

2015 ALL-NEW 200

IMPORTED FROM DETROIT®



E-STUDIO





WHEN THE TIMING IS JUST RIGHT, YOU MOVE FORWARD  
IN A WAY THAT CAN ONLY BE CALLED WORLD CLASS. CHECK.

A state-of-the-art vehicle doesn't happen overnight. It takes research and development and an all-new World Class Manufacturing facility. Then its engineers and designers go to work at fulfilling a wish list, like: an all-new segment exclusive\* 9-speed transmission motivated by fuel efficiency and operated by a Rotary E-shift dial, the most advanced available automatic all-wheel-drive (AWD) system in its class<sup>1</sup> and unsurpassed aerodynamic performance in its class.<sup>1</sup> The steering-wheel paddle shifters, with an available Sport Mode, enhance driving dynamics while an all-new standard engine changes the game in efficiency and power.

The all-new athletic architecture cradles a wraparound interior with an available touch-screen system and advanced conveniences like navigation, Keyless Entry, Remote Start and much more. The result is a vehicle that checks every box and embraces people and their lives with the utmost of trust and pride. Where drivers enrich every day in premium comfort, technology, performance, the most advanced available safety and security features in its class,<sup>1</sup> and a style that just gets them. It's that kind of chemistry. That kind of geometry. That kind of art. The all-new Chrysler 200. You'll know the second you see it that you can't wait a minute to get in.

\*A note about this brochure: All disclaimers and disclosures can be found on the back cover.

A COMMAND CENTER WITH YOUR BEST INTERESTS AT ITS HEART.

Sliding cup holders: Chrysler's designers and engineers knew the ingenuity of this simple feature would vastly improve the every-day usability of the interior in this vehicle. That's why they introduced a Rotary E-shift gear selector to the center console. It frees up space to add elegant convenience features, including a media hub for USB and personal device connection, as well as a class exclusive<sup>1</sup> open pass-through compartment between the driver and front passenger to place personal items. It also puts every control within reach while your arm comfortably rests on the console. The result is a command center with available supple leather trim, beautifully formed real wood, and tinted chrome accents, all executed with high-end furniture-grade precision.

A CONCIERGE SERVICE THAT NEVER SKIPS A BEAT.

Imagine a built-in tablet that navigates your route, plays your favorite songs, activates your available heated seats and steering wheel, gives you weather and traffic reports and calls and texts your contacts\* for you. This technology and much more is available to you without ever taking your eyes off the road with the available advanced 8.4-inch Uconnect<sup>®</sup> system, which includes SiriusXM<sup>®</sup> Radio<sup>2</sup> and standard voice command capability. The available Uconnect Access includes a 3G Network connection with built-in data, on-demand WiFi hotspot and apps, including Theft Alarm Notification and Stolen Vehicle Assistance. Gain access to all of this and more along with the ultra-convenience of remote commands sent to your vehicle from your smartphone.



\*Voice Text Reply and Voice Texting features require a compatible mobile device enabled with Bluetooth<sup>®</sup> Message Access Profile (MAP). iPhone<sup>®</sup> and some other smartphones do not currently support Bluetooth MAP. Visit [UconnectPhone.com](http://UconnectPhone.com) for system and device compatibility.

