats (*TL)	•	•	•	•	•
— Nappa leather-trimmed sport bucket seats (*DL)	•	•	•	•	•
— Nappa luxury leather-trimmed bucket seats (*ZL)	•	•	•	•	•
— Nappa luxury leather-trimmed bucket seats (*AL)	•	•	•	•	•
— Performance bolstered leather/suede-trimmed bucket seats (*DZ)	•	•	•	•	•
— Ventilated front seats	•	•	•	•	•
— 8-way power driver and 4-way power front-passenger seats	•	•	•	•	•
— 8-way power driver and front-passenger seats with 4-way power lumbar adjust (included in Driver Convenience Group)	P	•	•	•	•
— Heated second-row seats (included in Luxury Group)	•	P	•	•	•
REAR — 60/40 split-folding rear bench with armrest and cup holders	•	•	•	•	•
UCONNECT³					
— Uconnect 8.4 AM/FM radio with CD/DVD/MP3 format capability, audio jack, and USB port for media devices, SiriusXM Satellite Radio ⁴ with one-year trial included, SD card input, 8.4-inch touch screen for displaying music info and climate controls, steering wheel music controls, Optional Uconnect Voice Command with Bluetooth ⁵ , Bluetooth streaming audio, premium audio system, rear-seat entertainment capable (select vehicles)	•	•	•	•	•
— Uconnect 8.4N AM/FM radio with CD/DVD/MP3 format capability, audio jack, and USB port for media devices, SD card input, 8.4-inch touch screen for displaying music info and climate controls, steering wheel music controls, Garmin, Navigation, SiriusXM Satellite Radio ⁴ , SiriusXM Travel Link, and SiriusXM Traffic with one-year trial included, Optional Uconnect Voice Command with Bluetooth ⁵ , Bluetooth streaming audio, premium audio system, rear-seat entertainment capable (select vehicles)	O	O	•	•	•
SIRIUSXM SATELLITE RADIO⁴					
AUDIO SYSTEMS — 6 speakers					
— 6 premium speakers with 276-watt digital amplifier	•	•	•	•	•
— 10 premium amplified speakers with 552-watt digital amplifier and subwoofer (included with Beats Audio TM Group)	P	•	P	P	•
— 19 premium speakers, with subwoofer and 900-watt amplifier (included with Harman Kardon [®] Audio Group) (N/A with power backlight sunshade)	•	•	P	P	P
UCONNECT VOICE COMMAND — Includes hands-free calling with address sync ⁶					
SAFETY AND SECURITY					
AIR BAGS⁷ — Advanced multistage driver and front-passenger	•	•	•	•	•
— Supplemental front-seat thorax side air bags	•	•	•	•	•
— Supplemental side-curtain for front and rear outboard occupants	•	•	•	•	•
CHILD SEAT ANCHOR SYSTEM (LATCH) — Mounts for two child seats in the second row help ease the installation of compatible aftermarket child seats	•	•	•	•	•
ELECTRONIC STABILITY CONTROL⁸ — Includes Brake Assist (3-mode on SRT)					
FORWARD COLLISION WARNING SYSTEM⁹ — Included with Safety Tec ¹⁰ Group	P	P	P	P	P
FRONT-PASSENGER SEAT BELT ALERT					
HILL START ASSIST					
PARKVIEW¹¹ REAR BACK-UP CAMERA¹² — Included in Driver Convenience Group	P	•	•	•	•
PARKSENSE¹³ FRONT AND REAR PARK ASSIST SYSTEM¹⁴ — Included in Safety Tec Group	P	P	P	P	•
RAIN BRAKE SUPPORT					
REACTIVE HEAD RESTRAINTS¹⁵					
READY-ALERT BRAKING					
REMOTE START SYSTEM — Included in Driver Convenience Group	P	•	•	•	•
SECURITY ALARM — Included in Driver Convenience Group					
SENTRY KEY¹⁶ THEFT DETERRENT SYSTEM — Anti-theft engine immobilizer					
TIRE PRESSURE MONITORING DISPLAY — Located in Electronic Vehicle Information Center (EVIC)					
PACKAGES					
HARMAN KARDON AUDIO GROUP — Includes 19 premium speakers, including subwoofer and 900-watt amplifier (rear sunshade is not available with this package)	•	•	O	O	O
BEATS AUDIO GROUP — Includes 10 amplified premium speakers with subwoofer and a 552-watt amplifier, audio system tuned by Beats	O	S	O	O	•
BLACK VAPOR CHROME GROUP¹⁷ — Includes black chrome grille surround with Gloss Black brick pattern grille insert and 20-inch forged aluminum Black vapor chrome wheels, rear fascia with horizontal Black chrome accent bar	•	•	•	•	O
DRIVER CONVENIENCE GROUP — Includes power driver/passenger front seats, 4-way driver/passenger power lumbar adjust, fog lamps, security alarm, ParkView Rear Back-Up Camera, ¹² remote start, and universal garage door opener	O	•	•	•	•
LEATHER INTERIOR GROUP — Includes premium leather trim (Nappa leather-wrapped door bolster, armrest, and center console lid, Poltrona Frau Foligno leather-wrapped instrument panel, front and rear door uppers, and center console side panels), luxury front and rear floor mats	•	•	•	•	O
LIGHT GROUP — Includes automatic headlamp-leveling system, Bi-Xenon HID headlamps, Auto High Beam Headlamp Control, and rear fog lamps	•	•	O	O	O
LUXURY GROUP — Rear heated seats, rear power sunshade, ambient driver and passenger LED footwell lighting, LED map pockets, trunk mat, door sill scuff pad, heated steering wheel, power steering column, power pedals, heated and cooled cup holders, memory feature, exterior mirror tilt in reverse, EC driver mirror	•	•	O	•	•
SAFETYTEC GROUP — Includes Adaptive Cruise Control ¹⁸ with Forward Collision Warning ¹⁹ system, Blind Spot Monitoring ²⁰ and Rear Cross-Path Detection, ²¹ exterior auto-dimming driver mirror with supplemental signals and courtesy lamp, rain-sensing wipers, and front and rear park assist	O	O	•	•	•
SAFETYTEC GROUP — Includes Adaptive Cruise Control ¹⁸ with Forward Collision Warning ¹⁹ system, Blind Spot Monitoring ²⁰ and Rear Cross-Path Detection, ²¹ supplemental signal and courtesy lamps, rain-sensing wipers, and front and rear park assist	•	•	O	O	•
SAFETYTEC GROUP — Includes Adaptive Cruise Control ¹⁸ with Forward Collision Warning ¹⁹ system, Blind Spot Monitoring ²⁰ and Rear Cross-Path Detection, ²¹ supplemental signal and courtesy lamps, and rear fog lamps	•	•	•	•	O

