

300

2012 CHRYSLER 300



A dark, monochromatic photograph of a person wearing sunglasses and a jacket, with the text "LUXURY FEELS BETTER EARNED." overlaid in the center. The image is heavily shadowed, with the person's face and sunglasses being the primary light sources. The background is indistinct but appears to be an outdoor setting with some horizontal lines, possibly a railing or a wall. The overall mood is sophisticated and mysterious.

LUXURY FEELS BETTER EARNED.





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





N 203mi 82
Vehicle Speed
Trip Info
Tire PSI OK
Vehicle Info

















A CAR FOR THE PERSON YOU SET OUT TO BECOME.



300C IS THE MOST LUXURIOUS VEHICLE IN ITS CLASS.[®] THIS IS A DRIVER'S CAR TO BE DRIVEN IN.

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

THE RESULTS OF WORKING SMART. The 300C interior provides exceptional comfort and style with premium cloth coverings featuring thick flat-weave velour with distinctive inserts, mating it to premium hydrographic wood trim for a classic interior finish. The detailed attention builds with ultrasoft leather offerings on the 300C seating surfaces made of 100 percent Nappa perforated leather, available heated front and rear seats, and ventilated front seats. Combined with real wood and satin chrome finishes, illuminated cup holders, LED lighting throughout the cabin, and an available real wood and leather-wrapped 360° heated steering wheel, the luxurious bounty continues. The available 8.4-inch interactive Uconnect[®] system has the largest vehicle information, communication, and entertainment touch screen in its class.⁽²⁾

A PERFECT CLIMATE. 300C is also the only vehicle in its class to offer heated and cooled cup holders,⁽²⁾ while a standard Humidity Sensor with Automatic Temperature Control (ATC) feature enables an auto-defog capability, essentially eliminating the need for setting defog functions. The available Smart Remote Start system operates from as far as 200 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 ingenious capless fuel-filler door, which can only be opened via an interior switch.





BRILLIANTLY BOLSTERED. New, upgraded trim levels introduce the new Leather Premium Interior Group. Standard on the 300C Luxury Series* and available on SRT8® the package features premium Nappa leather on the door armrests and bolster inserts. It also includes the Poltrona Frau Foligno leather-wrapped instrument panel, cluster brow, center console side panels, and door uppers.



IT DOES NOT TAKE THE SKY LIGHTLY.

IT HAS THE LARGEST PANORAMIC SUNROOF AVAILABLE
IN ITS CLASS.⁽²⁾

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.

300S shown in Tungsten Metallic.









TOWN PUMP T

D · E · T · R · O

100 W. MONTCA



TAVERN
· I · T

300S shown in Tungsten Metallic.



*Screen graphics are representational and may not reflect actual production screens.

NOTHING LESS THAN THE LARGEST INTERACTIVE TOUCH SCREEN IN ITS CLASS.⁽²⁾

UCONNECT TOUCH™ IS AN INTUITIVE HUB FOR ALL YOUR MEDIA – CELL PHONE, SIRIUSXM™ SATELLITE RADIO,⁽⁴⁾ NAVIGATION SYSTEM, MP3 PLAYER, AND SMARTPHONE. ALSO ACCESS CLIMATE AND RADIO CONTROLS, HEATED SEATS, AND POWER CONVENIENCE FEATURES THROUGH THIS DISPLAY. THE UCONNECT® USER-FRIENDLY SYSTEM ALLOWS YOU TO STAY CONNECTED, INFORMED, ENTERTAINED, AND FOCUSED ON DRIVING.



ENTERTAINMENT. Manage all of 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, compatible multimedia devices, and gaming consoles. With SiriusXM Satellite Radio⁽⁴⁾ (your first year of service is included), you get over 130 channels, including commercial-free music plus all your favorite sports, news, talk and entertainment – all with coast-to-coast coverage, 24/7.



PHONE. Talking on the phone while driving has never been easier — or more responsible. 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 address book⁽⁵⁾ — up to 1,000 entries — every time you get into your vehicle.



NAVIGATION. Provides turn-by-turn voice guidance and visual display. It can also locate nearby restaurants, shopping, hospitals, or points of local interest through an exclusive Garmin® GPS system. It features Garmin's intuitive user interface, bringing the Garmin handheld experience to a factory in-dash radio. With SiriusXM Traffic™⁽⁴⁾ (one-year subscription included), you'll get continuously updated information on accidents, 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 Radio⁽⁴⁾ channels, and make calls. Along with pause and rewind capability, this smart system technology can also be trained to better recognize your voice and can understand commands in English, French, and Spanish.



WEB. Put the power of high-speed Internet in your vehicle with Uconnect Web.⁽⁶⁾ Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, 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 LINK

Access a wealth of current information at your fingertips, including national and local weather forecasts, radar images, and detailed storm information with speed and direction, even local ski slope conditions. Review fuel prices at local gas stations to find the lowest price in your area. Sports fans can learn in-game and final sports scores, and weekly game schedules. You can also get detailed weekly movie listings, show times and ratings, as well as watch your personal portfolio of stocks as they move up or down throughout the day. Subscription is required after one-year included service.



SiriusXM

beats™



IT'S ABOUT BEING HEARD AND NOT RUNNING IN ONE. IT'S ABOUT LISTENING TO MUSIC THE WAY THE ARTIST INTENDED IT TO BE. BECAUSE THE CHRYSLER 300S DRIVER IS OFTEN MORE AWARE OF THE NOTES FROM THE SPEAKERS THAN THE EXHAUST, THE CABIN REQUIRES A SYSTEM THAT CAN TAILOR ITS ACOUSTICS AS UNIQUELY AND NOTICEABLY AS ITS COOL DEMEANOR AND HARDWORKING STREET STYLE. TO GET IT, WE WENT TO A SPECIALIST.

What Dr. Dre and Jimmy Iovine bring to the table is an attitude that comes through loud and clear, standard through every inch of the 300S cabin and available on Limited and 300C. It allows you to feel each beat as low as you want for the highs the musician intended. This is a partnership that has mapped soundwaves and designed algorithms. It added output and components that make the 300S perform like a Beats product. This is what makes the first OEM Beats vehicle in history:

- An additional 50 watts of power per channel processed through an equalizer to play music the way the artist intended it to be heard.
- 10 premium speakers with 552-watt amplifier.
- A new subwoofer and enclosure in the shoulder of the trunk.
- The commitment of Dr. Dre and the entire Beats family.