UNSURPASSED AERODYNAMICS<sup>1</sup>  
DEVELOPED FROM 600 HOURS OF WIND TUNNEL TESTING

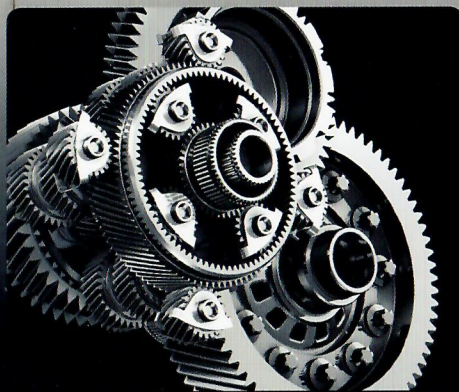
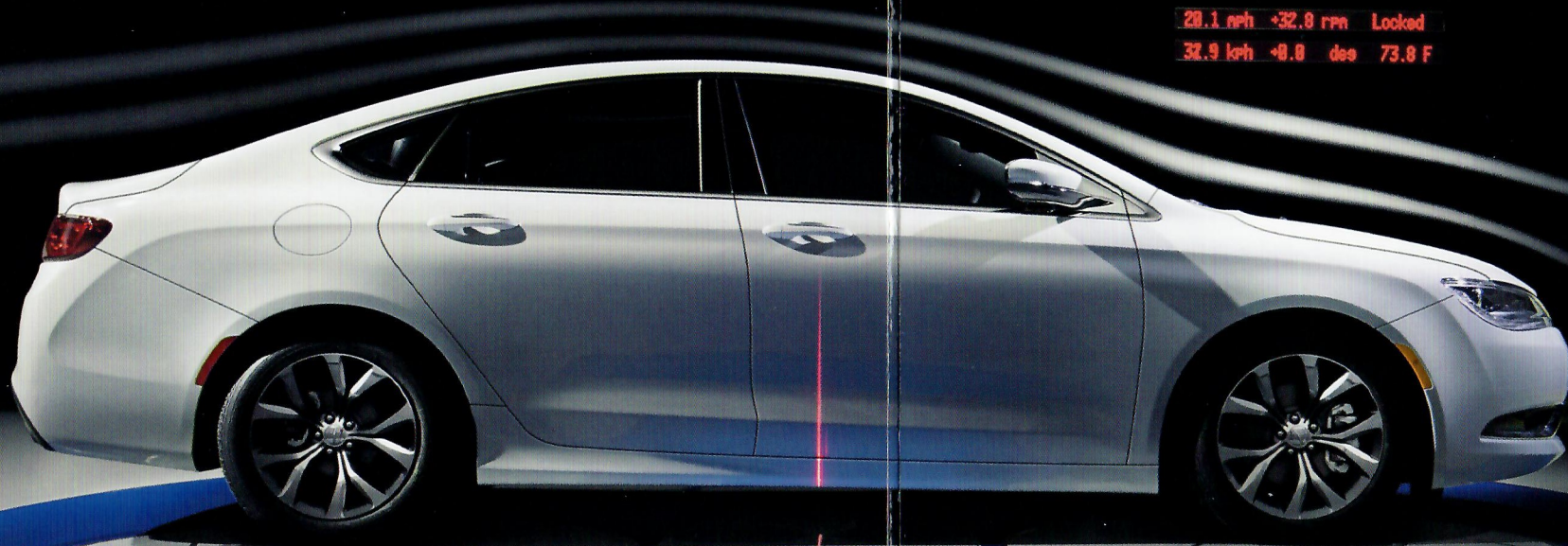


Image courtesy of ZF Friedrichshafen AG

**FIRST-IN-SEGMENT<sup>1</sup> 9-SPEED TRANSMISSION  
— MORE GEARS, LESS FILLING.**

Cover more range with the only car in the segment<sup>1</sup> to offer a 9-speed transmission. This standard powertrain addition provides improved acceleration with fast, smooth and comfortable gear shifting. The highly efficient fuel usage is due to tighter spaced gear ratios, 30-lb-lighter weight than a comparable 6-speed transmission and smooth power delivery between all nine gears. At the end of a long day, you'll enjoy passing the pump.



**HANDS-DOWN  
PERFORMANCE READY  
TO GET UP AND GO.**

The 3.6L Pentastar<sup>®</sup> V6 engine provides an astounding 295 best-in-class horsepower<sup>1</sup> and 262 lb-ft of torque. The efficient, new 2.4L Tigershark<sup>®</sup> MultiAir<sup>®</sup> 2 engine with 184 hp provides a 6 percent power increase over the previous model and 173 lb-ft of torque for up to a 10 percent torque increase.

