

THE 2016 CHRYSLER 300

DRIVE PROUD





300C PLATINUM – PLATINUM SURROUND WITH LUXURY BLACK GRILLE



A Designer's Point of View

Frame of Preference.
The 2016 Chrysler 300 story turns the lens on the designer's vision for the making of an iconic vehicle. From concept to build, to ownership experience, immerse in the vehicle's quality and attention to detail. It's an evolution of design that began with a notion to trust our instincts and take risks. From past achievements into the future, its timeless greatness has no bounds. It cherishes the knowledge that you deserve to be surrounded by high quality standards and performance that work as hard as you do. This is what confidence in creativity looks like; it's the epitome of purposeful design.



Designed To Drive Proud

The Chrysler 300 Limited, 300S, 300C and 300C Platinum.

Each stunning interpretation embodies attainable craftsmanship and advanced technology. The lineup is amply suited with standard leather interiors and offerings like the most advanced available All-Wheel-Drive (AWD) system in its class,* and a V6 or V8 engine with a class-exclusive standard 8-speed transmission,¹ as well as a Rear-Wheel-Drive (RWD) option for enhanced fuel efficiency.

Anniversary Edition.

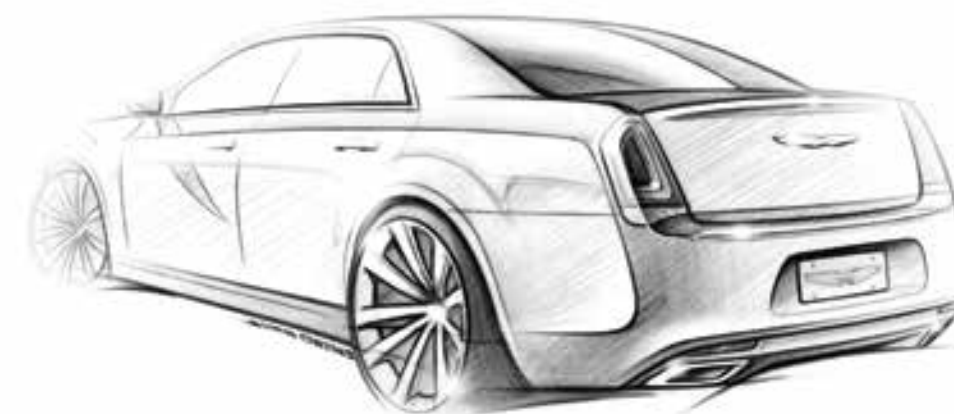
In celebration of this American entrepreneurial spirit and the Chrysler Anniversary, a new Premium Edition of 300 Limited offers unique details and select convenience features — an Anniversary radio start-up screen and logo floor mats, an 8.4-inch navigation radio and panoramic sunroof, as well as LED fog lamps, Remote Start and universal garage door opener outline the model's key elements. The special edition pays homage to the founder who pounded the pavement with a spirit that turned dreams into reality.

Purposeful Product Design.

Each model delivers pride in driving the best of American inspiration, with attributes like 363 V8 horsepower and purposeful aerodynamic design in a full-size sedan making the 300C Platinum the most luxurious vehicle in its class.² The sculpted exterior reveals enhanced curves along with a modern, athletic profile. The trademark grille designs stand as tribute to the shape that made a bold name for itself in the sands of Daytona six decades ago, as each represents its own larger-than-life character.

SafetyTec™ Plus.

Advanced safety features that respond and activate as needed are part of the new available SafetyTec Plus package for 2016 including innovations such as LaneSense® Lane Departure Warning with Lane Keep Assist,³ ParkSense® Front and Rear Park Assist with Stop,⁴ radar-sensing features and much more. It's an additional layer of protection that is guided by the design principles of automatic intelligence to enhance the driver and passenger experience and safety.



Elements of Style.

The chiseled front end incorporates a chrome application that symbolizes the brilliance of art and continuity in the design work adorning the 300. The infinite Möbius strip is an engineering loop that allows for a wide variety of geometric versions. This premium design element surrounds the available LED fog lamps and brings aesthetic balance to the front fascia. Like the Chrysler 300 itself, each element starts with an idea and transforms with a process that is at once innovative and awe-inspiring.

*A note about this brochure: all disclaimers and disclosures can be found on page 57.