This is an engineering partnership to be proud of. It gives the 300S some serious sound horsepower and embodies extreme tailoring that earns this nameplate's standard of luxury.





The available 8.4-inch Uconnect Touch™ screen allows access to selections from your personal music library, radio, and an arsenal of compatible devices. It puts you right in the booth track after track.





YOU WILL FEEL IT. The unique Beats system brings recording-studio quality sound to the 300S cabin acoustics. The Sound Scapes provide automotive audio that could only be achieved with the kind of revolutionary passion that Dr. Dre is known for. That's something 300S drivers can relate to.







292^{HP}

BEST-IN-CLASS HIGHWAY FUEL ECONOMY[®]
PENTASTAR[®] ENGINE



31^{MPG}



THE MOST POWERFUL PERFORMERS ARE OFTEN THE QUIETEST.

The 3.6-liter DOHC VVT Pentastar® V6 engine draws on advanced automotive engine technology for outstanding power. It delivers an exceptional blend of high torque, fuel efficiency, low emissions, and first-rate noise, vibration, and harshness (NVH) control. The numbers speak volumes — 292 horsepower, 260 lb-ft of torque, and a 2012 EPA estimated 18 city/27 highway mpg with the standard 5-speed AutoStick transmission and an unsurpassed city fuel economy of 19 city/31 highway with the available 8-speed transmission.⁽⁷⁾ Flex Fuel* capability lets you fill up with gasoline or E85 fuel. The available HEMI® V8 engine gives drivers a combination of V8 horsepower and fuel economy (2012 EPA est. 16 city/25 hwy mpg) thanks to Fuel Saver Technology that allows the engine to seamlessly switch from eight cylinders to four during cruising — creating the perfect formula of power, value, and responsibility. This welterweight engine delivers 363 heavyweight horsepower and the surprising punch of 394 lb-ft of torque.

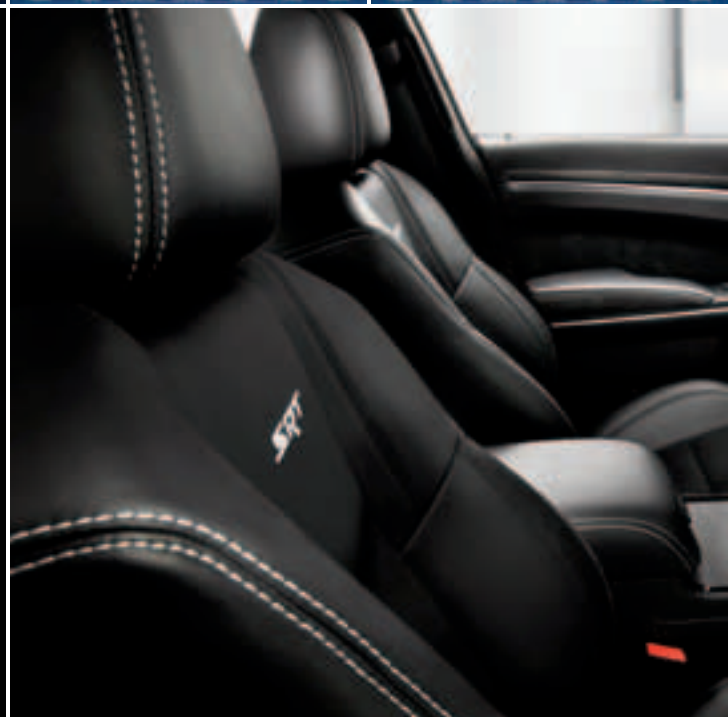
*Available in select states.



INTRODUCING AN ALL-NEW 8-SPEED TRANSMISSION FOR BEST-IN-CLASS COMBINED FUEL ECONOMY.⁽⁷⁾

Chrysler Group LLC launches its latest efficiency breakthrough with the all-new Cygnus transmission, making 300 the first and only domestic luxury vehicle to house it, providing overall unsurpassed fuel economy in its class.⁽⁷⁾ It starts with the acclaimed 3.6L Pentastar® V6 engine and arms it with an available eight-speed transmission delivering 292 horsepower and 260 lb-ft of torque with an astounding EPA estimated 19 city/31 highway mpg. This exclusive partnership with the ZF Corp.-engineered transmission provides greater fuel efficiency with full-power performance, standard on Limited, 300S V6, and available on 300. 300S drivers can navigate gears via the new steering wheel-mounted paddle shifters, which provide clutchless manual shifting. In addition, the driver can engage Sport Mode, for more aggressive shifting. This greatly enhances the vehicle's driving dynamics, further showcasing the Sport Mode's capabilities, or allowing the driver to let the transmission shift normally.





300 SRT8[®]

THE 6.4-LITER HEMI[®] V8 TAKES REIGN.

THE RING LEADER. Announcing the 2012 300 SRT8. It's powered by a new 6.4-liter HEMI V8 engine with a track-worthy 470 horsepower and 470 lb-ft of torque. It features Fuel Saver Technology, disengaging four cylinders when less power is needed, for increased fuel efficiency. This new performance machine includes re-engineered mechanics to the bore, stroke, cam, heads, compression, and intake — adding up to more all-around amplified energy. The rear-wheel-drive SRT8 adds a two-mode active damping suspension system, high-performance steering, and a unique racing-style SRT[®] steering wheel with mounted paddle shifters for manual transmission control when drivers want it. Sport Mode allows more aggressive transmission shifts. Performance screens on an updated SRT[®] interface allow drivers to track and monitor stats like 0-60, quarter-mile rates, braking response, and lateral G-force performance.

