

HOW TO NAVIGATE

To Turn the Pages

Touch/Click the arrows on either side of the brochure

Table of Contents

Touch/Click the Table of Contents button in the top navigation bar of the screen to advance to specific areas of interest

Video Components

To play video embedded within the brochure a live internet connection is required





BUILD & PRICE



FIND A DEALER

3

LEARN MORE
CHRYSLER.COM

THE RETURN OF THE BIG, BOLD AMERICAN ICON

After 60 years of iconic style, distinction and groundbreaking engineering, the award that matters most is yours. Each time you engage the ignition, turn out of your driveway and turn heads when you pass, or graciously let them. The new 2015 Chrysler 300 is the accolade you've earned.

Four stunning models are offered with the most advanced available all-wheel-drive (AWD) system in its class.² The updated editions are all about attainable craftsmanship, advanced innovations, efficiency and provocative styling, and Chrysler 300 is the only vehicle in its segment to offer a V6 or V8 with a standard 8-speed transmission.³ It's the kind of formula that gives equal access to benefits like new standard leather interiors.

It's about being proud to drive a piece of American heritage that merges the best in global refinements available in a full-size sedan. The way it looks, feels, responds and returns on your investment every day. It's the kind of value that's measured with confidence in your decisions. This is what the commitment to earning your trust looks like each time you take the wheel — it's the moment you've been waiting for. It's a promise delivered.



PERFORMANCE & DESIGN

P.4
New Exterior Design
LED Lighting
P.12
Rotary E-shift, Steering-wheel Paddle Shifters
All-wheel Drive (AWD)
3.6L V6 and 5.7L V8 Engines
8-speed Transmission, Fuel Efficiency
Sport Mode, Sport Suspension
300S V8



INSPIRED & INVITING

P.25
New Steering Wheel & Features
Interior Design/Comfort & Convenience
Command Center
New Leather-wrapped Seating Trims
Heated Seats and Steering Wheel
S Model Interior



CONNECTIVITY & INGENUITY

P.32
Technology & Innovation
Instrument Gauges, TFT Screen
Driver Information Display (DID)
10-speaker Premium BeatsAudio™ Sound System
P.36
Uconnect® Touchscreen, SiriusXM® Radio^{1*}
News, Weather, Traffic, Remote Start
Navigation, Voice Command² Phone
Entertainment, Concierge Service



SAFE & SECURE

P.38
Safety & Security
Over 80 Standard and Available Safety & Security Features
Active Radar Features
7 Advanced Air Bags⁴ Standard
ParkSense® Front and Rear Park Assist⁵
Rearview Camera⁶ Blind Spot Monitoring⁶



TRIM LEVELS

P.44
300 Limited
300S
300C
300C Platinum



WHEELS & ATTIRES

P.46
Buyer's Guide
Authentic Mopar® Accessories
Wheels/Fabrics
Interior Trim/Exterior Colors
Standard and Optional Features

*A note about this brochure: all disclaimers and disclosures can be found on page 51.



300C PLATINUM SHOWN IN GLOSS BLACK

PERFORMANCE
& DESIGN

PROMINENT
&
FORTHRIGHT

PROUDLY GO, WEARING A WIDE GRIN.

It was the face that launched millions of miles from the sands of Daytona to America's racetracks, dragways, boulevards and driveways. In 1955, bigger was better, and the Chrysler 300 grille was no exception. It was a trademark that led this original high-performer and stood as the trophy for American design and performance. 2015 brings

that prominence back with full regalia. This version applies new variations to the air intake protection with refinements like the S grille's wing-pattern gridwork with Black Chrome surround, as well as a Bright Chrome surround with Granite Crystal grille on 300C to frame its signature expression and floating Chrysler wing design focal point.

CLASSIC AND MODERN BY NATURE



MISSION OF ACCOMPLISHMENT.
The sleek and spirited new exterior unveils sculpted new front and rear fascias that bring smoother curves for a modern and athletic twist. The new larger grille stands as tribute to the stand-apart shape that set the pace 60 years ago. And a new Luxury Black grille with Platinum Chrome surround for 300C Platinum brings a glint of brilliance where it's deserved.

YOU'RE THE STAR.
Nothing says modern standards of driving on the road today like the clarity of distinctive LEDs, and the new 2015 Chrysler 300 is fully charged. The advanced use of LED lighting turns up the exterior accents without a premium price. And with the new LED taillights, as well as the available new High Intensity Discharge (HID) LED DRL headlights and new LED fog lights, the road ahead, as well as your 300, is visibly clearer, day or night.



PURPOSE TRANSFORMS SHAPE

Automatic leveling Bi-xenon HID headlamps project illumination alignment to road slope and steering direction. Distinctive LED taillamps enhance the bold red highly defined glow for unmistakable rear traffic visibility while accentuating the chiseled rear fascia design.



PERFORMANCE
& DESIGN



300S SHOWN IN BRIGHT WHITE

Design: NEXT architects



LINES translate FORM

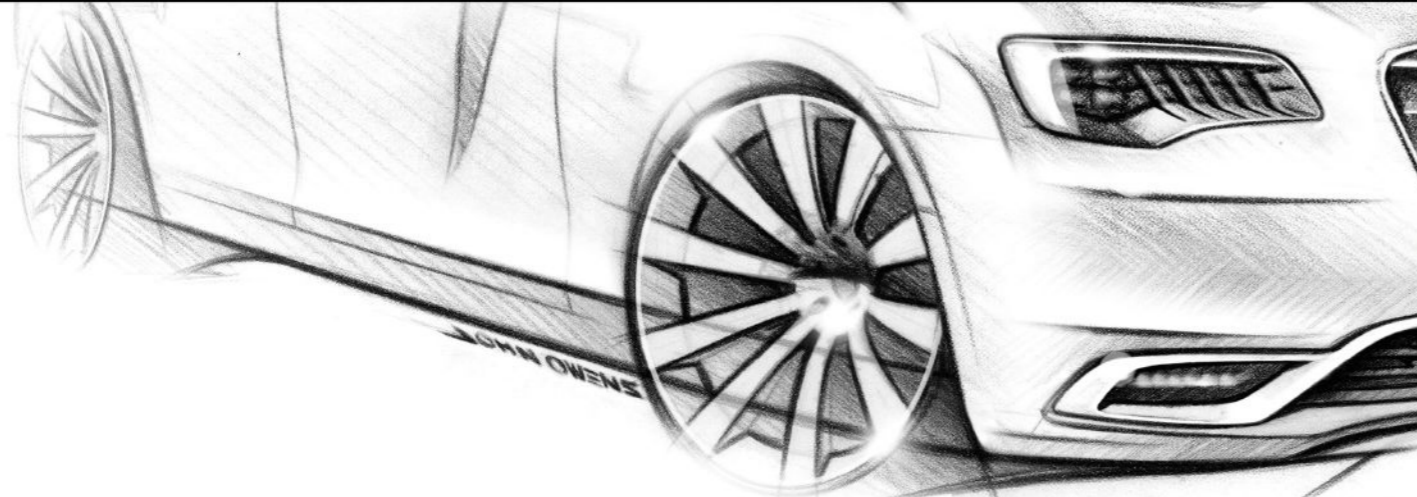
STOP-MOTION STAYING POWER.

A new Gloss Black grille with unique wing pattern and floating Chrysler wing design badge set in a Black Chrome surround on 300S set a whole new bar for the icon's style tenacity. The S model also adds 20-inch Hyper Black aluminum wheels, headlamps with Black bezels, LED fog lamps, Black LED taillamps and Gloss Black side-window molding.