ADVANCED COLOR AND MATERIALS



EXTERIOR SHAPE HAND-SCULPTING



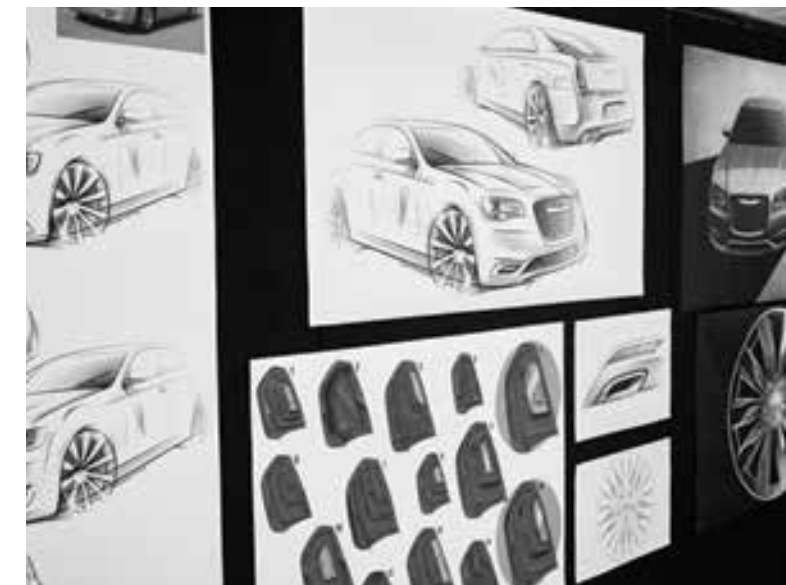
THE ART OF PROTOTYPING



BOLD GRILLE DESIGN



STUDIO DESIGN BOARDS



IMMERSED IN DESIGN EVOLUTION



INTERIOR TRIM SAMPLE MATERIALS



DESIGNED WITH PASSION



COLLABORATION IS KEY TO THE SUCCESSFUL DESIGN TEAM

Sharp Eyes/Sharp Minds: A Concept is Born

The Chrysler brand's design studio is an interactive, modern workshop where art-in-motion is born of a talented team. Lead Designer, John Owens, sheds light on their creative process and brings us up to speed on the Chrysler 300 design.

How did the design process begin for the new Chrysler 300 model?

The ideation phase is kicked off with all of the designers in the studio working on early-stage concepts and sketches of their ideas. The objective with this exterior redesign was to honor the 300's iconic and bold American heritage, while executing it in a contemporary design. We also wanted it to be complementary to the all-new Chrysler 200 — the new face of the Chrysler brand, which was the impetus to the next generation of the company's sophisticated and technologically innovative brand. Along with the 300 and 200, the lineup also includes the Chrysler Town & Country minivan. Each nameplate really has its own purpose and personality but still shares a family DNA and design attributes that tie each to the other with more than simply a badge.

How does the final design develop from the ideation phase?

The design begins to take shape during the ideation sketching phase, which is fast and loose to quickly communicate ideas. Within weeks, the designers are working on their own concepts with refined sketches and ideas. Of these designs, a few exterior designs are chosen to go forward. At this point, our clay modelers create $\frac{3}{8}$ -scale models of each of those designs. These are constructed of wood and foam, with a layer of clay that is sculpted to capture the essence of the design theme drawings. Of the finalists, one is chosen by the Head of Design, Ralph Gilles, along with company executives to go on to become a full-scale clay model, and, ultimately, the production vehicle. The winning design is followed through all stages of execution until production, by the designer who originally penned the concept.

And your design was chosen for the redesigned exterior?

Yes, my design was selected for the new Chrysler 300. The entire process is predominantly a team effort but I'm responsible for consistency and accuracy of the design theme. Many team members may contribute to various portions of the vehicle so I need to ensure that each component integrates with the whole car design.

What are some of the more notable changes in this model?

The two main areas of focus were creating a more impactful, proud front end, and infusing the entire car with an athletic elegance. We accomplished this in front by standing up the grille several degrees and enlarging it 30%, while the lower portion of the fascia received a wide, sculpted lower to confidently plant the front end. In the rear, we lifted and elegantly sculpted the lower fascia to reveal dual exhaust tips that speak to the 300's athletic character. New, entirely LED taillamps were designed to resemble fighter jet afterburners when lit, further adding to the 300's elegant yet sporty character. The distinctive Chrysler wing badge is now celebrated proudly on both the front and rear.