THIS IS ALL THAT. The interior enhancements feature real carbon fiber and Piano Black bezels with the bolstered performance seats trimmed in Black or Radar Red. Available premium leather trim fills in the luxe lines with supple yet sturdy Nappa and Poltrona Frau Foligno leathers on the doors, armrests, center console, center console side panels, cluster brow, and instrument panel. Rev up the available Harman Kardon[®] 19-speaker performance sound system with 900-watt amplifier as part of the Premium Speaker Group, and this performance machine has just been equalized. Exterior design embellishments kick this trim level up more than a notch with features like 20-inch forged aluminum polished-face wheels with Tech Silver painted pockets and SRT logo, and Black headlamp bezels. Available with the Black Chrome Group* are 20-inch forged aluminum SRT Black chrome wheels and Black chrome surround grille with Gloss Black brick-pattern grille. New air dams are incorporated into the lowered front fascia while the sport-performing door guards and lowered rear fascia with deck lid spoiler turn 300 SRT8 into the sport-driving enthusiast's elegant thoroughbred. Learn more at DriveSRT.com.

*Late availability.





A DRIVER'S INPUT IS A COMMAND THAT'S TAKEN VERY SERIOUSLY.

IT'S BEEN ENGINEERED TO TAKE THIS PATH.

MULTILINK SUSPENSION. Premium hydrobushings combined with revised shock absorbers, spring rates, and redesigned front and rear multilink suspension geometries contribute to the superior handling and ride comfort of 300. Most notably, it delivers improved body and wheel control, optimized road-surface contact during cornering, and engaging handling prowess. Multiple bushings and the rear stabilizer bar help reduce road harshness over bumps to provide a smooth, quiet ride; and a new electrohydraulic power steering system helps provide improved fuel efficiency and increased steering capability.

ARCHITECTURAL PRIDE. The 300's refinements have created a dynamically sound masterpiece. The raked-back windshield, forward-leaning fascia, and integrated rear spoiler enhance the aerodynamics. 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.



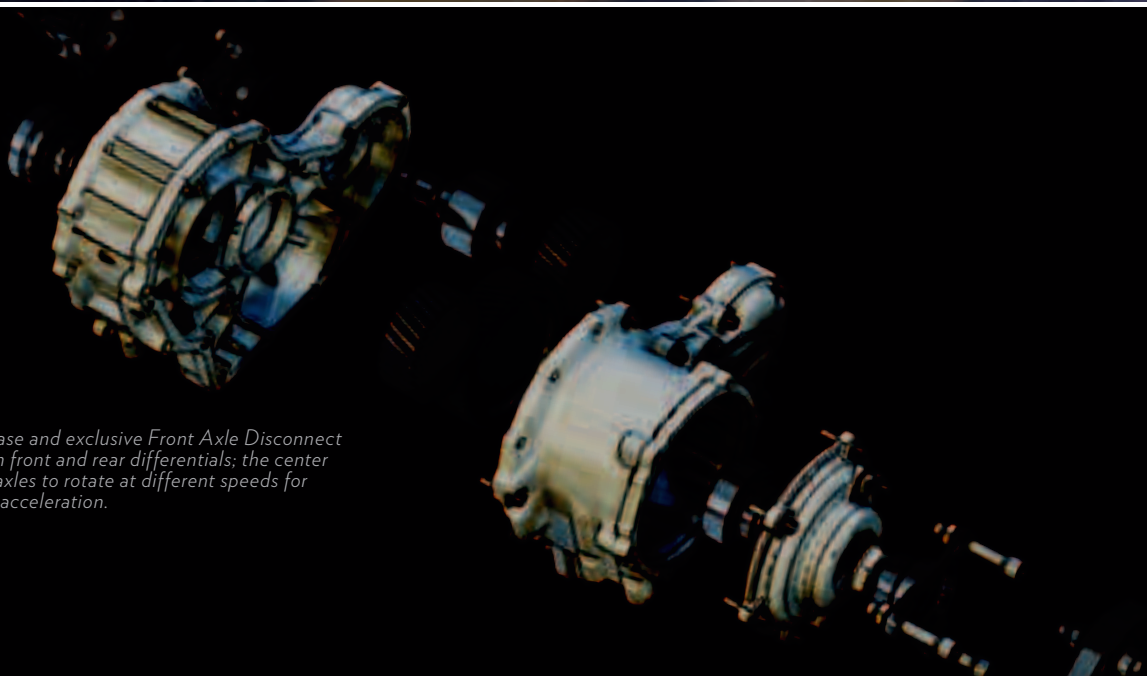


300C in Blackberry Pearl.



THE MOST ADVANCED AVAILABLE ALL-WHEEL-DRIVE SYSTEM IN ITS CLASS⁽²⁾ AND BEST-IN-CLASS V6 AWD FUEL ECONOMY.⁽⁸⁾

AUTOMATICALLY ACTIVATED AWD. Our engineers went to work to create the most advanced available all-wheel-drive system in its class.⁽²⁾ This intelligent system is automatically engaged on either the all-new 8-speed or 5-speed transmission when wheel slip is detected, and can also be engaged when the Electronic Stability Control (ESC)⁽⁹⁾ system is turned off, the windshield wipers are activated, the temperature is below 37°F, or when the paddle shifters or 5-speed transmission's AutoStick is engaged. The on-demand active transfer case automatically provides a seamless transition between rear-wheel and all-wheel drive with no driver interaction. It consistently delivers outstanding performance and handling, while maximizing fuel efficiency, including achieving best-in-class V6 AWD fuel economy.⁽⁸⁾ 300 is also packed with standard control offerings like ABS, ESC,⁽⁹⁾ Traction Control, Brake Assist, Ready Alert Braking, Hill Start Assist, and Rain Brake Support, which applies slight pressure and dries the brake discs when wipers are activated.



The Active Transfer Case and exclusive Front Axle Disconnect provide power between front and rear differentials; the center differential allows the axles to rotate at different speeds for improved traction and acceleration.

ELECTRONIC STABILITY CONTROL (ESC).⁽⁹⁾ 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.TM This new technology automatically unlocks doors when you pull the handle instead of having to fumble for a key fob. Once inside, with the key fob within the cabin proximity, a simple press of the Start/Stop button and brake pedal brings the 300 engine to life.

AIR BAGS.⁽¹⁰⁾ Advanced multistage front air bags, supplemental front-seat thorax side air bags, driver knee air bag, and supplemental side-curtain air bags for front and rear outboard occupants are all standard.



OFFERS 70 ACTIVE AND PASSIVE SAFETY AND SECURITY FEATURES.

INTELLIGENT BATTERY SENSOR (IBS). 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.

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

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.