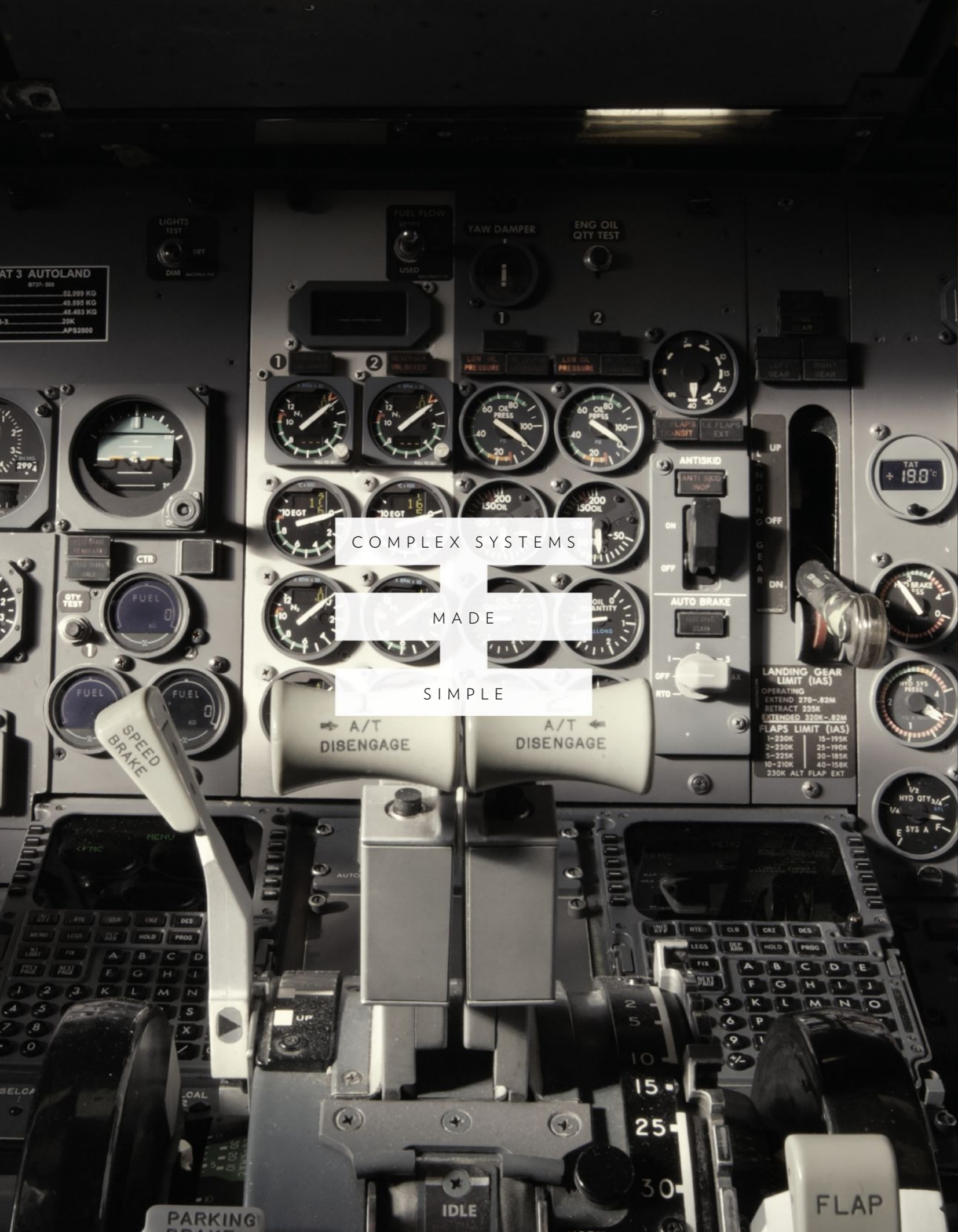
Six wheel varieties exemplify the styling and performance detailing for each 300 interpretation. From the base model's 17-inch Tech Silver aluminum to the 20-inch fully polished on Platinum Edition and Hyper Black finish on the S wheels, your 300 stands brazenly true to its distinctive geometry.

A MASTERPIECE OF FRAMEWORK.

The aesthetic flow of the sculpted front end incorporates a chrome Möbius application to the lower fascia that symbolizes the brilliance of architecture and continuity in the design work adorning the new 300. The infinite Möbius strip is known to mathematicians as an engineering loop — a twisted one-sided band that allows for a wide variety of geometric versions. Like the 300 itself, every element tells a story and each story has a beginning, but the endurance of innovative design never ends.



300C 20-INCH FULLY POLISHED ALUMINUM WHEEL



COMPLEX SYSTEMS
MADE
SIMPLE



SEGMENT-EXCLUSIVE³ SHIFTER.
Changing gears is as easy as changing a radio station with a simple turn. The exclusive standard Satin Chrome-finished Rotary E-shift, located on the integrated center console, electronically selects gears. The Rotary E-shift offers a normal shift mode on 3.6L V6 engine-equipped models as well as a Sport mode (S) on the V8 and S models, with the option to manually shift gears with the steering-wheel paddle shifters.

A DYNAMIC SENSE OF DRIVING PERSONALITY.
Select the Sport mode on the Rotary E-shift dial to turn the ride and handling dynamics up a notch. Sophisticated sensors allow a little more wheel spin when aggressive acceleration maneuvers are called for. When in Sport mode, steering and throttle responses are sharpened as you control the eight gears with steering-wheel paddle shifters, and the available automatic all-wheel drive (AWD) is 100% connected to deliver power to the front and rear wheels for enhanced sports sedan performance.



31 HWY MPG*
— vs —
EVERYBODY

THE FORMULA FOR BEST-IN-CLASS V6 HIGHWAY FUEL ECONOMY?
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 produces an astounding 300 horsepower and 264 lb-ft of torque. Standard on 300 Limited, 300C and 300C Platinum, the V6 8-speed powertrain delivers 292 hp and 260 lb-ft of torque, and it packs the engineering technology of the most advanced engine Chrysler Group LLC has ever produced. It provides an exceptional blend of high torque, fuel efficiency, low emissions and first-rate noise, vibration and harshness (NVH) control, along with an EPA estimated 19 city/31 highway mpg.*



*Based on an EPA estimated 19 city/31 hwy mpg. Actual mileage may vary.

AUTOMATIC ALL-WHEEL DRIVE



4
AXLE DISCONNECT
Outstanding performance and handling are delivered while fuel efficiency is maximized.

4
The on-demand active transfer case automatically transitions between rear-wheel and all-wheel drive.



4-WHEEL INDEPENDENT SUSPENSION.
Superior ride comfort and handling along with optimized road-surface contact during cornering and over bumps are the results of a rear stabilizer bar, as well as a premium front and rear multilink suspension platform. It noticeably delivers body and wheel control and engaging handling prowess. Multiple bushings help reduce road harshness over bumps to provide a smooth, quiet ride, while an electrohydraulic power steering system contributes to fuel efficiency and increased steering capability.

4
Variable-driven front, secondary axle

4
Electronic Control Module

IT'S THE MOST ADVANCED ALL-WHEEL-DRIVE (AWD) SYSTEM AVAILABLE IN ITS CLASS³

Not just for winter weather driving, but more than reassuring in it. The available AWD system automatically engages when antilock brakes or Electronic Stability Control (ESC)⁸ activates due to wheel slip to regain traction with changing road surfaces and conditions. AWD also seamlessly activates in any of the following instances: outside temperatures dip below 37°; wipers are utilized or the road slope significantly inclines or declines. AWD also engages when the driver turns off the ESC⁸ system and the steering-wheel paddle shifters are in use. This is built-in intuition at its finest that you can always rely upon to feel confident with the traction of your 300.

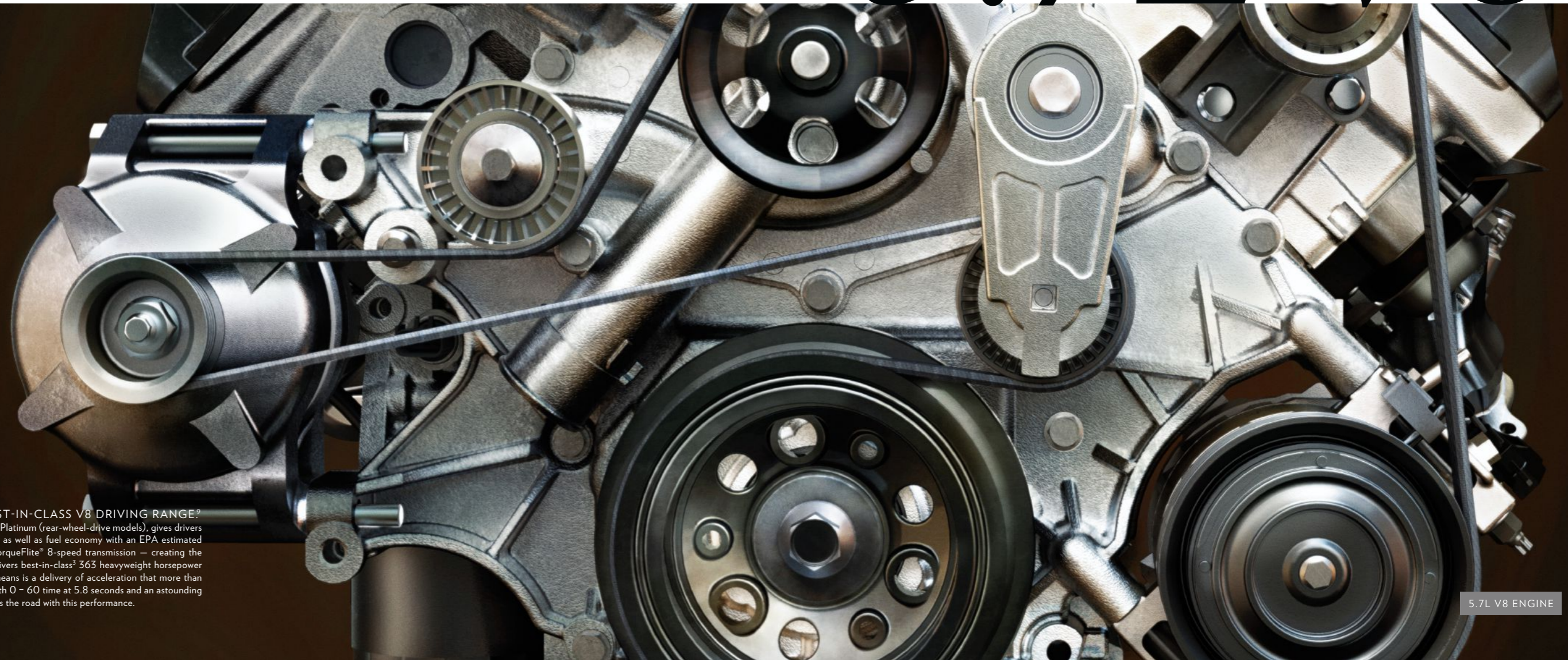
GRIPS AS NEEDED SO YOU DON'T HAVE TO.