* • Included. P • Available with options noted. O • Optional.

¹Late availability.

²Only part of 300S.

THE CHRYSLER COLLECTION

Bring the Chrysler brand style and distinction to your lifestyle in and out of your vehicle with authentic professional, active, travel, and home accessories, apparel, and gift cards for your favorite Chrysler enthusiast. You'll also wear your pride of ownership attitude on your sleeve when you boast one of the popular Imported from Detroit[®] garments. Shop the complete collection to show you know what earned luxury is all about at Chrysler.com/collection.



WARRANTIES

Chrysler vehicles are covered by a Chrysler Group LLC 3-Year or 36,000-Mile Basic Limited Warranty (excludes normal maintenance and wear items), as well as a 5-Year or 100,000-Mile Powertrain Limited Warranty that is fully transferable and includes Roadside Assistance Services, Flat Tire, Lockout, Towing, Out of Gas/Fuel Delivery, and Battery Jump Assistance. Ask your dealer for details and a copy of these limited warranties.

AUTHENTIC CHRYSLER ACCESSORIES BY MOPAR.

Designed specifically for your Chrysler vehicle for exceptional fit, finish, and performance. Visit your dealership or mopar.com.

AUTOMOBILITY

Chrysler Group LLC's Automobility Program provides aftermarket reimbursement incentives on adaptive vehicle upfit equipment in order to help provide safe and reliable vehicle modifications to enhance accessibility for all people. For more information, call (800) 255-9877 or visit chryslerautomobility.com.

SiriusXM SATELLITE RADIO

SiriusXM Satellite Radio² delivers over 130 channels, including commercial-free music, sports, news, talk, entertainment, traffic, and weather. Factory-installed SiriusXM Satellite Radio³ includes a one-year subscription. For more information, go to siriusxm.com.

UCONNECT³

With Uconnect, you're always connected — to people, places, music, movies, and the Internet.