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



INSIDE THE ACTIVE SAFETY ZONE.

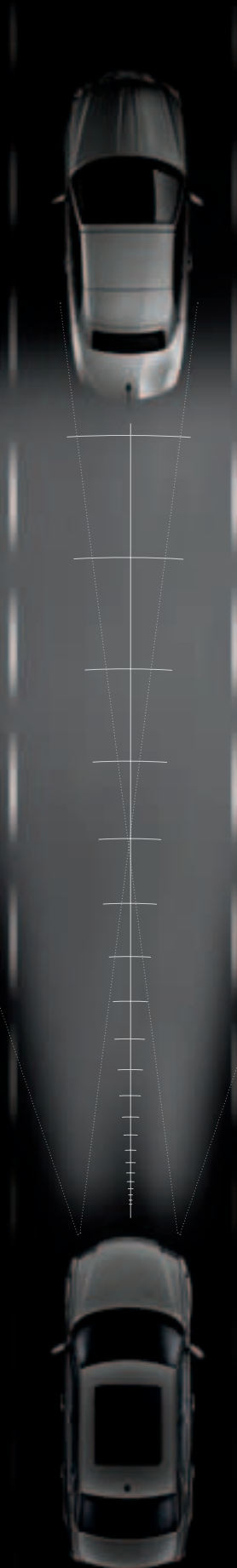
REACTIVE HEAD RESTRAINTS.⁽¹⁾ This latest technology helps provide first-rate peace of mind. It enables the head restraint to automatically move forward and upward in the event of a rear-end collision to decrease the space between the head restraint and the occupant's head, helping to provide protection.

THE MOST
TECHNOLOGICALLY
ADVANCED VEHICLE
IN ITS CLASS.⁽²⁾



ADAPTIVE CRUISE CONTROL
(ACC)⁽³⁾ AND FORWARD
COLLISION WARNING (FCW)^(1,2)

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 potential collision.



ADAPTIVE FORWARD
LIGHTING (AFL). This available

system automatically adjusts headlamp direction for improved nighttime driving visibility. It computes your 300's 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 300's 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.



PARKVIEW® REAR BACK-UP CAMERA.⁰⁹ When reversing at low speeds, ParkView provides a wide-angle view on the Uconnect Touch™ navigation screen of the area immediately behind the vehicle. It also displays grid lines when maneuvering into parking spaces. Available.

BLIND SPOT MONITORING⁰⁴ (BSM). This technology uses radar sensors to aid the driver when changing lanes or if being passed by unseen vehicles. The system notifies the driver of a vehicle in their blind spot via illuminated icons on the sideview mirror and selectable audible warning. Available.

REAR CROSS-PATH DETECTION (RCP).⁰⁹ The Blind Spot Monitoring⁰⁴ system also includes RCP,⁰⁹ which monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots. Available.

PARKSENSE® FRONT AND REAR PARK ASSIST.⁰⁹ 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 EVIC. Available.

ITS GOOD LOOKS
ARE PROTECTED BY ITS
ABILITY TO LOOK WELL.





AUTHENTIC CHRYSLER ACCESSORIES BY MOPAR.®

STYLE. Select from a palette of attractive accessories designed to enhance your vehicle's appearance and express your individual taste like Premium Chrome Grille Inserts.

COMFORT. Raise the comfort level of your vehicle's interior. From Heated Seats to Katzkin Leather Interiors, you and your passengers will notice the Mopar difference.

PROTECTION. Safeguard your vehicle with parts and accessories made precisely for the protection and security of your ride like Door Sill Guards that feature the Chrysler logo.

PERFORMANCE. All Mopar wheels undergo stringent testing to ensure they won't blister, peel, or pit for premium good looks and maximum performance.

MOPAR® INSPIRES CAR OWNERS WITH INNOVATIVE PARTS AND ACCESSORIES — ALL MADE TO SPEC FOR YOUR 300. THIS IS WHAT MOPAR DELIVERS, ALONG WITH EXPERT, CARING SERVICE. MOPAR TECHNICIANS ARE THE MASTERS OF YOUR MAKE AND MODEL, WITH ACCESS TO THE TOOLS AND DIAGNOSTIC EQUIPMENT THAT HELP GET THE JOB DONE EFFICIENTLY. CHOOSE AUTHENTIC MOPAR PARTS AND SERVICE, AND YOU'LL DRIVE AWAY WITH PEACE OF MIND. FIND OUT MORE AT MOPAR.COM.



STRONG STATEMENTS.
Diamond Chrome Grille Insert, Stainless Steel B-Pillar Covers, and 20-inch Forged Aluminum Wheel.



STANDARD ON ALL 300 MODELS

AIR BAGS⁽¹⁰⁾ – Advanced multistage driver and front-passenger
– Supplemental front-seat thorax side air bags
– Supplemental side-curtain for front and rear outboard occupants
– Driver knee air bag

AIR CONDITIONING – Automatic Dual-Zone Temperature Control with humidity sensor

AIR FILTRATION – Particulate air filter

BATTERY – 730-amp, maintenance-free

BRAKE ASSIST

CAPLESS FUEL FILLER SYSTEM – Includes remote interior fuel door release

CARGO COMPARTMENT DRESS-UP – Includes cargo net

CLADDING – Lower bodyside

CHILD SEAT ANCHOR SYSTEM (LATCH) – Mounts for two child seats in the 2nd row to help ease the installation of compatible aftermarket child seats

CLOCK – Analog

CONSOLE – Full-length floor, with two illuminated cup holders, coin holder, CD and cell phone storage with 12-volt power outlets, USB port and rear-seat HVAC outlets

CUP HOLDERS – Illuminated front

CUSTOMER-DEFINED DISPLAY MONITOR – Reconfigurable driver-interactive color Electronic Vehicle Information Center (EVIC)

DEFROSTER – Rear window

DOOR LOCKS – Power, speed-sensitive, child-protection rear

ELECTRONIC STABILITY CONTROL⁽⁹⁾ – Includes Brake Assist

EXHAUST SYSTEM – Stainless steel dual exhaust with chrome exhaust tips

FLOOR MATS – Front and rear

FRONT-PASSENGER SEAT BELT ALERT

FUEL TANK – 19.1-gallon

GLASS – Solar-control front and rear windows
– Acoustic windshield and front-door glass