In cases of inclement weather, AWD utilizes a specifically calibrated mode tuned to minimize oversteer and maximize traction. In cases where snow, ice, mud, sand and/or gravel are present, it maximizes low-speed traction by providing additional wheel slip geared to a loose surface. The segment-exclusive³ rear-axle disconnect gives you the ultimate in performance and traction when you need it, and optimized fuel economy when you don't.



5.7L V8

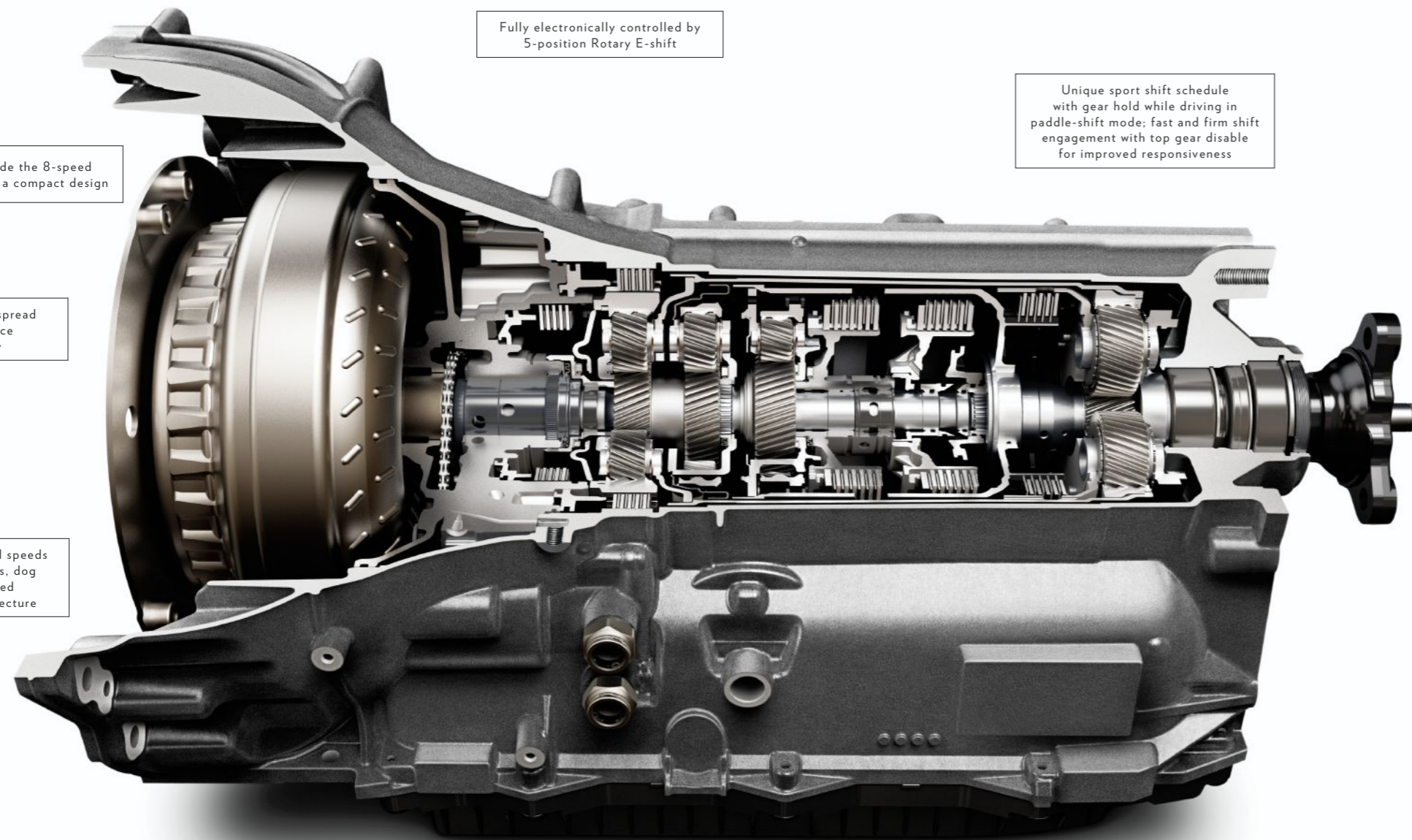
A POWER-PACKED V8 POWERTRAIN WITH BEST-IN-CLASS POWER AND TORQUE³



EXHILARATING ACCELERATION AND BEST-IN-CLASS V8 DRIVING RANGE³
The 5.7L V8 engine, available on 300S, 300C and 300C Platinum (rear-wheel-drive models), gives drivers a combination of best-in-class V8 horsepower and torque³ as well as fuel economy with an EPA estimated 16 city/25 hwy mpg, thanks to the segment-exclusive³ TorqueFlite[®] 8-speed transmission — creating the perfect formula for power and value. This welterweight delivers best-in-class³ 363 heavyweight horsepower and the surprising punch of 394 lb-ft of torque. What it means is a delivery of acceleration that more than meets the demands of the get-out-and-go-faster driver. With 0 - 60 time at 5.8 seconds and an astounding 1/4-mile stretch of 14.2 seconds, there is no doubt who owns the road with this performance.

5.7L V8 ENGINE

BALANCES V6 AND V8 PERFORMANCE WITH SEGMENT-LEADING FUEL EFFICIENCY⁷



Gearsets are nested inside the 8-speed automatic transmission for a compact design

A wide 8.81 gear-ratio spread enhances performance and fuel efficiency

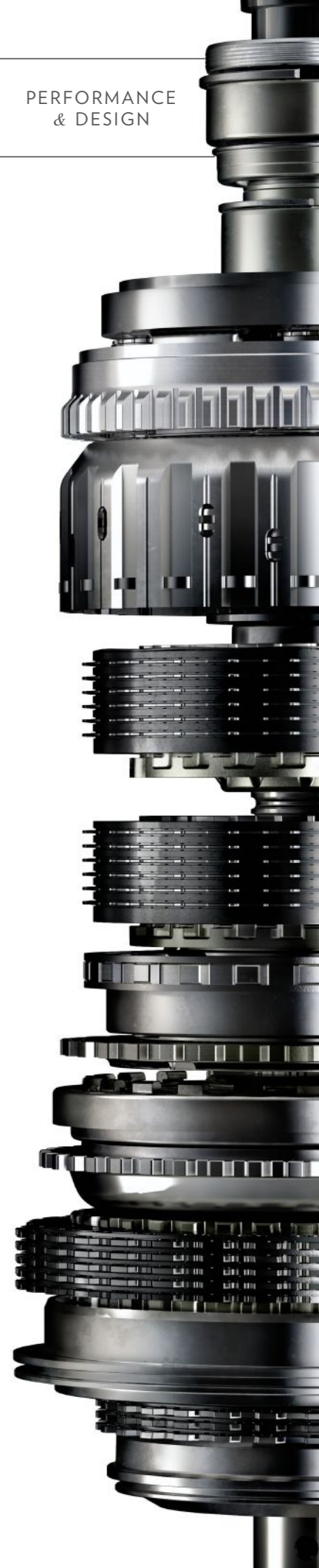
High gear efficiency at all speeds thanks to nested carriers, dog clutches and advanced hydraulic-control architecture

Fully electronically controlled by 5-position Rotary E-shift

Unique sport shift schedule with gear hold while driving in paddle-shift mode; fast and firm shift engagement with top gear disable for improved responsiveness

The launch ratios — starting with a first gear of 4.70 — ensure quick takeoff qualities that have been tuned to the structure, size and weight of the 300

CLASS-
EXCLUSIVE³
8-SPEED
TRANSMISSION

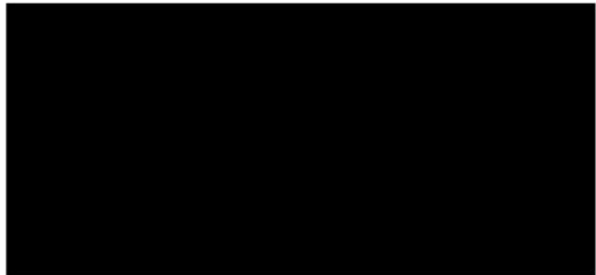


[LEARN MORE CHRYSLER.COM](#)

UNSURPASSED-IN-CLASS V6 COMBINED FUEL ECONOMY!¹⁰ Standard on every 300 trim level. This segment-exclusive³ 8-speed 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 EPA estimated 19 city/31 highway mpg. 300S and 300C Platinum 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.