What was your biggest influence with this redesign?

The 1960 Chrysler 300's bold face and "boomerang" taillamps were a great influence. I continuously referenced that vehicle's bold presence throughout the design process. It resulted in a grille that is much larger than its predecessor, and proudly displays the Chrysler wing badge. In 300S models, the badge itself is surrounded by a grille texture that is inspired by the wing badge. That's what the design of the 300 is all about. Its iconic, bold American pride is unmistakable. That's the foundation of what inspired the final product.

What other staff are instrumental in the design?

Well, it's the whole team. It's the clay sculptors who bring the designer's sketch to life as a three-dimensional entity. They shape and contour the car down to the millimeter. It can be an intense phase at the design studio to see our abstract work become a three-dimensional model. We're fortunate to have such a talented and experienced clay-modeling group. Our engineers support our ideas by generating solutions to tough problems on very complex components that must meet ever increasing regulations. Finally, having a boss who believes in you and your ideas and clears roadblocks when they appear is crucial ... If the design is my child, it really does take a village.

How do you coordinate design changes with technical updates?

Our team of design engineers works closely with the mechanical and electrical engineers, as well as the on-board communications, safety and security systems teams. We meet often to resolve issues. It's the Lead Designer's duty to preserve the design theme while engineers fight for specific components to be produced in volume, and product planners address needs in the market place. Remove one of these forces, and the end result will suffer. The most technological features are being developed at the same time we're designing the car. Often, new features or regulations will challenge the vehicle design theme through to production. There is a myriad of safety, efficiency and convenience features to integrate, all of which have evolving location parameters and space claims.

Do you also design the different grilles and wheels?

The whole design team participates in wheel design. Designers sketch their ideas and hang them on the wall. We will then as a group, pick and choose which ones we feel will best complement the vehicle design. The more options, the better. The standard grille texture is a modified version of the Chrysler 200's to maintain a family resemblance, but I designed the 300S texture inspired by the Chrysler wing badge.

What are the biggest challenges to designing a vehicle?

For a design team, especially for the Chrysler 300, it's about finding that balance between making a design fresh and modern but staying true to the model and the brand. We didn't want to make too much of a departure with the redesign because the 300's recognizable shape is a standout in the market. We strive to improve aerodynamics and build upon the aesthetics, yet keep its iconic identity. There are always hurdles and each design project has its own set of obstacles, but the goal is to execute these changes in a way that can be visionary with the highest possible quality for our customers.

What do you enjoy about being a car designer?

As designers, we are always fighting for and scrutinizing every millimeter of every line and curve. We have a very specific eye for shape and direction that many of us have been developing since our youth. It is our goal to infuse some of the most complex, technologically advanced products with beauty and soul. It is a truly rewarding challenge and privilege. To have a part in designing products that so many people are passionate about is very special. The Chrysler 300 is no exception.

*Automotive design is a humbling experience,
you've got to have a great team in order to succeed*
~John Owens



THE PLATINUM SURROUND WITH LUXURY BLACK GRILLE ON 300C PLATINUM FRAMES ITS SIGNATURE EXPRESSION AND FLOATING CHRYSLER WING DESIGN FOCAL POINT