AUTOMATIC HEADLAMPS

DAYTIME RUNNING LAMPS (DRL)

HILL START ASSIST

HYDRAULIC ASSIST BRAKE BOOSTER

KEYLESS ENTER 'N GOTM – Includes proximity enter and push-button ignition system

LIGHTING – Glove box, trunk, front reading/map lamps, rear reading/courtesy lamps, and front cup holders
– LED front and rear door pulls

MIRRORS, INTERIOR – Rearview, auto-dimming
– Visor vanity illuminated driver and front-passenger sides

PASSENGER ASSIST HANDLES – Illuminated rear assist handles

POWER TRUNK LID RELEASE

POWER ACCESSORY OUTLET – Three 12-volt power outlets located in the front cubby bin, center console, and rear of center console
– Power accessory delay

RAIN BRAKE SUPPORT

REACTIVE HEAD RESTRAINTS⁽¹¹⁾

READY ALERT BRAKING

REAR – 60/40 split-folding rear bench with armrest and two cup holders

SENTRY KEY[®] THEFT DETERRENT SYSTEM – Antitheft engine immobilizer

SPEED CONTROL

STEERING – Electrohydraulic power, rack-and-pinion

STEERING COLUMN – Tilt/telescoping

STEERING WHEEL-MOUNTED AUDIO CONTROLS

TEMPERATURE DISPLAY – Outside, includes compass

TIP START SYSTEM

TIRE PRESSURE MONITORING DISPLAY – Located in Electronic Vehicle Information Center (EVIC)

WINDOWS – Power with driver's and front-passenger one-touch auto-up/down, antipinch feature, and remote down

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 towing to an authorized dealer. Ask your dealer for details and a copy of these limited warranties.

AUTHENTIC CHRYSLER ACCESSORIES BY MOPAR[®]

Are 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 uplift 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.

SiriusXMTM SATELLITE RADIO

SiriusXM Satellite Radio delivers over 130 channels, including 100% commercial-free music, sports, news, talk, entertainment, traffic, and weather. Factory-installed SiriusXM Satellite Radio includes a one-year subscription. For more information, go to siriusxm.com.

UCONNECT[®]

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


CHRYSLER SERVICE CONTRACTS

Chrysler Group LLC has a vested interest in your satisfaction and owner experience with your new Chrysler vehicle. Chrysler Group Service Contracts offer extended service plans to help ensure that you'll enjoy your vehicle for many years down the road – for just pennies a day. For more information on comprehensive vehicle coverage, see your Chrysler dealer, call (800) 442-2666, or visit chrysler.com/csc.

THE CHRYSLER COLLECTION

Display your affection for striking style with merchandise to complement an active lifestyle. From trendy apparel to conversation pieces for home, office, and travel. Visit chrysler.com/collection.

JOIN IN

 Join fellow enthusiasts and tell your story by posting comments, participating in discussions, and sharing your Chrysler vehicle photos and videos. Join our community on Facebook (facebook.com/Chrysler), follow us on Twitter (twitter.com/Chrysler), and check us out on YouTube (youtube.com/TheChryslerChannel). Thank you for following.

iPADTM APPS

Take an engaging, touch-based multimedia tour on your Apple iPad when you visit the Chrysler Group LLC Page in iTunes.[®] Download these apps to experience visual and interactive demonstrations of the entire vehicle lineup.



Earn 3 points on qualifying purchases made at Chrysler Group 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.⁽¹²⁾ For more information or to apply, visit ChryslerCard.com.

5 YEAR / 100,000 MILE
POWERTRAIN WARRANTY

AUTOMOBILITY
PROGRAM
CHRYSLER | JEEP | DODGE | RAM

SiriusXM

Service
Contracts

MOPAR

Uconnect

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⁽¹⁰⁾Based on major automotive awards won in its introductory model year (2005). ⁽¹¹⁾Based on Chrysler Group LLC Upper Large Car segmentation. ⁽¹²⁾ACC 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. ⁽¹³⁾SiriusXM services require subscriptions, sold separately after 12-month trial included with vehicle purchase/lease. Subscriptions governed by SiriusXM Customer Agreement at siriusxm.com. If you decide to continue your SiriusXM service at the end of your complimentary trial, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 or cancel. SiriusXM U.S. satellite service available only to those at least 18 years of age in the 48 contiguous United States and D.C., with Sirius also available in PR. Go to www.siriusxm.com/travel for available coverage. © 2011 SiriusXM Radio Inc. ⁽¹⁴⁾Phone must support Bluetooth Phone Book Access Profile (PBAP). ⁽¹⁵⁾Uconnect Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. Subscription required. ⁽¹⁶⁾2012 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. ⁽¹⁷⁾Based on latest available competitive information and Chrysler Group LLC Upper Large Car segmentation. 2012 EPA est. 18 city/27 highway mpg. ⁽¹⁸⁾No 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. ⁽¹⁹⁾The 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. ⁽²⁰⁾Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. ⁽²¹⁾FCW 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 the brakes to avoid collisions. ⁽²²⁾Always check entire surroundings visually before backing up. ⁽²³⁾Always check visually for vehicles prior to changing lanes. ⁽²⁴⁾Complete 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.



EXTERIOR COLORS: BLACKBERRY PEARL, BORDEAUX PEARL, BRIGHT SILVER METALLIC, BRIGHT WHITE, CASHMERE PEARL, CRYSTAL BLUE PEARL, DEEP CHERRY RED, GLOSS BLACK, IVORY TRI-COAT PEARL, LUXURY BROWN, TUNGSTEN METALLIC