SPORT SWITCH. The available Sport mode delivers enhanced steering and throttle feedback, stability control and transmission shifts and more aggressive available AWD performance. When in Sport mode, the transmission raises its shift point while the engine mode changes accelerator pedal response, paddle shifters are readied for use and Electric Power Steering Sport Performance is activated. If AWD-equipped, AWD is engaged for improved handling and road contact dynamics.



VIVID ADMIRATION

Emphasize the fun of high-function looks and performance. Take the potent 5.7L V8 engine, 8-speed transmission and rear-wheel-drive (RWD) powertrain — infused with unique S model interior and exterior enhancements — and there's no other alternative than to speak its language of lust. The all-new Redline Red Tri-coat Pearl paint oozes power and performance. Dripping with confidence and downright, unabashed, take-charge downtime, this is where you go to play hard after working hard. And you wouldn't have it any other way.

It's the kind of chemistry that always gains attraction and, at the end of a long day, it's the fastest route to free rein. Make it count. Interpret success your way.



300S V8 — FITTED FOR FIERCE.

Equipping the 300S with the eager V8 engine gives it a fierce ambition to take the road. With the added performance comes exclusive side sill cladding and rear spoiler, lending to the styling cues by taking on that "planted" look. Combining a Black Chrome surround to the Gloss Black S grille gridwork, Black Chrome-finish front fascia Möbius strip, 20-inch Hyper Black RWD wheels and available Black roof, this model's extroverted looks are anything but demure.

CONTROL ISSUED



HANDS-ON-THE-WHEEL MANUAL SHIFTING.

The two levers behind the wheel, with the engraved - and + symbols, are the paddle shifters used to manually control the gear selection of the 8-speed transmission. Standard on 300S and 300C Platinum as well as the 300C with the V8 engine, the paddles are utilized in Sport mode, which is selected by turning the Rotary E-shift to S. This feature taps into the full performance-driving capabilities of the new 300 by enhancing the engine, transmission, steering and available AWD dynamics.

ELECTRIC POWER STEERING (EPS).

New EPS now provides three driver-selectable steering modes: Normal, Comfort and Sport. The tuning allows for more responsive steering for spirited driving while maintaining ease in low-speed situations and when parking. The new Sport Performance EPS mode improves driver feedback in high lateral-acceleration maneuvers.

NEW STEERING-WHEEL CONTROLS.

Bringing an added level of technical sophistication to the hands-on-the-wheel conveniences, centrally located control buttons on the steering wheel provide ease of operation for audio, voice and speed controls, as well as for the standard 8.4-inch Uconnect® touchscreen.

NEW CORE STEERING WHEEL.

The standard new 3-spoke leather-wrapped and available heated steering wheel provides an improved ergonomic grip and layout of cruise settings and hands-free phone² controls along with available Sport mode paddle shifters. The open top portion invites clear-view access to gauges and the 7-inch Driver Information Display (DID). An available two-tone premium Nappa leather-wrapped, stitched and real wood, tilt/telescoping-column steering wheel with a distinctive chrome tracer ring brings an elevated feeling of luxury convenience to the palms of your hands.

HEATED STEERING WHEEL.

The available heated steering wheel delivers a 360° surround, single level of warmth and can be turned on or off using the Uconnect® system's touchscreen display. With the available Remote Start, the heated steering wheel can be programmed to activate automatically when temperatures outside dip below 40°.

TAKE CONTROL BY LETTING GO WITH ADAPTIVE CRUISE CONTROL (ACC)¹¹

A simple touch of the controls on the steering wheel allows you to select one of four distance increments behind other vehicles. The available ACC¹¹-Plus with Stop & Go capability enhances the benefits of cruise control, especially in heavy traffic. The system uses a radar sensor mounted at the front of the vehicle to detect objects in its path. If the lane ahead is clear, the system will maintain your set speed. When slower traffic is detected, the system automatically adjusts speed to keep a preset distance. While most ACC¹¹ systems operate only down to 20 mph, this system operates down to 0 mph, stopping the vehicle, then returning to speed as traffic begins to move and the driver hits the Resume button or taps the accelerator.

INSPIRED
& INVITING

THE SANCTUARY.

The new interior boasts a lot of style and amenities without being overly boastful. New seat features include standard leather trim, heated front seats, available ventilated front seats and heated rear seats. Matte-finish Mocha real wood bezels and tambour door finish add warm accents to the 300C interior along with the heated leather and wood steering wheel and leather-wrapped dash.

SERENE AND PROVOCATIVE.

Each model's interior displays a fresh layout and materials that are seriously refreshing. The abundant comfort and convenience with distinctive accents begins at the base trim with standard leather interior trim and available heated steering wheel. The available new two-tone steering wheel with Linen stitching and paddle shifters, as well as a leather-wrapped accent-stitched instrument panel, doors and center console, are part of the 2015 300 lineup offerings. A new gauge cluster with 7-inch Driver Information Display (DID) screen and new Rotary E-shift bring modern and streamlined looks to the driver's point of view.

INSPIRED
& INVITING



THE KIND OF INTERIOR DESIGN THAT TAKES THE PERSPECTIVE OF EVERY PASSENGER AS SERIOUSLY AS THE DRIVER'S. Deep-quilted Linen leather-trimmed seats with Linen stitching and quilted door bolsters are the hallmark of the 300C Platinum model. Recline in the comfort of premium perforated Nappa leather-trimmed seats, a leather-wrapped instrument panel and doors, center console, leather-wrapped steering wheel, real wood interior accents, power adjustable pedals with memory, and heated and cooled front console cup holder.

HEATED AND VENTILATED SEATS. Feel free to take your coat off at the door with the available heated and ventilated seats. When heated, the driver and front-passenger seats have three settings. The front seats can also be ventilated for faster cooling of occupants in warmer weather. The heat and ventilation feature can also be programmed to come on automatically with available Remote Start operation. When selected, the driver's heated seat will automatically activate when outside temperatures are below 40° while cooling ventilation activates above 80°.



TEXTILE FASHION

NICE INK

A PORTRAIT OF SHADOWS AND LIGHT.

The performance leather-wrapped 5 seats in Black with Silver stitching, or available in new Black/Ambassador Blue two-tone leather, signify the stealth stance the S model stakes as its own. The leather-wrapped steering wheel with paddle shifters and Silver stitching, Piano Black accents and Matte Carbon hydrographics, along with a unique "S" overlay graphic treatment to the instrument cluster, brand this model with an attitude. The standard 300-horsepower 3.6L V6 engine with the TorqueFlite® 8-speed automatic transmission and ParkView® Rear Back-Up Camera⁵ and Remote Start system add up to street-smart with a high-tech getaway plan to the tune of a BeatsAudio™ 10-premium-speaker sound system with subwoofer and 552-watt amplifier.

CONNECTIVITY
& INGENUITY

LEARN MORE
CHRYSLER.COM

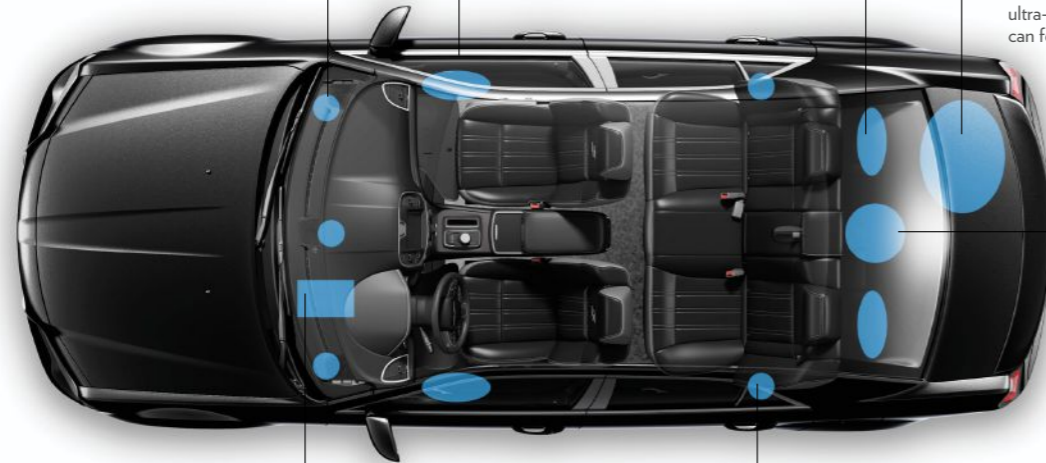


Two six-by-nine-inch speakers located in the front doors deliver crystal-clear vocals and detailed soundscapes while providing clean, crisp bass notes to supplement the subwoofer.

Two six-by-nine-inch speakers located in the rear shelf. High-performance woofer with injection-molded polypropylene diaphragm.

An eight-inch Beats™ subwoofer in the trunk. The premium subwoofer provides high output with low distortion and covers the lowest octaves when recordings call for ultra-low frequencies that you can feel.