300C PLATINUM SHOWN IN MAXIMUM STEEL METALLIC

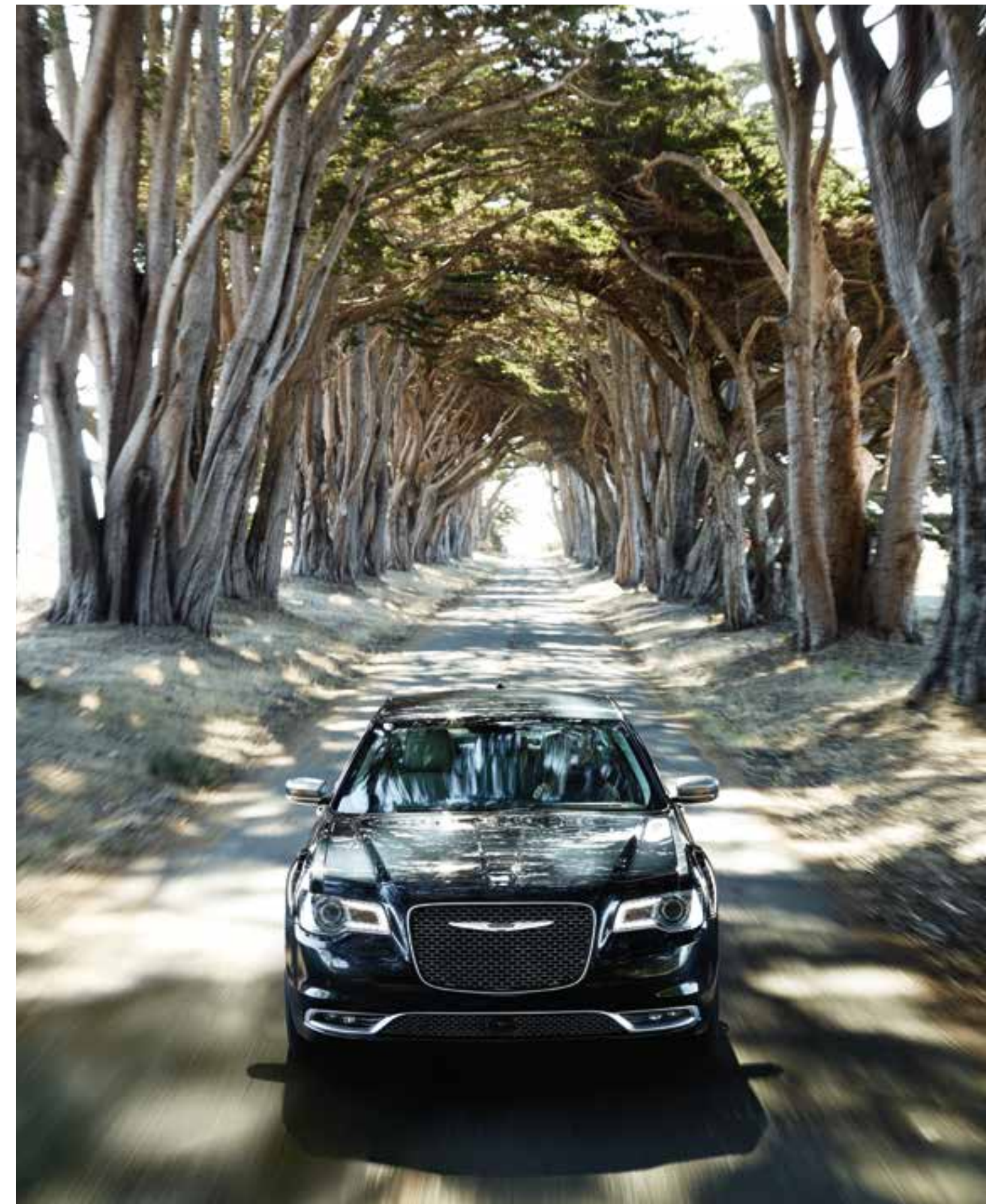
Interpret Your Success in Style.
Exterior trim varieties exemplify the styling and performance detailing for each 300 interpretation. Here, the 20-inch fully polished aluminum wheels with Satin finish on 300C Platinum along with platinum mirrors and door handles stand brazenly true to its distinctive geometry.



HIGHEST RATED LARGE CAR IN INITIAL QUALITY

DEP
DEALER E-PROCESS

Classic and Modern by Nature



The sleek and spirited exterior is defined by sculpted front and rear fascias that bring smooth, athletic curves. The larger grille stands as tribute to the stand-apart shape that set the pace 60 years ago while a Luxury Black grille with Platinum Chrome surround for 300C Platinum brings distinct brilliance.

300C PLATINUM SHOWN IN MAXIMUM STEEL METALLIC

Equal Parts Purpose

Designer POV: Fit and Finish.

Even with movable parts, the tighter the gap, the more seamless the surface. It begins with the sculpture but is only finalized on the plant floor with stringent quality-control measures. The assembly process makes the design team look good, but nothing compares to hearing drivers tell us how smooth and quiet their ride is in the 300.



