LUXURY FEELS BETTER EARNED.
IT HAS AN AMERICAN PEDIGREE UNLIKE ANY OTHER. IT PUTS INTO PRACTICE EVERYTHING THAT MADE CHRYSLER A LEGEND FROM THE STREETS OF DETROIT TO THE SANDS OF DAYTONA. IT BRINGS THE LEGACY OF THE MOST AWARDED NEW CAR EVER\(^{10}\) INTO THE RING WITH EVERY INTENTION OF KEEPING THE TITLE. THIS IS THE TYPE OF LEGITIMATE LUXURY AND UNFLINCHING PERFORMANCE THAT YOU DARE NOT CROSS. THIS IS THE CHRYSLER 300. LOW SLUNG AND STANDING TALL. IMPORTED FROM DETROIT.™

* A NOTE ABOUT THIS BROCHURE: ALL DISCLAIMERS AND DISCLOSURES CAN BE FOUND IN THE BACK OF THE BROCHURE.
IT BEGINS WITH CLASSIC CRAFTSMANSHIP, APPLYING SKILL AND DETERMINATION TO TOP-NOTCH MATERIALS AND THE MOST MODERN TECHNOLOGY. IT’S WHAT YOU DESERVE.

STEERING WHEEL. The four-spoke steering wheel provides a bolstered rim for enhanced performance, feel, and grip. It is crafted in a myriad of combinations, including satin chrome bezel and top-grain leather, or opt for the available real wood and leather-wrapped, class-exclusive full-circumference heated steering wheel. Backlit cruise and EVIC controls are mounted on the front face, and traditional audio controls on the rear surface. Voice Command and Uconnect controls are also available. The standard equipment tilt/telescoping steering column confirms the delivery.

ELECTRONIC VEHICLE INFORMATION CENTER (EVIC). A new driver-interactive color display in the instrument cluster incorporates the LCD technology of Thin Film Transistor (TFT) Liquid Crystal 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. For maximum driving safety, efficiency, and ease, cruise control and available Adaptive Cruise Control (ACC) buttons are also conveniently located on the steering wheel.

DESIGN CLARITY. LED backlight 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 as well, while larger numerals, set in a performance font, stand out in the foreground providing focus and distinction.

HANDMADE. FOR THE SELF-MADE.
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.

A PERFECT CLIMATE. 300C is also the only vehicle in its class to offer heated and cooled cup holders 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.
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 (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 (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™ (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 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. 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.
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 DEEMANOR 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.

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.
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.
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.

AUTOMATICALLY ACTIVATED AWD. Our engineers went to work to create the most advanced available all-wheel-drive system in its class. 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) 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. 300 is also packed with standard control offerings like ABS, ESC, 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.
OFFERS 70 ACTIVE AND PASSIVE SAFETY AND SECURITY FEATURES.

INTelligent battery sensor (IBS). This standard system continually measures the flow of current into 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. 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.
ADAPTIVE CRUISE CONTROL (ACC)™ AND FORWARD COLLISION WARNING (FCW)™

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.** 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 MONITORING™ (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).** The Blind Spot Monitoring™ system also includes RCP,™ which monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots. Available.

**PARKSENSE® FRONT AND REAR PARK ASSIST.** 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.
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.
STANDARD ON ALL 300 MODELS

AIR BAGS™ — Advanced multistage driver and front-passenger
— Supplemental front-seat side air bags
— Supplemental side-curtain for front and rear outboard occupants

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

AIR FILTRATION — Particulate air filter

BATTERY — 750-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 — Center floor console, 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™ — Includes Brake Assist

EXHAUST SYSTEM — Stainless steel dual exhaust with chrome exhaust tips

FLOOR MATS — Front, includes remote interior fuel door release

FRONT-PASSenger SEAT BELT ALERT

FUEL TANK — 19-gallon

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

HEAVY DUTY BRAKE SYSTEM

HILL START ASSIST

HYDRAULIC ASSIST BRAKE BOOSTER

KEYLESS ENTRY & GO™ — Includes proximity enter and push-button ignition system

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

MIRRORS, INTERIOR — Rearview, auto-dimming
— View vanity illuminated driver and front-passenger sides

POWER TRUNK LID RELEASE

POWER ACCESSORY OUTLET — Three 12-volt power outlets located in the front cubby box, center console, and rear of center console

Power accessory delay

RAIN BRAKE SUPPORT

READY ALERT BRAKING

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

SENTRY KEY® THIEF DETERRENT SYSTEM — Anti-theft engine immobilizer

SPEED CONTROL

STEERING — Electrohydraulic power, rack-and-pinion

STEERING COLUMN — 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

DAYTIME RUNNING LAMPS (DRL)

TIMELESS INTERIOR LIGHTING

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/cs.