Three 3.5-inch speakers located in the instrument panel. Premium mid-range driver provides a wide, dynamic audio range with low distortion.



A BeatsAudio™ amplifier located in the front forward portion of the vehicle. The unique system is driven by an extremely sophisticated 552-watt amplifier for a custom audio experience.

Two 3.5-inch speakers located in the rear doors. Premium mid-range driver provides a wide, dynamic audio range with low distortion for realistic ambience for front and rear passengers.

An eight-inch rear shelf speaker for deep, rich tones.



DESIGNED TO MOVE YOU.

BeatsAudio™ technology is handcrafted by Dr. Dre and Jimmy Iovine — the talent behind so many of your favorite hits. They've taken their countless hours of experience in the studio, working with world-class artists, and translated that to their approach with BeatsAudio. The end result is a unique blend of science and artistry, which they apply to our distinct tuning process. They care about this so much, they tune every single BeatsAudio product themselves.



BEATSAUDIO™ TAKES IT UP ANOTHER NOTCH.

Immerse yourself in studio-quality sound engineering through every inch of the 300S cabin. Designed in partnership with Dr. Dre and BeatsAudio for the 300S acoustics is an available top-of-the-line 10-speaker amplified sound system. The premium system incorporates 552 watts of power with speakers located in the instrument panel, front doors, rear doors and C-pillars, as well as an in-trunk subwoofer in the rear shelf and a BeatsAudio amplifier in the dash area. It allows you to hear music exactly as the artist intended for a moving acoustic experience.

PLAY DJ EVERY DAY WITH ALPINE®

A six-speaker premium Alpine sound system with a 276-watt amplifier is standard on 300C and 300C Platinum. It incorporates high-performance, injection-molded components, including two 3.5-inch speakers located in the instrument panel, two six-by-nine-inch speakers located in the front doors and two six-by-nine-inch speakers located in the rear-shelf area. What it delivers is an instantly fun audio platform for your favorite DJ — you.

FEEL IT TO YOUR CORE.

Available on 300C and 300C Platinum, the premium Harman Kardon® 18-speaker sound system plus subwoofer gives a whole new meaning to volume, range and bass, belting out serious sound horsepower.

300S SHOWN IN REDLINE RED TRI-COAT PEARL

FORESEEN TO THE FORTHCOMING

[LEARN MORE](#)
[CHRYSLER.COM](#)

PARKING SENSORS.

Parking your 300 in close range to other vehicles or objects is made easy with four ultrasonic sensors positioned in the front and rear fascias. They provide object detection for the ParkSense[®] Front and Rear Park Assist[®] features, including a visual reference located in the Driver Information Display (DID).

RADAR SENSOR.

Preventing potential impact, the active safety technology features of Adaptive Cruise Control with Stop[®] and Full-Speed Forward Collision Warning-Plus[®] are made possible by a radar sensor in the front lower right of the vehicle's exterior.



VIDEO SENSOR.

Things can happen in the blink of an eye. Fortunately, this eye never blinks. Always watching the road and vehicles ahead of you, a camera behind the inside rearview mirror is used in Lane Departure Warning-Plus (LaneSense[®])²⁰ and Full-Speed Forward Collision Warning-Plus[®].

RAIN-SENSING WIPERS.

An available rain-sensitive wiper system automatically actuates wiper blades when precipitation is detected on the windshield.

TIRE PRESSURE MONITORING – CHECKS YOUR TIRES FOR YOU.

Through the Driver Information Display (DID), this system informs you when any tire pressure is too low. Pressure-sensor modules within the valve stems of all four wheels send continuous radio-frequency signals to a receiver and the system. This monitoring system also records tire position after rotation or when any tire is moved to a new location.

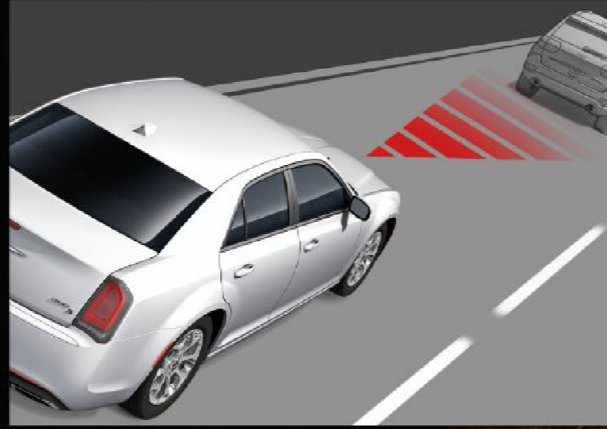
SAFE
& SECURE

SAFETY AND SECURITY FEATURES

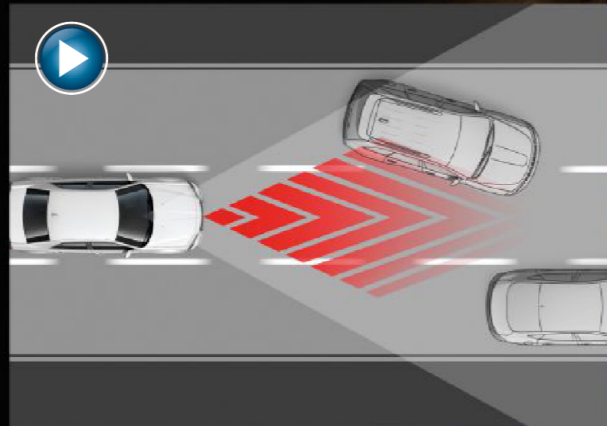
FULL-SPEED FORWARD COLLISION WARNING-PLUS¹⁹

The new 300 offers Full-Speed Forward Collision Warning-Plus¹⁹ with Active Braking, which will slow the vehicle to prevent a potential impact. Using radar and video sensors, the available system detects whether the vehicle is approaching another vehicle or large obstacle in its path too rapidly, and will then warn and assist the driver in avoiding the incident. The driver has the ability to adjust the sensitivity and turn brake support on or off.

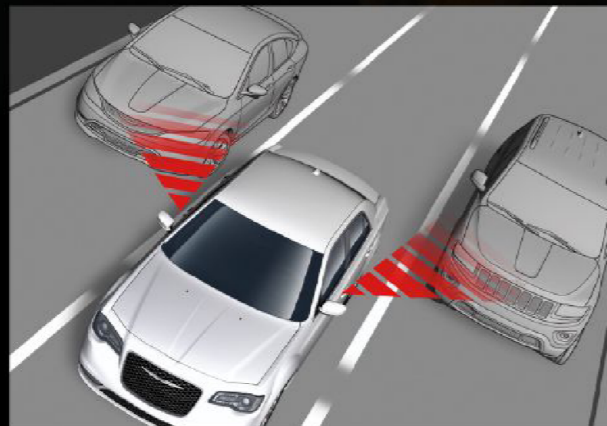
- Prepares the brakes for emergency braking
- Provides audible and visual warnings
- Brake Jerk: short deceleration to alert driver
- Collision Mitigation System (CMS): up to 1.5 seconds of braking to give the driver additional reaction time
- If the driver is not braking enough, Advanced Brake Assist (ABA) will increase the braking to avoid/mitigate the accident

ADAPTIVE CRUISE CONTROL (ACC+) WITH STOP!¹¹

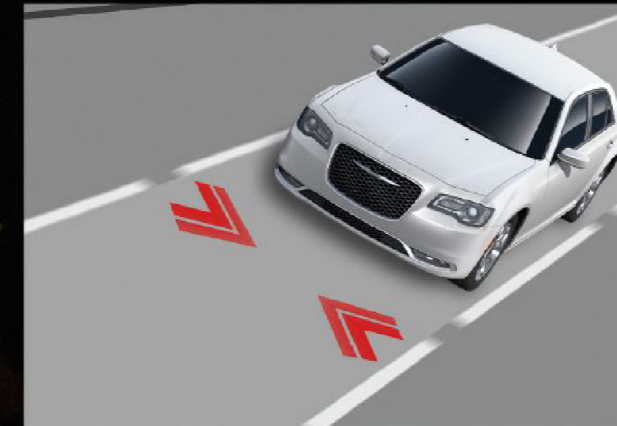
- Utilizing radar and video sensors, this available feature identifies vehicles in the forward path and maintains a safe distance between your vehicle and the one in front of it
- ACC+¹¹ has full functionality between 0 and 100 mph
- After ACC+¹¹ brings the vehicle to a stop, the driver must indicate the intention to resume by either pressing the Resume button or tapping the accelerator pedal
- Driver can select one of four following distances depending on preference

IT SEES WHERE YOU CAN'T – BLIND SPOT MONITORING (BSM)⁶

The available BSM⁶ continually monitors rear blind zones on either side of the vehicle via radar and, if a vehicle is sensed in the zones, will notify the driver via a yellow triangle symbol in the outside rearview mirror. Rear Cross-Path Detection⁵ monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots, and provides feedback to the driver via audible chimes and/or visual icons.