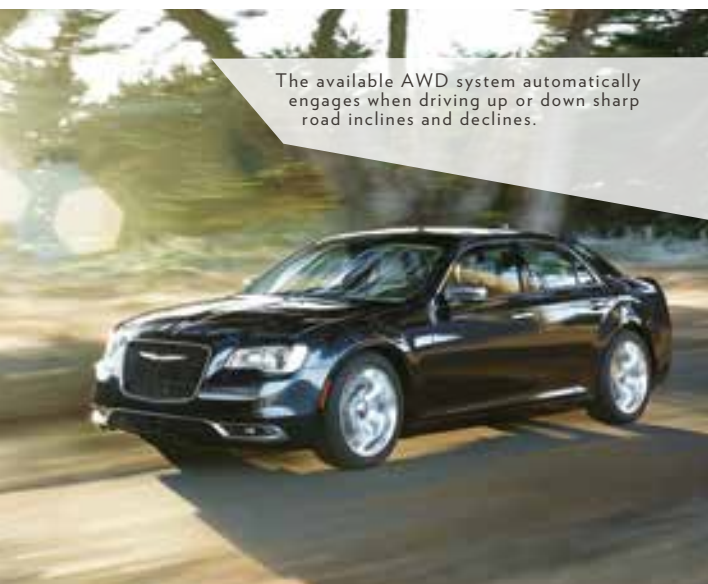
Beneath the Surface.

The Chrysler design team works closely with product and engineering to develop components that have functional purpose while staying true to design aesthetics as they meet exterior surfaces.

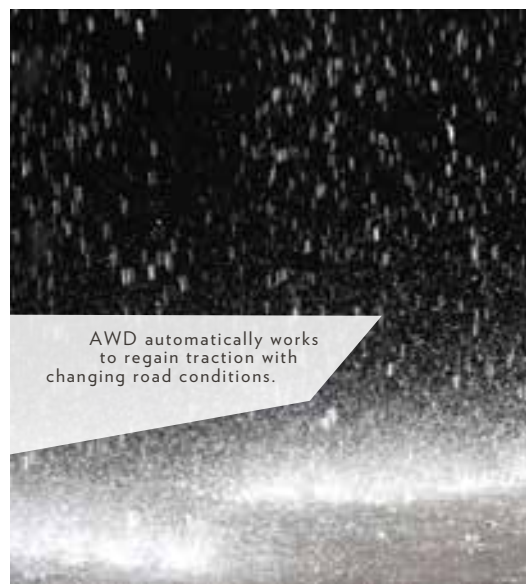
Purpose Transforms Shape.

Available automatic-leveling Bi-xenon High Intensity Discharge (HID) headlamps project illuminations that align to road slope and steering direction.

THE MOST ADVANCED ALL-WHEEL-DRIVE (AWD) SYSTEM AVAILABLE IN ITS CLASS¹



The available AWD system automatically engages when driving up or down sharp road inclines and declines.



AWD automatically works to regain traction with changing road conditions.



The AWD system automatically engages when outside temps dip below 37°, when wipers are in use, or when ABS or ESC⁵ engages due to wheel-slip.



Advanced All-Wheel-Drive (AWD) System: Grips as Needed.

This available advanced AWD system detects wheel-slip and kicks in before you even realize you need it by automatically distributing power between front and rear wheels. The system also engages when the driver turns off the Electronic Stability Control (ESC)⁵ system or when the steering-wheel paddle shifters are in use. 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 ideal for loose road surfaces.

Automatic Front-Axle Disconnect.