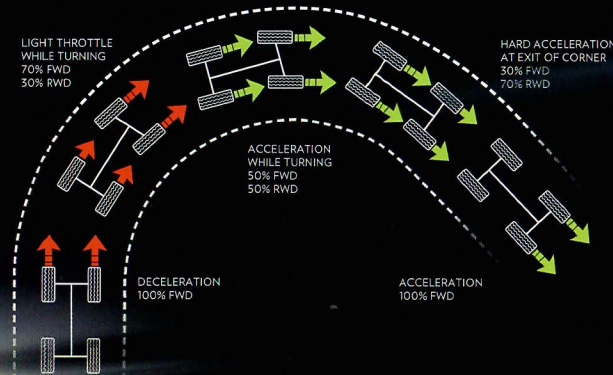


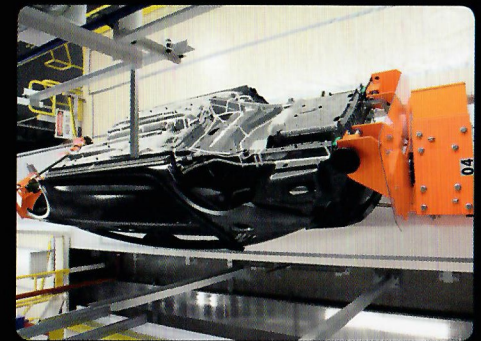
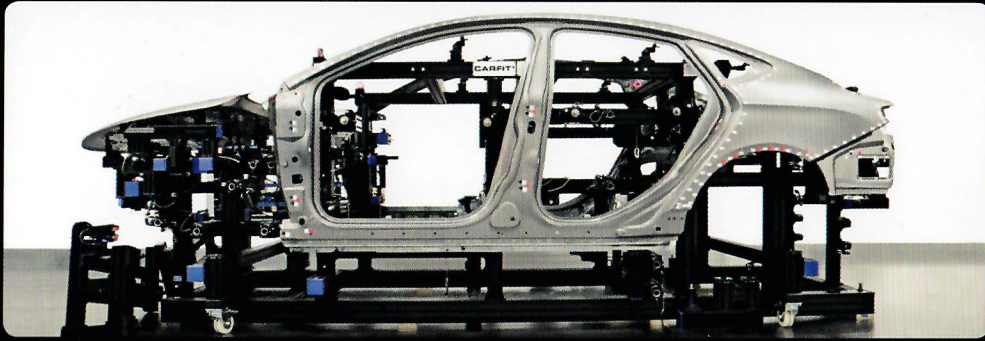
### CHANGE GEARS WITHOUT USING YOUR BICEPS.

Select the S (Sport Mode) on the Rotary E-shift dial to turn the ride and handling dynamics up a notch. It uses Electronic Stability Control (ESC)<sup>3</sup> to allow for wheel spin and more aggressive acceleration maneuvers at any speed. The manually operated Sport Mode rapidly changes the performance characteristics to driver-input paddle shifting and response through steering and throttle. While driving in Sport Mode, the available automatic All-Wheel Drive (AWD) is 100% connected to deliver power to the front and rear wheels for a sporty feel and enhanced performance.

### THE MOST TECHNICALLY ADVANCED AVAILABLE ALL-WHEEL-DRIVE (AWD) SYSTEM IN ITS CLASS!

Not just for winter-weather driving, but more than reassuring in it. This advanced, intelligent AWD system kicks in before you even realize you need it or that the road is getting slippery by automatically distributing power between front and rear wheels. AWD will also automatically begin working when outside temps dip below 37°; when wipers are utilized or when the ABS or ESC<sup>3</sup> engages due to wheel slip, as well as when driving up or down a road incline or decline. The exclusive rear-wheel disconnect gives you the ultimate in performance and traction when you need it and optimized fuel economy when you don't. This is built-in intuition at its finest that you can always rely upon to feel confident with the traction of your Chrysler 200.