LANESENSE[®] LANE DEPARTURE WARNING (LDW) PLUS²⁰

With a camera mounted inside the rearview mirror and on the front fascia of the vehicle, the 300's LDW²⁰ system can identify the lines on the road. The available system determines where the vehicle is positioned between the lines and monitors the vehicle's movement down the road. Should the vehicle begin to move onto either line and the driver does not use his/her turn indicator, the system will warn the driver that the car is about to move out of the lane through a slight vibration warning in the steering wheel. If nothing is done to correct the drift, the system will automatically align the vehicle to its correct lane position.

PARKVIEW[®] REAR BACK-UP CAMERA⁵ – GREATER PEACE OF MIND ABOUT WHAT'S BEHIND YOU.

Through the 8.4-inch Uconnect[®] touchscreen, the available ParkView⁵ displays a wide-angle view of the area immediately behind the vehicle. The display includes dynamic grid lines to aid you when maneuvering into parking spaces or narrow areas.



SEE BACK COVER FOR DETAILS.

Use the Aurasma[®] app from your mobile device to scan the illustrations on this page to view detailed instructional videos of these comprehensive safety and technology features.

OVER 80 STANDARD AND AVAILABLE SAFETY AND SECURITY FEATURES

[LEARN MORE
CHRYSLER.COM](#)

SEVEN AIR BAGS⁴

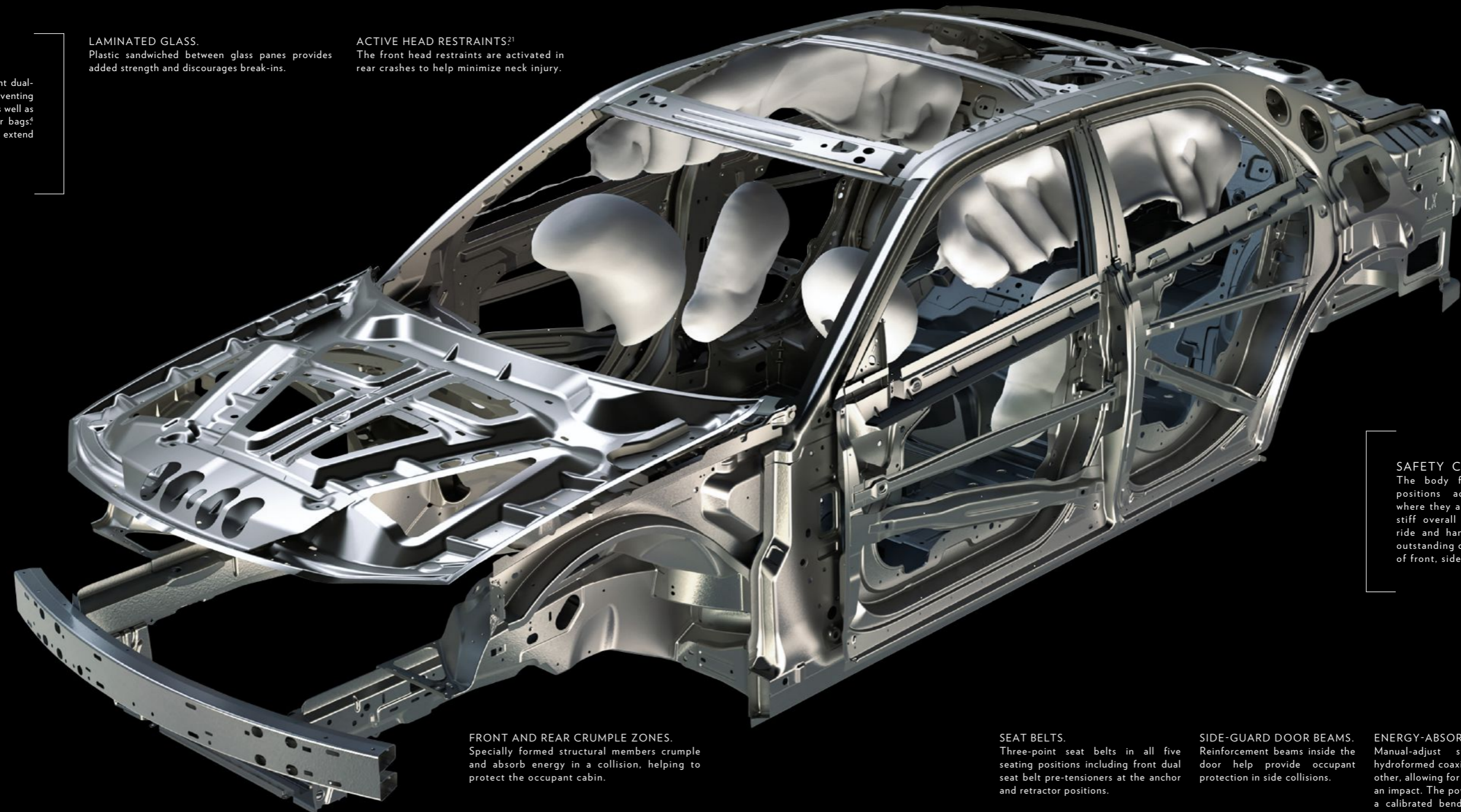
The standard air bags⁴ include front dual-stage air bags⁴ with adaptive venting technology, driver knee air bags⁴ as well as front seat-mounted side-impact air bags⁴. The side air bag⁴ inflatable curtains extend over front- and rear-seating rows.

LAMINATED GLASS.

Plastic sandwiched between glass panes provides added strength and discourages break-ins.

ACTIVE HEAD RESTRAINTS²¹

The front head restraints are activated in rear crashes to help minimize neck injury.



FRONT AND REAR CRUMPLE ZONES.

Specially formed structural members crumple and absorb energy in a collision, helping to protect the occupant cabin.

SEAT BELTS.

Three-point seat belts in all five seating positions including front dual seat belt pre-tensioners at the anchor and retractor positions.

SIDE-GUARD DOOR BEAMS.

Reinforcement beams inside the door help provide occupant protection in side collisions.

ENERGY-ABSORBING STEERING COLUMN.

Manual-adjust steering column features two hydroformed coaxial tubes that move relative to each other, allowing for enhanced energy absorption during an impact. The power adjust steering column employs a calibrated bending element that deforms during column stroke for optimal energy.

SAFETY CAGE BODY STRUCTURE.

The body frame strategically mixes and positions advanced high-strength steels where they are most needed. The result is a stiff overall structure that enables refined ride and handling, and a safety cage with outstanding occupant protection in the event of front, side or rear impacts.

ADVANCED MULTISTAGE AIR BAGS⁴

Advanced multistage low-risk-deployment driver and passenger front air bags⁴ incorporate adaptive venting technology. Based on occupant size and the severity of the impact, vents within the air bag⁴ cushion are opened to ensure varying levels of air bag⁴ inflation. While two-vent systems are common, the system on the new 300 incorporates a third level that ensures optimal front air bag⁴ deployment for almost any size occupant.

SAFE
& SECURE

**300 LIMITED**

SELECT STANDARD EQUIPMENT

powertrain

3.6L Pentastar® V6 8-speed Automatic Transmission
RWD/AWD Comfort Suspension

exterior

17-inch Aluminum Wheels (RWD)
Acoustic Windshield and Front Door Glass
Body-color Mirror Caps and Door Handles
Automatic Projector Headlamps
LED Daytime Running Lamps
Chrome LED Taillamps
Bright Chrome Surround with Black Grille
Dual Exhaust with Bright Tips
Power Heated Mirrors

interior

Leather-trimmed Bucket Seats
Power Driver and Passenger Seats
with 4-way Power Lumbar Adjuster
Heated Front Seats

60/40 Rear Seat

Tilt/Telescoping Steering Column
Leather-wrapped Steering Wheel
Uconnect® 8.4 AM/FM Radio System
6 Speakers

Uconnect Access¹²

Uconnect Voice Command² with Bluetooth®
Bluetooth Streaming Audio
SiriusXM® Satellite Radio¹
Media Hub (SD, USB, AUX)
Rear-seat USB Ports (charging only)

other features

Rotary E-shifter
Keyless Enter 'n Go™/Remote Proximity Entry
Dual-Zone ATC
Speed Control
Security Alarm
Electric Power Steering



standard wheel
17-inch
Tech Silver
Aluminum



AWD wheel
19-inch
Fully Polished
Aluminum

**300S**SELECT STANDARD EQUIPMENT OVER
300 LIMITED**powertrain**

3.6L Pentastar V6 8-speed Automatic Transmission
RWD/AWD 300 hp
Optional 5.7L HEMI® V8 8-speed Automatic Transmission
RWD-only Performance-tuned Suspension

exterior

20-inch Hyper Black Aluminum Wheels (RWD)
Headlamps with Black Bezels
LED Fog Lamps
Black LED Taillamps
Black Chrome Surround with Gloss Black Grille
Gloss Black DLO Surround Molding