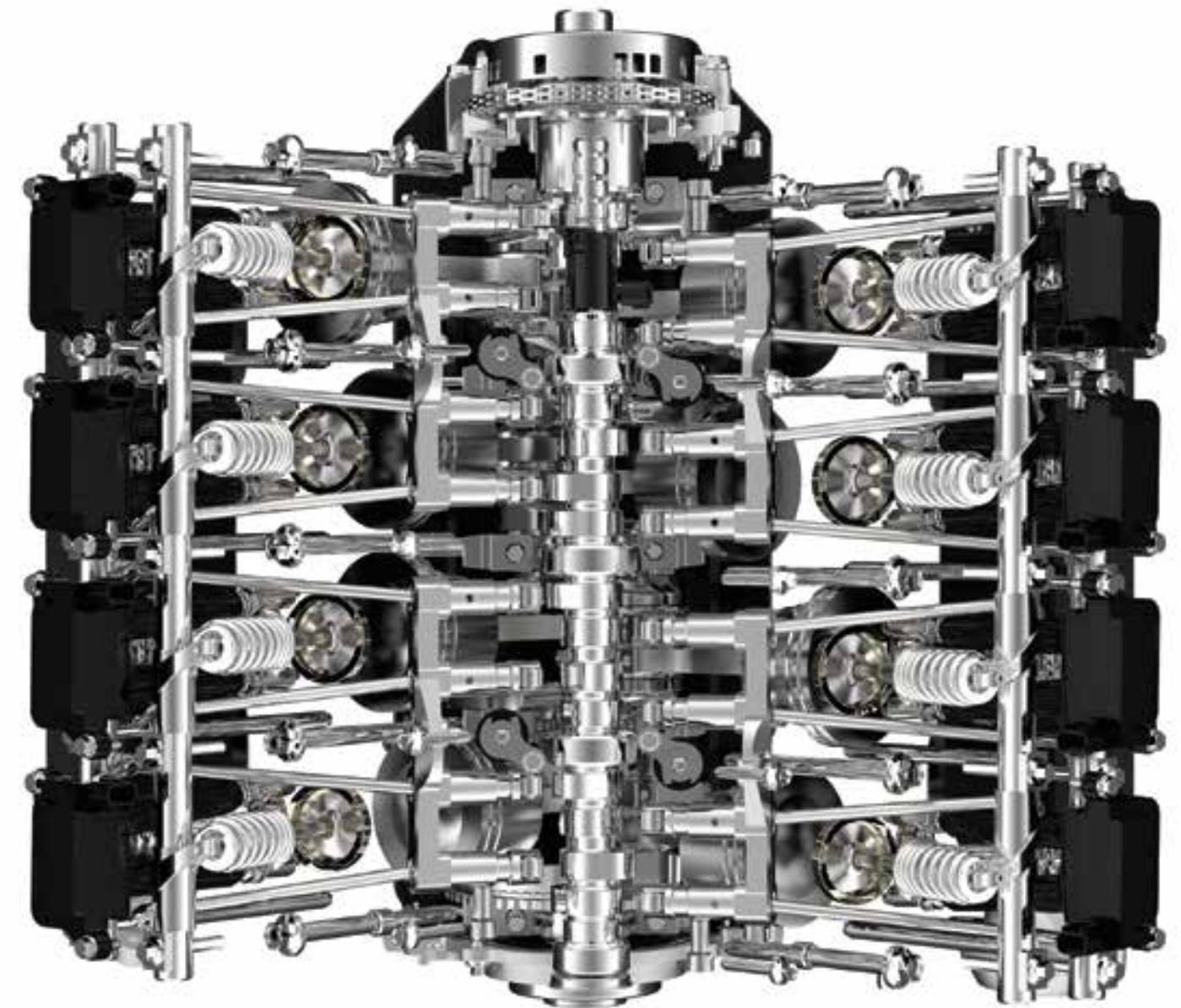
The available segment-exclusive front-axle disconnect¹ gives you the ultimate in performance and traction when you need it, and optimized fuel economy when you don't. The automatic front-axle disconnect feature of the 300's AWD system can completely remove power to the front wheels when rear-wheel-drive (RWD) performance is adequate, such as on dry surfaces, allowing for an increase in fuel efficiency. There is no need to select RWD or AWD, as the intelligent controls ensure that the proper mode is engaged when necessary depending on traction limits of the road surface, and factors such as aggressive starts and dynamic driving.

Operating on 4 Cylinders

or 8 as Needed

The 5.7L HEMI® V8 VVT

with Fuel Saver Technology and 8-speed Transmission Delivers Best-in-Class Power and Torque¹



Fuel Saver Technology.