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

Follow us on Facebook (facebook.com/Chrysler), Twitter (twitter.com/Chrysler), and check us out on YouTube (youtube.com/TheChryslerChannel).

Thank you for following.

iPAD™ 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.

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).

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Thank you for following.

Earn 5 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.® For more information or to apply, visit ChryslerCard.com.
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.

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

INTERIOR SEATING COLORS: ASHY/BALSA CLOTH BLACK AND LIGHT FROST BEIGE
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, 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.

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

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.
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 BeatsTM 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.
EXTERIOR COLORS: BLACKBERRY PEARL, BORDEAUX PEARL, BRIGHT SILVER METALLIC, BRIGHT WHITE, CASHMERE PEARL, CRYSTAL BLUE PEARL, DEEP CHERRY RED, GLOSS BLACK, IVORY TRICOAT PEARL, LUXURY BROWN PEARL, TUNGSTEN METALLIC

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

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™. 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.
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.
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 TRICOAT PEARL, TUNGSTEN METALLIC

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

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### MECHANICAL

| ALTERNATOR | – 150-amp |
| – 180-amp |
| – 220-amp |

| BATTERY | – 750-amp, maintenance-free |
| – 4-wheel disc antilock with vented front and solid rear discs (included with all-speed traction control) |
| – Performance 4-wheel disc antilock with vented front and solid rear discs (includes all-speed traction control) |
| – High-performance 4-wheel disc antilock with vented front and solid rear discs and Brembo® 4-piston calipers (includes all-speed traction control) |

| CAPLESS FILLER SYSTEM | – Includes remote fuel door release |

### ENGINE BLOCK HEATER

| P | O | O | O | O | O | O | O |

### FUEL TANK

| – 13.2-gallon |

### KEYLESS ENTRY AND GO®

| – Proximity entry and push-button ignition system |

### SPEED CONTROL

| – Adaptive Speed Control™ (packaged in Safety Tec™ Group) |
| – Electrohydraulic power, rack-and-pinion |
| – Hydraulic |

### SPORT MODE

| – Selectable Sport-tuned transmission shift points |
| – Sport mode with firm, maximum handling |
| – Auto mode with sporty but compliant ride handling |

### SUSPENSION

| – 4-wheel independent suspension (includes with 20-inch wheels) |
| – 4-wheel independent high-performance with two-mode active damping |
| – 4-wheel independent AWD suspension |

### TIP START SYSTEM

| – P225/60R18 BSW Touring |
| – P215/65R17 BSW All-Season Touring |
| – P275/55R17 BSW All-Season Touring |

### EXHAUST SYSTEM

| – Stainless steel dual exhaust with bright exhaust tips |

### EXTERIOR FEATURES

| BADGES | – 300 |
| – 300S |
| – 300C |
| – SRT8 |
| – AWD |
| – Liquid chrome wing badge with Blue accent |
| – Liquid chrome wing badge with Black accent |
| CLADDING | – Lower Bodyline |
| – Body-color |
| – Bi-xenon projector with delay |
| – Adaptive Bi-Xenon High Intensity Discharge with delay and automatic leveling system (included in Safety Tec™ Group) |
| – Automatic |
| – SmartBeam™ Headlamp-Control (included in Safety Tec™ Group) |
| – Fog lamps |
| – Chrome headlamp bezels |
| – Black headlamp bezels |
| – Rear fog lamps (included in Safety Tec™ Group) |
| – Body-color power heated, manual folding |
| – Chrome power heated, manual folding |
| – Chrome power heated, manual folding, with memory, driver auto-dimming and auto-adjust in Reverse (included in Luxury Group) |
| – Platinum-color power heated, manual folding with memory, driver auto-dimming and auto-adjust in Reverse |
| – Body-color power heated, manual folding with memory, driver auto-dimming and auto-adjust in Reverse (included in Luxury Group) |
| – Blind Spot Monitoring™ with Rear Cross-Path Detection™ – Supplemental turn signal with approach lamp and electrochromatic driver's side mirror (included in Safety Tec™ Group) |
| – Blind Spot Monitoring™ with Rear Cross-Path Detection™ – Supplemental turn signal with approach lamp (included in Safety Tec™ Group) |
| – Deck lid mounted |
| – 4-channel proximity enter and push-button ignition system |