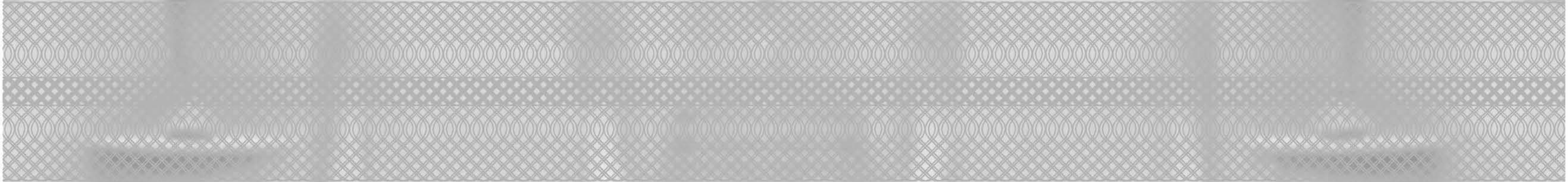
Earn 3 points on qualifying purchases made at Chrysler Group LLC dealerships, 2 points per \$1 on qualifying travel purchases, and 1 point per \$1 on qualifying purchases everywhere else with the new Chrysler MasterCard.[®] Points may be redeemed at your local dealership for cash off your new or used vehicle, accessories, parts, or service — including your next oil change. Or choose from hundreds of other rewards, including travel, cash back to your account, merchandise, or gift cards.¹⁴ For more information or to apply, visit ChryslerCard.com.



¹Based on Chrysler Group LLC Upper Large Car segmentation. ²ACC is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions. ³SiriusXM service requires a subscription, and separately after 12-month trial includes both vehicle purchase. If you decide to continue your SiriusXM service at the end of your trial subscription, the plan you choose will automatically renew and bill at the current rates until you call SiriusXM at 1-866-638-2349 to cancel. See our Customer Agreement for complete terms at siriusxm.com. Sirius satellite service available only to those at least 18 years and older in the 48 contiguous United States, D.C., and P.R. (with coverage limitations). SiriusXM Traffic available in select markets. See siriusxm.com/traffic for more information. Sirius, XM, and all related marks and logos are trademarks of Sirius XM Radio Inc. ⁴Phone must support Bluetooth. Phone Book Access Profile (PBAP). ⁵Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. Subscription required. ⁶2012 EPA est. 19 city/31 highway mpg, when equipped with 3.6L engine and 8-speed transmission. Based on Chrysler Group LLC Upper Large Car segmentation. ⁷No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice, and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. ⁸Based on latest available competitive information and Chrysler Group LLC Upper Large Car segmentation. 2012 EPA est. 18 city/27 highway mpg. ⁹Always check entire surroundings visually before backing up. ¹⁰Always check visually for vehicles prior to changing lanes. ¹¹FCW system is solely an alert system for the front of the vehicle, which does not take any actions to change vehicle dynamics to avoid a collision, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions. ¹²Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. ¹³The Advanced Front Air Bags in this vehicle are certified to the new U.S. federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. ¹⁴Complete details, including restrictions, limitations, and exclusions, will be available when you become a Cardmember. MasterCard is a registered trademark of MasterCard International Incorporated. This card is issued by First Bankcard, a division of First National Bank of Omaha, pursuant to a license by MasterCard International Incorporated.