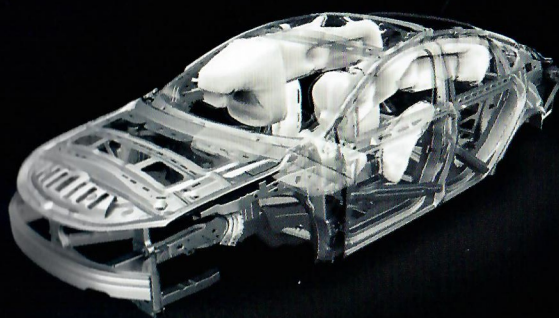


**TO BE A BENCHMARK, YOU NEED A BENCH LIKE THIS.**

Designed, engineered and built in Michigan, the all-new 2015 Chrysler 200 is made at the new Chrysler Group LLC World Class Manufacturing (WCM) plant. By investing in the most state-of-the-art assembly equipment, materials, technology and logistics with an all-new body shop, paint shop and quality control center, the result is one million sq. ft. built to improve product quality. By hiring more people to work with more robots and incorporate a Metrology Center that exists for the precision of every part of every vehicle, it ensures that every Chrysler 200 has the best fit and finish, resulting in improved wind and water resistance for a quietly riding, quality vehicle. The robots rotate the vehicle 180°, suspended upside down and sideways, to reach every crevice over and under the entire vehicle, as well as uses a 97% recyclable paint material. Each and every all-new 200 is designed, planned, engineered, built, inspected and tested above and beyond any standard and required process currently being followed in the U.S. All of this using 62% less energy than the previous 200 production, as well as employing the most modern and environmentally responsible waste material and clean-energy operation processes.

**THE NEW CHRYSLER 200 OFFERS MORE ADVANCED SAFETY AND SECURITY FEATURES THAN ANY OTHER VEHICLE IN ITS CLASS!**

With air bags<sup>4</sup> for every position, available Blind Spot Monitoring<sup>5</sup> with Rear Cross-Path Detection,<sup>6</sup> Parallel and Perpendicular Park Assist,<sup>6</sup> Adaptive Cruise Control with Full Stop,<sup>7</sup> Forward Collision Warning Plus,<sup>8</sup> Lane Departure Warning (LDW) with Keep Assist,<sup>9</sup> rearview camera with dynamic grid lines and a standard Electric Park Brake with Safety Hold, the new Chrysler 200 offers more advanced safety and security features than any other vehicle in its class.<sup>1</sup> These active systems engage, alert the driver and help to automatically correct vehicle position and movement in the event of a potential collision. When enabled, the newest technology, LDW,<sup>9</sup> includes a lane mitigation feature, warning the driver of an unintended lane shift and, when necessary, steers the vehicle into the proper position. The new 200 is the only car in its class<sup>1</sup> with a standard Electric Park Brake with safety hold feature. This innovative and convenient braking system features an automatic drive-away release when the driver is in the seated, buckled position and initiates operation of the vehicle, as well as safety hold, which secures the wheels if it detects the driver has exited the vehicle while it's at a standstill but not in the Park gear. These advancements are the latest in a next generation of development in the Chrysler Group LLC evolution in safety, security and driving assistance.



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- (1) Based on the latest available competitive information and the Chrysler Group LLC Standard Midsize Sedan segment. (2) SiriusXM service requires a subscription, sold separately after 12-month trial included with vehicle purchase. **If you decide to continue your SiriusXM service at the end of the trial subscription, the plan you choose will automatically renew and bill at the current rates until you call SiriusXM at 1-866-635-2349 to cancel.** See our Customer Agreement for complete terms at [siriusxm.com](http://siriusxm.com) Sirius satellite service is available only to those at least 18 and older in the 48 contiguous United States, D.C. and P.R. (with coverage limitations). SiriusXM Traffic available in select markets. See [siriusxm.com/traffic](http://siriusxm.com/traffic) for more information. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. (3) No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (4) 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. (5) Always check visually for vehicles prior to changing lanes. (6) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (7) 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. (8) 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. (9) LDW 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.

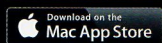
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#### GO MOBILE



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