### TIRES

| P | P | P | P | P | P | P | P |

| P | P | P | P | P | P | P | P |

| P | P | P | P | P | P | P | P |

| P | P | P | P | P | P | P | P |

### SPOILER

| Deck lid mounted |
| P215/55R18 BSW All Season Touring |

| P225/55R18 BSW Touring |
| P275/55R18 BSW Touring |
### EXTERIOR FEATURES (continued)

- P245/50R18 BSW All-Season Performance

- P245/55R18 BSW All-Season Performance (package with 20-inch wheels)

- P245/55R19 BSW All-Season Performance

- Compact spare tire

- Tire service kit

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### WHEELS

- 17” aluminum, Tech Silver painted (WF6)

- 18” aluminum, chrome-dual (WFN)

- 19” aluminum polished/Tech Silver painted pockets (WF4)

- 19” aluminum polished/black painted pockets (WF9)

- 20” aluminum/polished/black painted pockets (WF6)

- 20” forged aluminum SRT Black chrome (included with Black Chrome Package, WPJ)

- 20” aluminum/black painted pockets (includes Touring suspension and 245/45R20 BSW AS Performance tires) (WP4)

| Windows | Power with driver and front-passenger one-touch auto-up/down, antipinch feature, and remote down | P | P | P | P | P |

| Wipers | 2-speed variable intermittent | P | P | P | P | P | P | P | P | P |

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### INTERIOR FEATURES

| Bezel Accents | Satin Silver

- Piano Black

- Hydrographic bezels include Dark Burl hydrographic with Black interior and Natural Comodo Elm hydrographics with Black

- Light Front Beige interior

- Matte Carbon hydrographic bezels with Black and Black/Radar Red interior

- Real wood bezels include Black Olive Ash real wood with Black interior and Light Olive Ash/Burl real wood with Dark Front/Light Front Beige interior (included in Luxury Group)

- Real wood bezels include Natural Porc Grey real wood with Black interior and Natural Porc real Mocha wood with Mocha/chino interior

- Real carbon fiber bezels with Black and Radar Red interior

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### PREMIUM LEATHER INTERIOR TRIM

- Premium Nappa leather-wrapped trim on door armrest, door bolster and center console armrest. Poltrona premium leather-wrapped trim on instrument panel, door panels, door upper trim and center console side panels (included in Leather Interior Group)

- Full-length floor, with two cup holders, coin holder, CD and cell phone storage with 12V power outlet, and rear-seat heat and A/C outlets

- Glove box, trunk, front reading and map lamps, rear reading and courtesy lamps

- Front and rear

- Front heated and cooled (package in Luxury Group)

- Illuminated rear cup holders

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### CUSTOMER-DEFINABLE DISPLAY MONITOR

- Reconfigurable color Electronic Vehicle Information Center (EVIC) with TFT display

- Full-length floor, with two cup holders, coin holder, CD and cell phone storage with 12V power outlet, and rear-seat heat and A/C outlets

- Glove box, trunk, front reading and map lamps, rear reading and courtesy lamps

- Illuminated rear cup holders

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### DOOR LOCKS

- Power, speed-sensitive, child-protection rear

- Rearview, auto-dimming

- Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Programmable, three-function with remote controls for garage door opener, interior/exterior home lighting or security devices (package in Safety Tec Group)

- Memory system — Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Mirrors, interior — Rearview, auto-dimming

- Power, speed-sensitive, child-protection rear

- Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

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### SEATING HIGHLIGHTS

- 10-way adjustable seat (includes in Luxury Group)

- Adjustable lumbar support (includes in Luxury Group)

- Driver’s seat — 10-way adjustable with memory (includes in Luxury Group)

- Driver’s seat — 10-way adjustable with memory (includes in Luxury Group)

- Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Memory system — Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Mirrors, interior — Rearview, auto-dimming

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### STEERING WHEEL

- Leather-wrapped

- Wood/leather-wrapped (packaged in Luxury Group)

- SRT8 leather steering wheel

- Wood/leather-wrapped (packaged in Luxury Group)

- Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Memory system — Memory for driver’s seat, power steering column, power pedals, exterior mirrors and radio. Memory settings are for two drivers (included in Luxury Group)