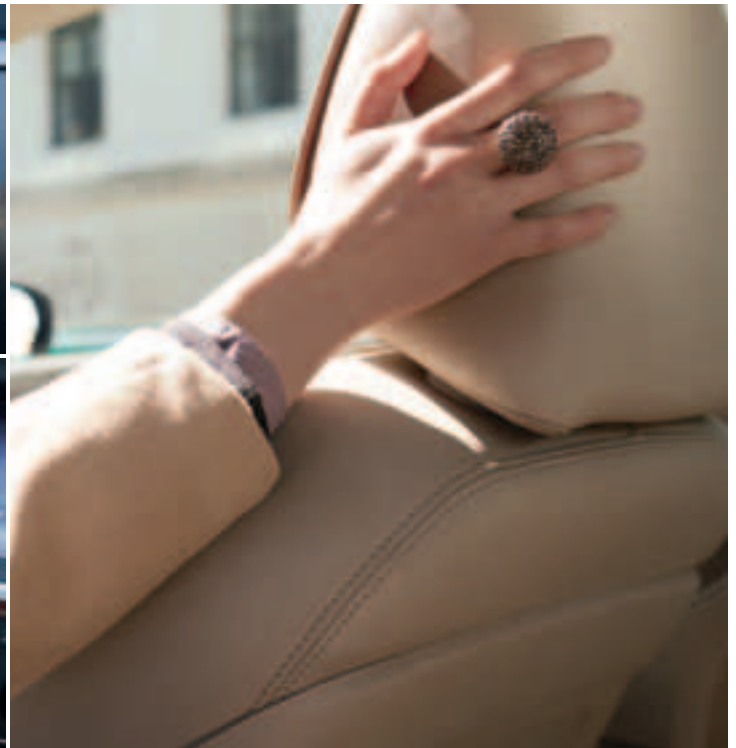


300 The lineup starter's iconic style is equipped with advanced technology and powerful mechanics beginning with the 3.6L Pentastar® V6 engine with 5-speed AutoStick. A 4-wheel independent suspension and antilock brakes with all-speed traction control execute precision to 17-inch Tech Silver painted aluminum wheels. The power heated exterior mirrors, halogen-projector headlamps, and dual chrome exhaust tips complement its form. The Uconnect Touch™ 4.3S radio, auto-dimming rearview mirror, premium cloth seats, 8-way power driver's seat, leather-wrapped steering wheel and shift knob, and available all-new 8-speed transmission with E-shifter introduce a new level of base trim.



INTERIOR SEATING COLORS: ASHBY/BALSA CLOTH BLACK AND LIGHT FROST BEIGE





EXTERIOR COLORS: BLACKBERRY PEARL, BORDEAUX PEARL, BRIGHT SILVER METALLIC, BRIGHT WHITE, CASHMERE PEARL, CRYSTAL BLUE PEARL, DEEP CHERRY RED, GLOSS BLACK, IVORY TRI-COAT PEARL, LUXURY BROWN PEARL, TUNGSTEN METALLIC



300 LIMITED Includes everything on 300, plus: standard all-new 8-speed transmission, 18-inch chrome-clad aluminum wheels, the available AWD with 19-inch wheels that provides the most advanced all-wheel drive system in its class;⁽²⁾ chrome door handles, chrome exterior mirrors, fog lamps, Uconnect[®] Voice Command with Bluetooth[®] streaming audio, six premium speakers with 276-watt amplifier, leather-trimmed seats, 12-way power front seats, heated front seats, remote start, and security alarm.



INTERIOR SEATING COLORS: NAPPA LEATHER AND AVAILABLE PREMIUM PERFORATED NAPPA LEATHER TRIM* BLACK, LIGHT FROST BEIGE, DARK FROST BEIGE/LIGHT FROST BEIGE*

**Available with Limited Luxury Group.*





EXTERIOR COLORS: BRIGHT SILVER METALLIC, BRIGHT WHITE, DEEP CHERRY RED, GLOSS BLACK, TUNGSTEN METALLIC



300S This all-new trim level brings cool, urban-legend style to its Pentastar® V6 with all-new 8-speed transmission, or HEMI® V8 power choices. It adds distinctive features outside and in, including the exclusive[®] Beats™ by Dr. Dre 10-speaker sound system with 552-watt amplifier and subwoofer in the trunk. 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 wing badge with Black center, and 20-inch aluminum wheels with polished face and Black pockets. The 300S V6 is outfitted in standard premium sport cloth and standard leather-trimmed seating in the V8 model. The heated bucket seats and interior trim add detailing specifics. All-new steering wheel-mounted paddle shifters are available in all-wheel drive V6 and V8 models with all-season performance tires.



INTERIOR SEATING COLORS V6: LEGACY CLOTH BLACK, AVAILABLE NAPPA LEATHER-TRIMMED BLACK AND RADAR RED INTERIOR SEATING COLORS V8: NAPPA LEATHER-TRIMMED BLACK AND RADAR RED





EXTERIOR COLORS: BLACKBERRY PEARL, BORDEAUX PEARL, BRIGHT SILVER METALLIC, BRIGHT WHITE, CASHMERE PEARL, CRYSTAL BLUE PEARL, DEEP CHERRY RED, GLOSS BLACK, IVORY TRI-COAT PEARL, LUXURY BROWN PEARL, TUNGSTEN METALLIC



300C The luxury-line marker includes everything on Limited, plus: 5.7L HEMI® V8 with Fuel Saver Technology, rain-sensing wipers, SmartBeam™ headlamps, Garmin® Navigation, SiriusXM Traffic™ and SiriusXM Travel Link™ (4) 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. Also available in RWD and AWD.



INTERIOR SEATING COLORS: NAPPA PERFORATED LEATHER-TRIM BLACK, LIGHT FROST BEIGE





EXTERIOR COLORS: BORDEAUX PEARL, BRIGHT SILVER METALLIC, CASHMERE PEARL, GLOSS BLACK, IVORY TRI-COAT PEARL, LUXURY BROWN PEARL, TUNGSTEN METALLIC



300 LUXURY SERIES* Take the 300C and add a healthy bonus of appointments. This Custom Interior Package adds premium Nappa and Poltrona Frau Foligno leather interior trim, door uppers, instrument panel, cluster brow, armrest, center console and side panels, as well as Premium Nappa leather seating surfaces. Choose from classic wood grain surfaces of either Mocha Matte real wood with Mochachino interior, or choose a Gray Matte real wood with Black interior. Outside, Platinum chrome adorns the Mopar® mesh grille with Platinum chrome surround, door handles, mirrors, front/rear fascia accents, and fog lamps, all to bring further distinction. The 5.7L HEMI® V8 engine with Fuel Saver Technology, steering wheel-mounted paddle shifters, Sport Mode, touring suspension, and 20-inch standard wheels anchor the power and performance. *Late availability/limited availability.