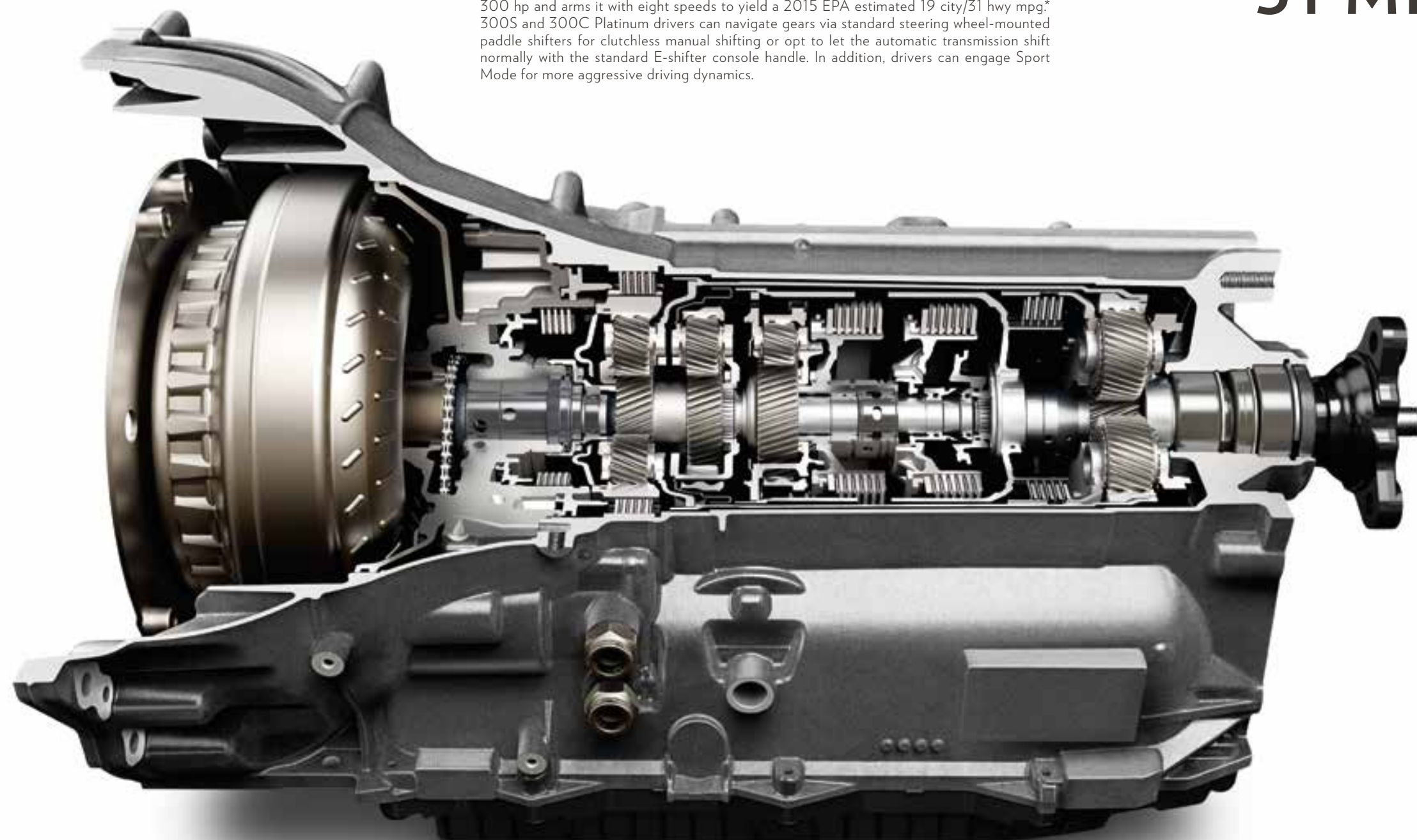
For maximum power, you can choose the legendary 5.7L HEMI V8 VVT (Variable Valve Timing) engine with Fuel Saver Technology, available on the Rear-Wheel-Drive (RWD) versions of the Chrysler 300S, 300C and 300C Platinum. It produces best-in-class 363 horsepower and 394 lb-ft of torque.¹ Delivering the power of a HEMI V8 with the efficiency of a four-cylinder engine, Fuel Saver Technology uses sensors to detect when full power isn't necessary, such as highway cruising, and deactivates four of the eight cylinders for improved efficiency.

Unsurpassed-in-Class V6 Combined Fuel Economy.⁶

The standard segment-exclusive 8-speed transmission¹ provides greater fuel efficiency with full-power performance. It starts with the acclaimed 3.6L Pentastar® V6 engine with up to 300 hp and arms it with eight speeds to yield a 2015 EPA estimated 19 city/31 hwy mpg.* 300S and 300C Platinum drivers can navigate gears via standard steering wheel-mounted paddle shifters for clutchless manual shifting or opt to let the automatic transmission shift normally with the standard E-shifter console handle. In addition, drivers can engage Sport Mode for more aggressive driving dynamics.

Segment-Leading

31 MPG HWY* Fuel Economy⁶



CLASS-

EXCLUSIVE

8-SPEED

TRANSMISSION¹



DEP
DEALER E-PROCESS

*Based on a 2015 EPA estimated 19 city/31 hwy mpg.
Actual mileage may vary.