- Mirrors, interior — Rearview, auto-dimming

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### POWER ACCESSORY

- 12V power outlet located in center front (V, center console, and back of center console, with delay feature

- Power accessory delay

- Speedometer — 160 mph

- 160 mph

- 160 mph

| Steering Wheel-mounted Audio Controls | P | P | P |

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| Temperature Display | Outside

- Includes compass

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| 300 | 300 Limited | 300c | 300C AWD | 300s (v6) | 300s (v8) | 300 Limited AWD | 300s (v6) AWD | 300c Luxury Series *
|---|---|---|---|---|---|---|---|---|
• = Included. P = Available within package noted. O = Optional.

**SAFETY and SECURITY**

**ACTIVE HEAD RESTRAINTS**

- Air Bags** – Includes dual-stage front airbags, driver and front passenger side airbags, side and rear side curtain airbags

**DEFENSE ACTIVATION CONTROL**

- Includes Brake Assist

**FORWARD COLLISION WARNING**

- Included with Safety Tec™ Group

**FRONT PASSANGER Exterior REST**

- Includes automatic rearview mirror, interior lamps and door lamps

**HILL START AID**

- Includes Hill-Start Assist

**PARK VIEW® REAR BACKUP CAMERA**

- Requires Safety Tec™ Group

**PARKSIDE® FRONT AND REAR PARK ASSIST SYSTEM**

- Requires Safety Tec™ Group

**RAIN BRAKE SUPPORT**

- Includes Rain Brake Support

**READY ALERT BRAKING**

- Includes Ready Alert Braking

**REMOTE START SYSTEM**

- Includes Remote Start System

**SECURITY ALARM**

- Includes Security Alarm

**SIREN REAR TERROR DETECTION SYSTEM**

- Included with Address book

**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)

BEATS® AUDIO GROUP – Includes 10 amplified premium speakers with subwoofer and a 552-watt amplifier. Audio system tuned by Beats

BLACK CHROME GROUP – Includes Black chrome grille surround with Black/Chrome pattern; leather wrap; and 20-inch forged aluminum Black Chrome wheels, rear fascia with horizontal Black chrome accent bar

LEATHER INTERIOR GROUP – Includes premium leather trim interior (Nappa leather-wrapped door bolster, armrest and center console inlaid Patagonia leather-wrapped). Front and rear doorsliders, and center console side panels; xenon headlamps with auto-leveling, rear fog lamps, Adaptive Cruise Control with Forward Collision Warning system, Blind Spot Monitoring and Rear Cross-Path Detection™, pedestrian automated braking, compatible with supplemental signals and courtesy lamps

LUXURY GROUP – Includes luxury leather trim interior, heated power front seats, heated second-row seats, anti-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-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

SAFETY TECH™ GROUP – Includes Adaptive Bi-Xenon HD headlamps with automatic leveling, rear fog lamps, Adaptive Cruise Control™, with Forward Collision Warning system, Blind Spot Monitoring and Rear Cross-Path Detection™. pedestrian automated braking, compatible with supplemental signals and courtesy lamps

SAFETY TECH™ GROUP – Includes Adaptive Bi-Xenon HD headlamps with automatic leveling, rear fog lamps, Adaptive Cruise Control™, with Forward Collision Warning system, Blind Spot Monitoring and Rear Cross-Path Detection™, and supplemental signals and courtesy lamps

SAFETY TECH™ GROUP – Includes Adaptive Cruise Control with Forward Collision Warning system, Blind Spot Monitoring and Rear Cross-Path Detection Systems, and supplemental signals and courtesy lamps

SAFETY TECH™ GROUP – Includes Adaptive Cruise Control with Forward Collision Warning system, Blind Spot Monitoring and Rear Cross-Path Detection Systems, and supplemental signals and courtesy lamps
EXTERIOR COLORS
*Limited availability.

INTERIOR SEAT COLORS
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 Forged aluminum SRT® black chrome
Available on 300 SRT 8.® *

20-inch polished/tech silver painted pockets
Standard on 300 SRT 8.®

19-inch polished/black painted pockets
Standard on 300 S (V6/V8) AWD.

19-inch polished face tech silver painted pockets
Standard on 300C Luxury Series AWD, 300 C AWD, and 300 Limited AWD.

17-inch tech silver painted aluminum
Standard on 300.

18-inch chrome-clad aluminum
Standard on 300C and 300 Limited.