Chrysler Wing Badge with Black Accent
with 5.7L V8: SRT® inspired side sills and
integrated lip spoiler

interior

Performance Leather-trimmed Seats
BeatsAudio™ 10 Premium Speakers with Subwoofer
and 552-watt Amplifier
Steering Wheel-mounted Paddle Shifters

other features

ParkView® Rear Back-Up Camera⁵
Remote Start System
Universal Garage Door Opener



standard wheel
20-inch
Hyper Black
Aluminum



AWD wheel
19-inch
Hyper Black
Aluminum

**300C**

SELECT STANDARD EQUIPMENT OVER 300S

powertrain

3.6L Pentastar® V6 8-speed Automatic Transmission
RWD/AWD
Optional 5.7L HEMI® V8 8-speed Automatic
Transmission RWD-only Comfort Suspension

exterior

18-inch Aluminum Wheels (RWD)
Chrome Exterior Mirrors and Door Handles
Chrome Headlamp Bezels
Chrome LED Taillamps
Bright Chrome Surround with Granite Crystal Grille
Chrysler Wing Badge with Blue Accent
Auto-dimming Exterior Driver Mirror
Auto-adjust-in-reverse Exterior Mirrors

interior

Premium Leather-trimmed Bucket Seats
Heated and Ventilated Front Seats
Heated Second-row Seats
Wood/Leather Heated Steering Wheel
Power Tilt/Telescoping Steering Column
Uconnect® 8.4 Radio System with Navigation
6 Alpine® Premium Speakers with 276-watt Amplifier
High-definition Radio
SiriusXM® Travel Link¹³/Traffic¹
Radio/Driver Seat/Mirrors Memory
Power Backlight Sunshade

other features

Dual-pane Panoramic Sunroof



standard wheel
18-inch
Fully Polished
Aluminum



AWD wheel
19-inch
Fully Polished
Aluminum



optional wheel
20-inch
Fully Polished
Aluminum

**300C PLATINUM**

SELECT STANDARD EQUIPMENT OVER 300C

powertrain

3.6L Pentastar V6 8-speed Automatic Transmission
RWD/AWD
Optional 5.7L HEMI V8 8-speed Automatic
Transmission RWD-only Touring Suspension

exterior

20-inch Polished Aluminum Wheels (RWD)
Platinum Exterior Mirrors and Door Handles
Platinum Chrome Surround with Luxury Black Grille

interior

Luxury Perforated Nappa Leather-trimmed Seats
Leather-wrapped Poltrona Frau Instrument Panel/
Doors/Center-console
Luxury Leather-wrapped Steering Wheel
Real Wood Interior Accents
Steering Wheel-mounted Paddle Shifters
Power Adjustable Pedals with Memory
Heated/Cooled Front Console Cup Holder
Luxury Floor Mats



standard wheel
20-inch
Fully Polished
Aluminum



AWD wheel
19-inch
Fully Polished
Aluminum

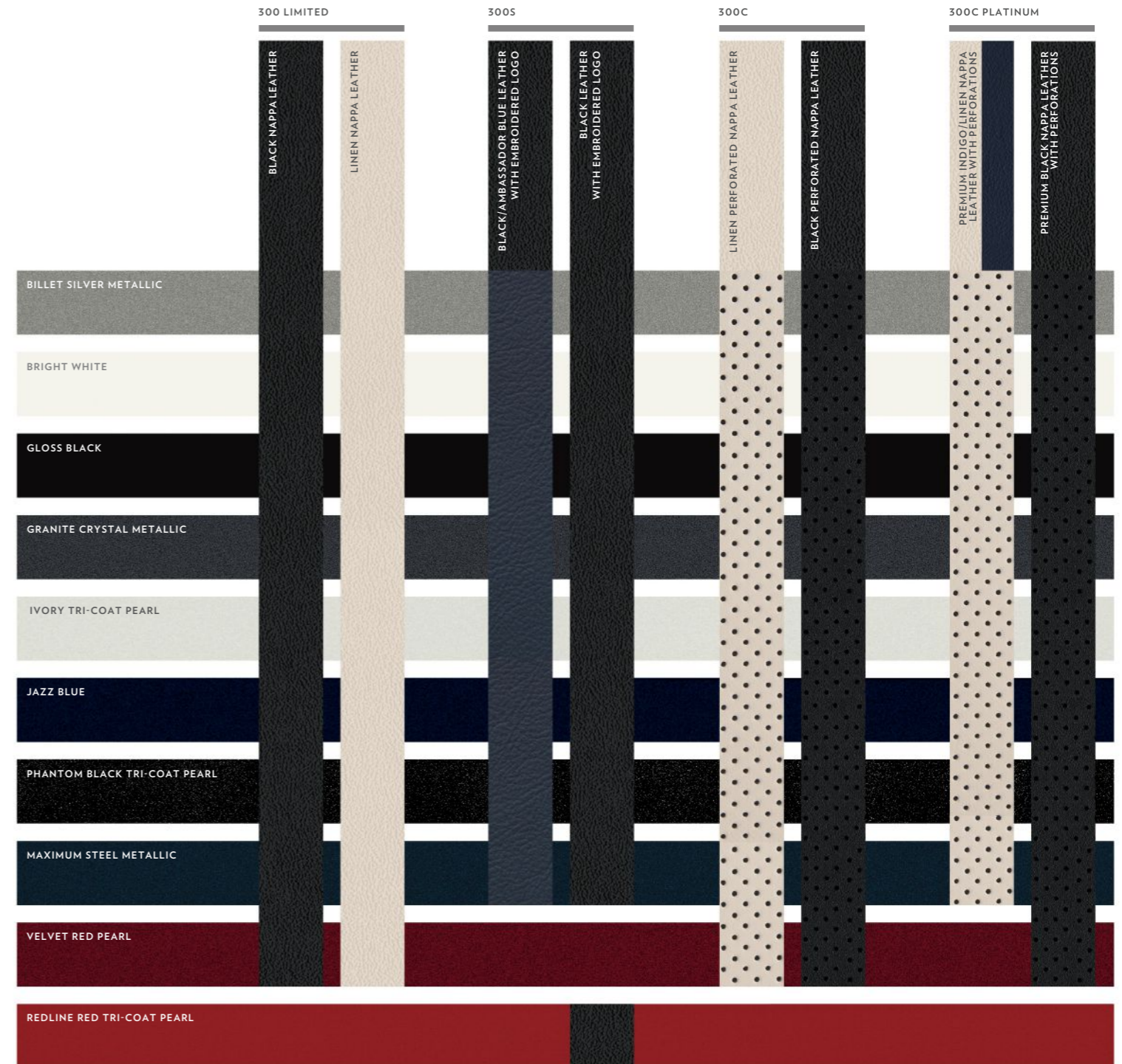


COLORS AND FABRICS

A TOTAL OF 10 CHRYSLER BRAND EXTERIOR COLORS ARE OFFERED ON THE NEW 300, THREE OF WHICH ARE ALL-NEW FINISHES. ALL HAVE BEEN DEVELOPED AND SELECTED TO ACCENTUATE THE SURFACING OF THE NEW 300. EVERYTHING, INCLUDING HOW THE COLORS AND FINISHES APPEAR IN BRIGHT SUNLIGHT AND OVERCAST OR LOW-LIGHT CONDITIONS, WAS TAKEN INTO ACCOUNT. CHOOSE FROM FOUR INTERIOR COLORS: BLACK, BLACK/LINEN, BLACK/AMBASSADOR BLUE AND INDIGO/LINEN. SEATING IS OFFERED IN LEATHER OR FULL LEATHER SURFACES WITH PREMIUM STITCH WORK DEPENDING ON MODEL SELECTION.