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WHEEL STYLES



**17-INCH TECH SILVER
PAINTED ALUMINUM**
Standard on 300

**20-INCH POLISHED/
BLACK PAINTED POCKETS**
Standard on 300S RWD

**20-INCH POLISHED FACE
TECH SILVER PAINTED POCKETS**
Standard on 300 Luxury Series
Optional on 300C

**20-INCH POLISHED/TECH SILVER PAINTED
POCKETS FORGED ALUMINUM SRT® DESIGN**
Standard on 300 SRT

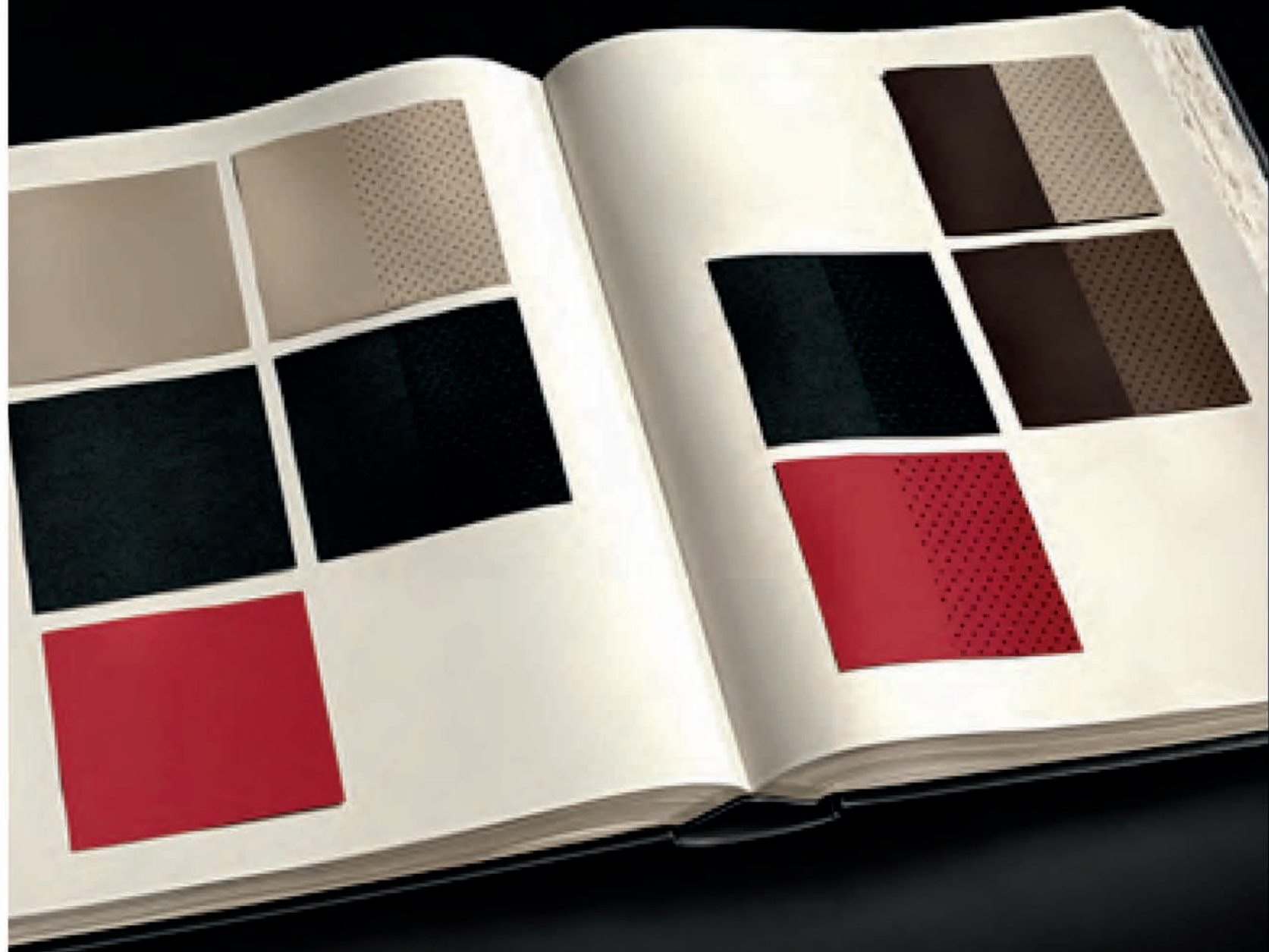
18-INCH CHROME-CLAD ALUMINUM
Standard on 300C

**20-INCH FORGED ALUMINUM
SRT® BLACK VAPOR CHROME**
Available on 300 SRT

**19-INCH POLISHED FACE
TECH SILVER PAINTED POCKETS**
Standard on 300 AWD, 300C
AWD, and 300C Luxury AWD

**19-INCH POLISHED/
BLACK PAINTED POCKETS**
Standard on 300S AWD

INTERIOR COLORS



NAPPA LEATHER TRIM
Light Frost
Black
Radar Red

NAPPA PERFORATED
LEATHER TRIM
Light Frost
Black

NAPPA LEATHER TRIM
WITH PERFORATED
SUEDE INSERTS
Black
Radar Red

NAPPA PERFORATED
LEATHER TRIM
Dark Frost/Light Frost
Dark Mocha



EXTERIOR COLORS

(Left to right, top to bottom) GLACIER BLUE PEARL* • GLOSS BLACK • IVORY TRI-COAT PEARL • BILLET SILVER METALLIC
• JAZZ BLUE PEARL • GRANITE CRYSTAL METALLIC • DEEP CHERRY RED CRYSTAL PEARL • PHANTOM BLACK TRI-COAT PEARL*
• LUXURY BROWN PEARL • BRIGHT WHITE

*Late availability.



BILLET SILVER METALLIC

GRANITE CRYSTAL METALLIC

JAZZ BLUE PEARL

GLACIER BLUE PEARL*

PHANTOM BLACK TRI-COAT PEARL*

IVORY TRI-COAT PEARL

GLOSS BLACK

BRIGHT WHITE

DEEP CHERRY RED CRYSTAL PEARL

LUXURY BROWN PEARL

*Late availability.



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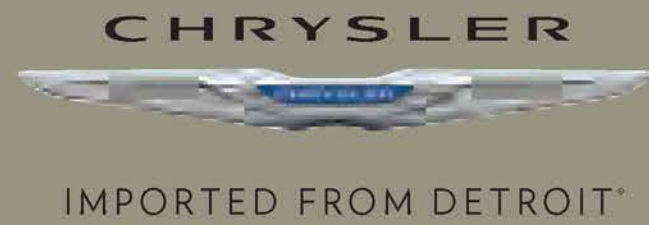


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