INTERIOR SEATING COLORS: NAPPA PERFORATED LEATHER BLACK, MOCHACHINO, COGNAC WINE





300 SRT8® It stretches the mold as it breaks in a new 6.4-liter HEMI® V8 engine with Fuel Saver Technology to deliver an impressive 470 horsepower and 470 lb-ft of torque while a new Two-Mode Adaptive Damping Suspension (ADS) offers a responsive, bolstered ride and handling. Manually operated Auto and Sport Modes rapidly change the performance characteristics from standard shifting to higher energy transitions, displayed via SRT® performance pages on the color EVIC and Uconnect® touch screen. The SRT leather heated steering wheel with fully hydraulic steering system gives a more direct feel and response to the seven-spoke 20-inch forged aluminum wheels. Unique front and rear fascias, front grille, spoiler and available 19 Premium Speaker Group that features a 900-watt sound system make SRT the front-runner of the pack.





EXTERIOR COLORS: BRIGHT SILVER METALLIC, BRIGHT WHITE, DEEP CHERRY RED, GLOSS BLACK, IVORY TRI-COAT PEARL, TUNGSTEN METALLIC



INTERIOR SEATING COLORS: UNIQUE PREMIUM PERFORMANCE-BOLSTERED NAPPA LEATHER/AXIS PERFORATED SUEDE TRIM BLACK, RADAR RED



	300	300 LIMITED	300S (V6)	300C	300S (V8)	300C LUXURY SERIES*	300C SRT®	300 LIMITED AWD	300S (V6) AWD	300C AWD	300S (V8) AWD	300C LUXURY SERIES AWD
SEATING												
SEATING – Premium cloth buckets (*C7)	*											
– Nappa leather-trimmed bucket seats (*TL)		*						*				
– Sport cloth buckets (*K7)			*						*			
– Nappa luxury leather-trimmed bucket seats (included in Luxury Group) (*AL)		P		*				P		*		
– Nappa leather-trimmed sport bucket seats (included in Luxury Group) (*DL)			P		*				P		*	
– Nappa luxury leather-trimmed bucket seats (*ZL)						*						*
– Performance bolstered leather- /suede-trimmed bucket seats (*DZ)							*					
– Ventilated front seats (included in Luxury Group)		P		*			*	P		*		*
– 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 Luxury Group)		*	P	*		*	*	*	P	*	*	*
– Heated front seats		*	*	*	*	*	*	*	*	*	*	*
– Heated second-row seats (packaged in Luxury Group)		P	P	*	*	*	*	P	P	*	*	*
REAR – 60/40 split-folding rear bench with armrest and cup holders	*	*	*	*	*	*	*	*	*	*	*	*
UCONNECT®												
UCONNECT TOUCH™ RADIOS – Uconnect Touch 4.3S AM/FM radio with CD/mp3 format capability, audio jack and USB port for Media Devices. SiriusXM Satellite Radio with 1 year trial included. 4.3" Touch Screen for Displaying music info and climate controls. Steering Wheel Music Controls. Optional: Uconnect Voice Command w/Bluetooth, Bluetooth Streaming Audio, Premium Audio System, Rear Seat Entertainment Capable (Select Vehicles)	*	*						*				
– Uconnect Touch 8.4 AM/FM radio with CD/DVD/mp3 format capability, audio jack and USB port for Media Devices. SiriusXM Satellite Radio with 1 year trial included. SD Card Input. 8.4" Touch Screen for displaying music info and climate controls. Steering Wheel Music Controls. Optional: Uconnect Voice Command w/Bluetooth, Bluetooth Streaming Audio, Premium Audio System, Rear Seat Entertainment Capable (Select Vehicles).			*		*			*	*		*	
– Uconnect Touch 8.4N AM/FM radio with CD/DVD/mp3 format capability, audio jack and USB port for Media Devices. SD Card Input. 8.4" Touch Screen for displaying music info and climate controls. Steering Wheel Music Controls. Garmin Navigation, SiriusXM Satellite Radio, Travel Link, and Traffic with 1 year trial included. Optional: Uconnect Voice Command w/Bluetooth, Bluetooth Streaming Audio, Premium Audio System, Rear Seat Entertainment Capable (Select Vehicles)		O*	O	*	O	*		O*	O	*	O	*
SIRIUSXM SATELLITE RADIO⁽⁴⁾	*	*	*	*	*	*	*	*	*	*	*	*
AUDIO SYSTEMS – 6 speakers	*											
– SIX premium speakers with 276-watt digital amplifier		*	*	*	*	*	*	*	*	*	*	*
– 10 premium amplified speakers with 552-watt digital amplifier and one subwoofer (packaged with Beats™ Audio Group)		P	*	P	*	P		P	*	P	*	P
– 19 SRT™ high-performance speakers, with subwoofer and 900-watt amplifier (included with 19 Premium Speaker Group) (N/A with power backlight sunshade)		P		P		P	P	P		P		P
UCONNECT⁽⁵⁾ – Internet connection and WiFi Hotspot (dealer-installed option)	O	O	O	O	O	O	O	O	O	O	O	O
UCONNECT VOICE COMMAND – Includes hands-free calling with address book ⁽³⁾ Bluetooth	O	*	*	*	*	*	*	*	*	*	*	*
SAFETY AND SECURITY												
REACTIVE HEAD RESTRAINTS⁽⁶⁾	*	*	*	*	*	*	*	*	*	*	*	*
AIR BAGS⁽⁶⁾ – 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 CONTROL⁽⁶⁾ – Includes Brake Assist	*	*	*	*	*	*	*	*	*	*	*	*
FORWARD COLLISION WARNING SYSTEM⁽⁶⁾ – Packaged with SafetyTec™ Group		P	P	P	P	P	P	P	P	P	P	P
FRONT-PASSENGER SEAT BELT ALERT	*	*	*	*	*	*	*	*	*	*	*	*
HILL START ASSIST	*	*	*	*	*	*	*	*	*	*	*	*
PARKVIEW™ REAR BACK-UP CAMERA⁽⁶⁾ – Included in SafetyTec™ Group		*	P	*	*	*	*	*	P	*	*	*
PARKSENSE™ FRONT AND REAR PARK ASSIST SYSTEM⁽⁶⁾ – Requires SafetyTec™ Group		O	O	O	O	O	O	O	O	O	O	O
RAIN BRAKE SUPPORT	*	*	*	*	*	*	*	*	*	*	*	*
READY ALERT BRAKING	*	*	*	*	*	*	*	*	*	*	*	*
REMOTE START SYSTEM	*	*	*	*	*	*	*	*	*	*	*	*
SECURITY ALARM – Included with Luxury Group	*	*	*	*	*	*	*	*	*	*	*	*
SENTRY KEY™ THEFT DETERRENT SYSTEM – Antitheft engine immobilizer	*	*	*	*	*	*	*	*	*	*	*	*
TIRE PRESSURE MONITORING DISPLAY – Located in Electronic Vehicle Information Center (EVIC)	*	*	*	*	*	*	*	*	*	*	*	*
PACKAGES												
19 PREMIUM SPEAKER GROUP – Includes 19 high-performance speakers, including subwoofer and 900-watt amplifier (rear sunshade is not available with this package)		O		O		O	O	O		O		O
BEATS™ AUDIO GROUP – Includes 10 amplified premium speakers with subwoofer and a 552-watt amplifier. Audio system tuned by Beats		O		O		O		O		O		O
BLACK CHROME GROUP⁽⁷⁾ – Includes Black chrome grille surround with Gloss Black brick pattern grille insert and 20-inch forged aluminum Black chrome wheels, rear fascia with horizontal Black chrome accent bar								O				
LEATHER INTERIOR GROUP – Includes premium leather-trim interior (Nappa leather-wrapped door bolster, armrest and center console lid, Poltrona leather-wrapped I/P, front and rear door uppers, and center console side panels), luxury front and rear floor mats								O				
LUXURY GROUP – Includes luxury leather-trimmed seats, heated power front seats, ventilated front seats, heated second-row seats, auto-dimming power exterior driver's mirror with auto-adjust in Reverse, memory system, power backlight sunshade, driver and front-passenger lower LED lamps, front and rear LED map pockets, heated wood/leather-wrapped steering wheel, power tilt/telescoping steering column, power adjustable pedals, heated/cooled front cup holders (requires Mochachino or Black interior)		O						O				
LUXURY GROUP – Includes luxury Nappa leather-trimmed seats, heated power front seats, heated second-row seats, auto-dimming power exterior driver's mirror with auto-adjust in Reverse, memory system (seats, radio, exterior mirrors, steering column and power pedal), driver and front-passenger lower LED lamps, front and rear LED map pockets, heated leather-wrapped steering wheel, power tilt/telescoping steering column, power adjustable pedals, heated/cooled front cup holders and security alarm (available with Black/Radar Red or Black interior)			O						O			
SAFETYTEC™ GROUP – Includes Adaptive Bi-Xenon HID headlamps with automatic leveling, rear fog lamps, Adaptive Cruise Control ⁽⁸⁾ with Forward Collision Warning ⁽⁹⁾ system, Blind Spot Monitoring and Rear Cross-Path Detection, ⁽¹⁰⁾ exterior auto-dimming driver mirror with supplemental signals and courtesy lamp, SmartBeam™ headlamps, rain-sensitive wipers, HomeLink™ universal garage door opener and Rear Camera that is part of 300S†		O	O†					O	O†			
SAFETYTEC™ GROUP – Includes Adaptive Bi-Xenon HID headlamps with automatic leveling, rear fog lamps, Adaptive Cruise Control with Forward Collision Warning ⁽⁹⁾ system, Blind Spot Monitoring ⁽¹⁰⁾ and Rear Cross-Path Detection, ⁽¹⁰⁾ and supplemental signal and courtesy lamps				O	O	O				O	O	O
SAFETYTEC™ GROUP – Includes Adaptive Cruise Control ⁽⁸⁾ with Forward Collision Warning ⁽⁹⁾ system, Blind Spot Monitoring ⁽¹⁰⁾ and Rear Cross-Path Detection System, ⁽¹⁰⁾ supplemental signal and courtesy lamps, and rear fog lamps								O				