2015 CHRYSLER 300 STANDARD & OPTIONAL FEATURES	300 LIMITED	300S	300C	300C PLATINUM	300 LIMITED AWD	300S AWD	300C AWD	300C PLATINUM AWD
SAFETY & SECURITY <i>continued</i>								
– INCLUDES THE FOLLOWING FEATURES ON 300C: CHROME MULTIFUNCTION EXTERIOR MIRRORS WITH POWER, HEAT, AUTO-DIMMING DRIVER'S MIRROR, SUPPLEMENTAL SIGNALS AND COURTESY LAMPS; PARKSENSE® FRONT AND REAR PARK ASSIST;³ BLIND SPOT MONITORING⁶ AND REAR CROSS-PATH DETECTION⁵ (M/H LIGHT GROUP)			○				○	
– INCLUDES THE FOLLOWING FEATURES ON 300C PLATINUM: CHROME MULTIFUNCTION EXTERIOR MIRRORS WITH POWER, HEAT, AUTO-DIMMING DRIVER'S MIRROR, SUPPLEMENTAL SIGNALS AND COURTESY LAMPS; PARKSENSE FRONT AND REAR PARK ASSIST;³ BLIND SPOT MONITORING⁶ AND REAR CROSS-PATH DETECTION⁵ (M/H LIGHT GROUP)				○				○
SAFETYTEC™ 2 – INCLUDES ADVANCED BRAKE ASSIST, RAIN-SENSING WINDSHIELD WIPERS, LANE DEPARTURE WARNING-PLUS²⁹ AUTO HIGH-BEAM HEADLAMP CONTROL, FULL-SPEED FORWARD COLLISION WARNING-PLUS¹⁹ AND ADAPTIVE CRUISE CONTROL WITH STOP¹¹ (M/H SAFETYTEC 1; M/H 300S PREMIUM GROUP ON 300S)		○	○	○		○	○	○
FULL-SPEED FORWARD COLLISION WARNING-PLUS¹⁹ (INCLUDED IN SAFETYTEC 2)		p	p	p		p	p	p
FRONT-PASSENGER SEAT BELT ALERT	*	*	*	*	*	*	*	*
FRONT ACTIVE HEAD RESTRAINTS²¹	*	*	*	*	*	*	*	*
HILL START ASSIST								
PARKVIEW® REAR BACK-UP CAMERA⁵ (INCLUDED IN 300 PREMIUM GROUP AND DRIVER CONVENIENCE GROUP)	p	*	*	*	p	*	*	*
RAIN BRAKE SUPPORT	*	*	*	*	*	*	*	*
READY ALERT BRAKING	*	*	*	*	*	*	*	*
REMOTE START SYSTEM (INCLUDED IN 300 PREMIUM GROUP OR DRIVER CONVENIENCE GROUP)	p	*	*	*	p	*	*	*
SECURITY ALARM	*	*	*	*	*	*	*	*
SENTRY KEY® THEFT DETERRENT SYSTEM – ANTITHEFT ENGINE IMMOBILIZER	*	*	*	*	*	*	*	*
TIRE PRESSURE MONITORING DISPLAY – LOCATED IN DRIVER INFORMATION DISPLAY (DID)	*	*	*	*	*	*	*	*
UCONNECT®								
AUDIO SYSTEMS – SIX SPEAKERS	*				*			
– SIX PREMIUM SPEAKERS WITH 276-WATT DIGITAL AMPLIFIER			*	*			*	*
– TEN PREMIUM AMPLIFIED SPEAKERS WITH 552-WATT AMPLIFIER AND 1 SUBWOOFER (PACKAGED WITH BEATSAUDIO™ GROUP)		*				*		
– 19 PREMIUM SPEAKERS, WITH SUBWOOFER AND 900-WATT AMPLIFIER (INCLUDED WITH HARMAN KARDON® AUDIO GROUP; NAW POWER BACKLIGHT SUNSHADE)			p	p			p	p
– UCONNECT 8.4A AM/FM RADIO SYSTEM WITH CD/DVD/MP3 FORMAT CAPABILITY, AUDIO JACK, AND USB PORT FOR MEDIA DEVICES; SIRIUSXM® SATELLITE RADIO¹ WITH 1-YEAR TRIAL INCLUDED; SD CARD INPUT, 8.4-INCH TOUCHSCREEN FOR DISPLAYING MUSIC AND VEHICLE INFORMATION, CLIMATE CONTROLS, UCONNECT VOICE COMMAND² WITH BLUETOOTH® AND BLUETOOTH STREAMING AUDIO	*	*			*	*		
– UCONNECT 8.4AN AM/FM RADIO SYSTEM WITH CD/DVD/MP3 FORMAT CAPABILITY, AUDIO JACK, USB PORT FOR MEDIA DEVICES, SD CARD INPUT, 8.4-INCH TOUCHSCREEN FOR DISPLAYING MUSIC AND VEHICLE INFORMATION, CLIMATE CONTROLS, GARMIN® NAVIGATION, SIRIUSXM SATELLITE RADIO¹ SIRIUSXM TRAVEL LINK¹³ AND SIRIUSXM TRAFFIC¹ WITH 1-YEAR TRIAL INCLUDED, UCONNECT VOICE COMMAND² WITH BLUETOOTH AND BLUETOOTH STREAMING AUDIO	○	○	*	*	○	○	*	*
SIRIUSXM SATELLITE RADIO¹	*	*	*	*	*	*	*	*
UCONNECT VOICE COMMAND² – INCLUDES HANDS-FREE² CALLING AND BLUETOOTH STREAMING AUDIO	*	*	*	*	*	*	*	*
PACKAGES/EQUIPMENT GROUPS								
BEATSAUDIO AUDIO GROUP – INCLUDES 10 AMPLIFIED PREMIUM SPEAKERS WITH SUBWOOFER AND A 552-WATT AMPLIFIER (AUDIO SYSTEM TUNED BY BEATSAUDIO; M/H DRIVER CONVENIENCE GROUP ON 300 LIMITED; M/H 20-INCH POLISHED ALUMINUM WHEELS ON 300C RWD; NAW 300 PREMIUM GROUP ON 300 LIMITED)	○				○			
DRIVER CONVENIENCE GROUP – FRONT LED FOG LAMPS, PARKVIEW REAR BACK-UP CAMERA⁵, REMOTE START AND UNIVERSAL GARAGE DOOR OPENER (NAW 300 PREMIUM GROUP)	○				○			
HARMAN KARDON AUDIO GROUP – INCLUDES 19 HIGH-PERFORMANCE SPEAKERS, INCLUDING SUBWOOFER AND 900-WATT AMPLIFIER (REAR SUNSHADE IS NOT AVAILABLE WITH THIS PACKAGE)			○	○			○	○
LIGHT GROUP – ADAPTIVE BI-XENON HID HEADLAMPS WITH AUTO-LEVELING (M/H 300S PREMIUM GROUP ON 300S)		○	○	○		○	○	○
LUXURY GROUP – INCLUDES AUTO-ADJUST-IN-REVERSE EXTERIOR MIRRORS, AUTO-DIMMING EXTERIOR DRIVER'S MIRROR, DOOR SILL SCUFF PADS, DRIVER'S AND FRONT-PASSENGER FOOTWELL LED LAMPS, FRONT AND REAR LED-ILLUMINATED MAP POCKETS, HEATED REAR SEATS, HEATED STEERING WHEEL, POWER ADJUSTABLE PEDALS WITH MEMORY, POWER BACKLIGHT SUNSHADE, POWER TILT/TELESCOPING STEERING COLUMN, MEMORY FOR RADIO, DRIVER'S SEAT AND MIRRORS, BLIND SPOT MONITORING⁶ AND REAR CROSS-PATH DETECTION⁵ (M/H BLACK OR BLACK/AMBASSADOR BLUE INTERIOR; M/H 300S PREMIUM GROUP)		○				○		
300 PREMIUM GROUP – INCLUDES POWER MULTIFUNCTION HEATED MIRRORS WITH CHROME CAPS, COURTESY LAMPS, SUPPLEMENTAL SIGNALS AND AUTO-DIMMING DRIVER'S MIRROR, LED FOG LAMPS, UCONNECT 8.4AN AM/FM/SXM/BT/NAV RADIO, HD RADIO, SIRIUSXM TRAFFIC¹ AND TRAVEL LINK¹³ 10 PREMIUM BEATSAUDIO SPEAKERS WITH SUBWOOFER AND 552-WATT AMPLIFIER, PARKVIEW REAR BACK-UP CAMERA⁵; PARKSENSE FRONT/REAR PARK ASSIST;³ BLIND SPOT MONITORING⁶ AND REAR CROSS-PATH DETECTION⁵; REMOTE START AND UNIVERSAL GARAGE DOOR OPENER, 5-YEAR SIRIUSXM TRAFFIC¹ AND TRAVEL LINK¹³ SERVICE (NAW BEATSAUDIO GROUP, DRIVER CONVENIENCE GROUP OR SAFETYTEC 1)	○				○			
300S PREMIUM GROUP – INCLUDES DUAL-PANE PANORAMIC SUNROOF, POWER MULTIFUNCTION HEATED BODY-COLORED MIRRORS, COURTESY LAMPS, SUPPLEMENTAL SIGNALS AND AUTO-DIMMING DRIVER'S MIRROR, UCONNECT 8.4AN AM/FM/SXM/BT/NAV RADIO, HD RADIO, SIRIUSXM TRAFFIC¹ AND TRAVEL LINK¹³ WITH 5 YEARS OF INCLUDED SERVICE, PARKSENSE FRONT/REAR PARK ASSIST;³ BLIND SPOT MONITORING⁶ AND REAR CROSS-PATH DETECTION⁵		○				○		

* = Included. P = Available within Package noted. ○ = Optional. N/A = Not Available. NAW = Not Available With. M/H = Must Have.





2015 CHRYSLER 300
1.800.CHRYSLER / CHRYSLER.COM



Download the free Aurasma mobile app at the iTunes® App Store or Google Play to scan the specified images with your mobile device and bring the 2015 Chrysler 300 to life. Subscribe to the Chrysler 2015 Aurasma channel to activate or go to Chrysler2015.com

74-383-2509

Chrysler is a registered trademark of Chrysler Group LLC.

Research

[BUILD & PRICE](#)

[COMPARE MODELS](#)

[COMPETITIVE COMPARE](#)

Locate

[FIND A DEALER](#)

[SCHEDULE A TEST DRIVE](#)

Cost

[VIEW INCENTIVES & OFFERS](#)



CHRYSLER.COM