



CHRYSLER



2011

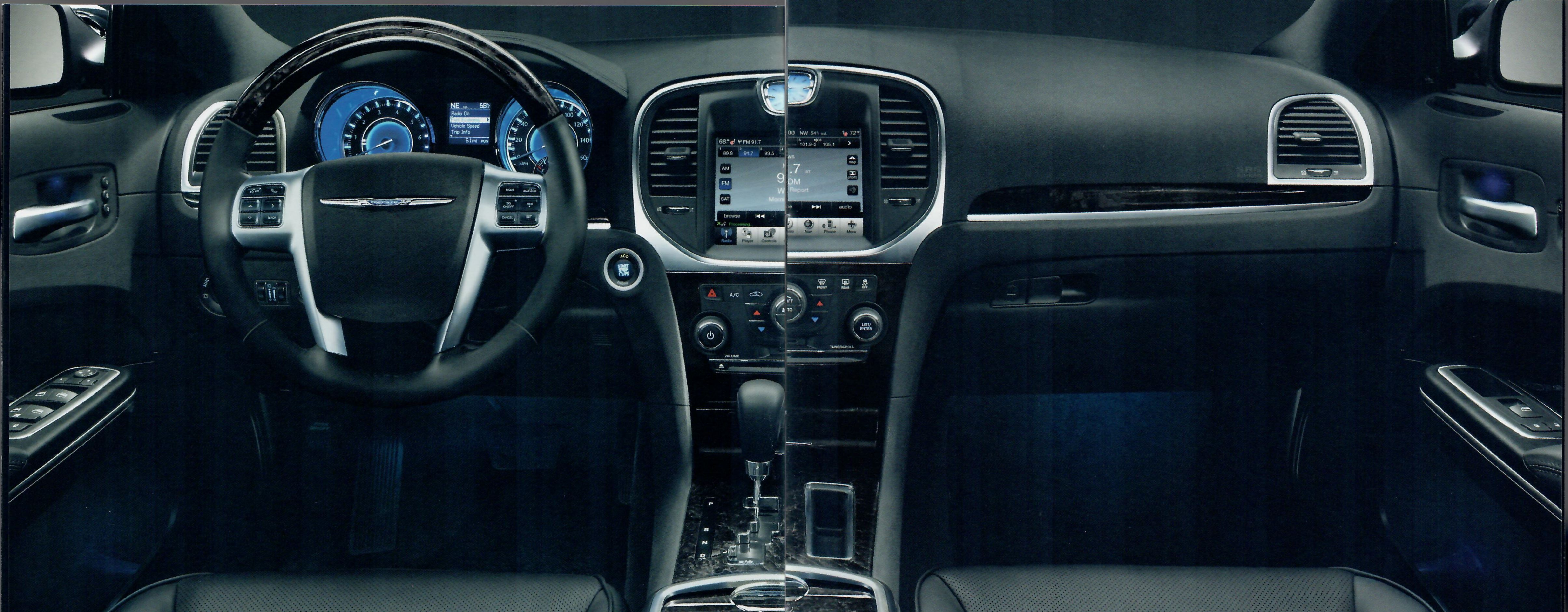


300

It has street smarts. And style. It is not shy. It is a mean machine that knows how to have a good time. It's a flash in the darkness that is unmistakable.







### LATEST IN A LINE OF KINGS / 300.

A bolder, distinctive chrome grille and redefined steel structure set a strong, modern tone to exquisite curves. The low and sleek cruiser speaks volumes to its evolution of luxury. World-class styling highlights grand features like the available 20-inch polished face/Tech Silver wheels, signature headlamps, dual exhaust tips, dramatic front and rear LED illumination, and an extended windshield height for fuller overhead visibility. The lush upholstery and available Nappa leather-wrapped seat surfaces set the stage for a premium interior. The real woodgrain bezels and Satin Silver and chrome accents reflect premier appointments including full surround heated, wood and leather steering wheel. A host of state-of-the-art comfort, convenience, technology, and entertainment offerings, like the nine-speaker Alpine® surround-sound system and 506-watt amplifier and the intelligent Uconnect™ Touch Entertainment Center's 8.4-inch touch-screen hub for music, communication, and navigation are just part of what makes the all-new 300 the most technologically advanced vehicle in its class.<sup>(1)</sup>

<sup>(1)</sup>Based on Chrysler Group LLC Upper Large Car segmentation, available features. <sup>(2)</sup>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.

This best-in-class<sup>(1)</sup> 3.6L Pentastar® V6 engine with 292 horsepower and the available HEMI® V8 engine with Fuel Saver Technology mates with electrohydraulic power steering for notable suspension and chassis control refinement. With the most advanced available all-wheel drive system in its class,<sup>(1)</sup> the active transfer case automatically provides a seamless transition between rear-wheel and all-wheel drive, consistently helping to deliver outstanding performance and handling. The scaled-up engineering and design gradient is matched only by the uncompromised safety and security system, including seven air bags,<sup>(2)</sup> smart radar-sensing features like available Blind Spot Monitoring<sup>(3)</sup> with Rear Cross Path Detection,<sup>(4)</sup> Adaptive Cruise Control,<sup>(5)</sup> Forward Collision Warning,<sup>(6)</sup> and Adaptive Forward Lighting, which automatically adjusts headlamp direction for improved nighttime driving visibility. As unique as its signature jeweled headlamps, there is no other. This is the all-new Chrysler 300.