* - Included, P = Available within package noted, O = Optional.

†Late availability.

‡Only part of 300S.

BRIGHT WHITE

GLOSS BLACK

BRIGHT SILVER METALLIC

DEEP CHERRY RED PEARL

CASHMERE PEARL*

BLACKBERRY PEARL

CRYSTAL BLUE PEARL*

TUNGSTEN METALLIC

LUXURY BROWN PEARL

IVORY TRI-COAT PEARL

BORDEAUX PEARL*

EXTERIOR COLORS

*Limited availability.

INTERIOR SEAT COLORS

LIGHT FROST BEIGE
ASHBY/BALSA

BLACK
ASHBY/BALSA

LIGHT FROST BEIGE
NAPPA LEATHER TRIM

BLACK NAPPA
LEATHER TRIM

LIGHT FROST BEIGE
PERFORATED NAPPA
LEATHER TRIM

BLACK
PERFORATED NAPPA
LEATHER TRIM

BLACK
LEGACY CLOTH

BLACK NAPPA
LEATHER TRIM

RADAR RED NAPPA
LEATHER TRIM

MOCHACHINO
PERFORATED NAPPA
LEATHER TRIM

BLACK
NAPPA LEATHER TRIM
WITH PERFORATED
SUEDE

RADAR RED
NAPPA LEATHER TRIM
WITH PERFORATED
SUEDE



20-INCH POLISHED/BLACK PAINTED POCKETS
Standard on 300S (V6/V8).

20-INCH FORGED ALUMINUM SRT® BLACK CHROME
Available on 300 SRT8.**

*Late availability.



20-INCH POLISHED FACE TECH SILVER PAINTED POCKETS
Available on 300C and 300 Limited.
Standard on 300 Luxury Series.*



20-INCH POLISHED/TECH SILVER PAINTED POCKETS FORGED ALUMINUM SRT® DESIGN
Standard on 300 SRT8.®



19-INCH POLISHED/BLACK PAINTED POCKETS
Standard on 300S (V6/V8) AWD.



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



18-INCH CHROME-CLAD ALUMINUM
Standard on 300C and 300 Limited.



17-INCH TECH SILVER PAINTED ALUMINUM
Standard on 300.

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