<sup>(3)</sup>Always check visually for vehicles prior to changing lanes. <sup>(4)</sup>Always check entire surroundings before backing up. <sup>(5)</sup>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. <sup>(6)</sup>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 brakes to avoid collisions.





200

A moment changes everything. A decision to restore a brand meant a commitment to overhaul our mid-size sedan with upgrades to measure up. The result is access to top-line features, inside and out, that are everyday attainable. This is affordable luxury. This is the new Chrysler.





THIS IS WHAT A CHRYSLER SHOULD BE / 200.

This is the Chrysler 200, the beginning of the new standard. Its new and efficient 3.6L Pentastar® V6 engine offers best-in-class<sup>(1)</sup> power of 283 horsepower while the 2.4L engine with six-speed dual-dry clutch<sup>(2)</sup> offers surprising sport performance. Redesigned front and rear suspensions and retuned rear sway bar substantially help to improve the ride and handling. A new grille, badge, reshaped front and rear fascias, and new available projector fog lamps give this bold new sedan more than just a makeover. **ALL-NEW INTERIOR** / New soft-touch materials on door panels and instrument panel enhance the improved fit and finish throughout. Ambient LED lamps that are cool to the touch, a new analog clock, and illuminated cup holders are included in the many modern advancements of the redesigned interior. **SOUND** / A new, acoustic-laminated windshield and front door glass, instrument-panel silencer, and interior sound-absorbing materials and upholstery provide added noise-dampening and comfort. **LUXURY** / Luxurious appointments abound with newly designed and available stitched leather-trimmed seats as the available leather-wrapped steering wheel sets the pace of quality infused into every detail. Available heated front seats, automatic temperature control, one-touch power windows and sunroof and the Uconnect® Media Center's touch-screen system for music, communication and navigation prove this sedan has been taken to a whole new level.

<sup>(1)</sup>Based on Chrysler Group LLC Standard Mid-Size Sedan segment. <sup>(2)</sup>Late availability.





BECKO

COMING IN SPRING 2011

200 / CONVERTIBLE

BECKO SKYY







#### BUILT TO BE A BEACON / TOWN & COUNTRY.

We took the best-selling family of minivans<sup>(1)</sup> and made it better. The new Town & Country is not only stunning in appearance, it's remarkable as far as safety and technology are concerned. Now, the exclusive<sup>(2)</sup> SafetyTec™ Package is standard on every model. It bundles the smart features of Blind Spot Monitoring,<sup>(3)</sup> Rear Cross Path Detection,<sup>(4)</sup> ParkView® Rear Back-Up Camera,<sup>(4)</sup> ParkSense® Rear Park Assist,<sup>(4)</sup> SmartBeam™ headlamps, and Rain-Sensitive Wipers among a comprehensive list of over 40 Safety and Technology features. Even the engine has made a leap forward: the all-new 3.6L Pentastar® VVT V6 engine is standard and delivers 283 horsepower and an EPA est. 25 hwy mpg. The new pronounced Chrysler grille and badge, resculpted hood, fascia, liftgate, and spoiler announce the next generation of driving innovation. New projector-style front fog lamps, LED taillamps, and rear light bar highlight its modern standing while the upgraded performance of an overhauled suspension and retuned springs and shocks helps improve ride and handling. Inside, the legendary versatility of Stow 'n Go® can be combined with the available exclusive<sup>(2)</sup> one-touch power-folding third-row seat with obstacle detection and an exclusive tailgate seating option. The upgraded cloth or leather-trimmed seats, premium soft-touch materials and available heated steering wheel, gated gear shifter, and available premium SUV center console set the stage for its technological safety and communication systems. Once you experience the Media Center's touch-screen Uconnect® music and communication network with navigation and Voice Command, you will know that Town & Country takes its standout status seriously.

<sup>(1)</sup>Based on total minivan sales 1983-2010 (Aug. CYTD). <sup>(2)</sup>Based on Chrysler Group LLC Premium Minivan segment. <sup>(3)</sup>Always check visually for vehicles prior to changing lanes. <sup>(4)</sup>Always check entire surroundings before backing up.





TOWN & COUNTRY / STOW 'N GO®

A simple motion reveals what makes Town & Country's best-in-class<sup>(1)</sup> seating and storage legendary: The exclusive Stow 'n Go seating<sup>(1)</sup> features in-floor storage bins and fold-in-floor second- and third-row seats. The 60/40 folded seats yield a flat 144.2 cubic feet of cargo floor area for easy loading without ever having to remove a seat. When the seats are in their upright position, in-floor bins securely store and organize those extra carry-on items.

<sup>(1)</sup>Based on 2011 Chrysler Group LLC Premium Minivan segment.



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