300S V8 SHOWN IN REDLINE RED TRI-COAT PEARL



Staying Power Style that Says, “Let’s Do This!”

Equipping the 300S with the forceful 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 with the Gloss Black S grille gridwork, Black Chrome-finish front fascia Möbius strip, 20-inch Hyper Black wheels and available Black roof for a classic extroverted look and feel.





Segment-exclusive¹ Rotary Shifter.

The exclusive standard Satin Chrome-finished Rotary E-shifter, located on the integrated center console, electronically selects gears for a smooth, lightweight automatic shift experience.

Sport Dynamics.

The Sport Mode on 300S delivers enhanced steering and throttle feedback, stability control and transmission shifts, and more aggressive available AWD performance. When in Sport Mode, 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.



Designer POV: Accentuate the Positive.
Distinctive LED taillamps enhance the bold red, highly defined glow for unmistakable rear traffic visibility while accentuating the chiseled rear design profile.

300S V8 SHOWN IN BRIGHT WHITE



Designer POV: 300S Interior

The interior of the 300S is reminiscent of slipping on your favorite black leather jacket to head out for the night. It just feels cool no matter what. You'll definitely want to switch to Sport Mode and turn up your favorite tunes on the BeatsAudio™ System.

The Formula for You to Get Ahead

The Focus of the Design Is You — the Kings and Queens of America.

Inspiring the drivers of the Chrysler 300 to live and experience their dreams, goals and success is the ultimate motivation for the Chrysler 300 designers. Because we are you. Your hard work inspires our hard work. We've made this vehicle to carry you proudly and confidently, as well as inspire you to take the road less traveled. With all it does for you, broadening your range will never seem out of reach.

Exhilarating Acceleration and Best-in-Class V8 Driving Range!¹

The 5.7L V8 engine, available on 300S, 300C and 300C Platinum (RWD models), gives a combination of the most powerful V8 in its class¹ along with a 2015 EPA estimated fuel economy of 16 city/25 hwy mpg,* thanks to the segment-exclusive TorqueFlite[®] 8-speed transmission¹ — creating the perfect formula for power and value. The best-in-class 363 heavyweight horsepower¹ and the surprising punch of 394 lb-ft of torque add up to acceleration that more than meets the demands of the get-out-and-go-faster driver. With a 0 – 60 time at 5.8 seconds and an astounding 1/4-mile time of 14.2 seconds, there is no doubt who owns the road with this performance.



The Formula for Best-in-Class V6 Highway Fuel Economy²

With the 300S model's true dual-exhaust system accompanying the standard 3.6-liter DOHC Pentastar[®] VVT 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 V6 engine FCA US 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 a 2015 EPA estimated 19 city/31 hwy mpg². Actual mileage may vary.



*Based on a 2015 EPA estimated 16 city/25 hwy mpg. Actual mileage may vary.

300S SHOWN IN GLOSS BLACK

DRIVER

**Ergonomics — Everything in Reach.**

The 300 provides a standard passive entry system. Keyless Enter 'n Go™ also enables keyless push-button ignition from a personalized fob. Upon approaching the vehicle, either holding the key fob or carrying it in a pocket or purse, simply pull the front door handle to open the door or push the deck lid button for trunk release. Working in tandem with the vehicle security system, it allows you to start the engine with a press of the Start button located on the instrument panel.

Designed for the Driver and Passengers.

The paddle-shift gauges display Sport Mode activation with active manual gearshift via steering-wheel paddle shifters. Icon displays include a Shift light to indicate the selected gear, maximum rpm and a Driver Information Display (DID) message when an unavailable gear is selected. The LED backlight illumination and needles deliver exceptional crispness and clarity. The instrument panel puts every control within reach while your arm rests on the console. The center-stack command center features the radio and display along with HVAC outlets inlaid in an island bezel finished in Semi-Gloss Black.

THE SEGMENT'S LARGEST STANDARD 8.4-INCH TOUCHSCREEN¹

Modern Conveniences to Keep Your Hands on the Wheel



7-inch Driver Information Display (DID).

The full-color DID in the instrument cluster, with configurable and incredibly crisp graphics, is seamlessly integrated with cluster analog instruments. The distinctive blue-ambient display allows for a wide range of settings, including audio, speed, compass, temperature, fuel economy, trip, cruise control, vehicle status and engine performance, all adding up to over 7,000 available driver configurations.



Steering-wheel Controls.

Centrally located control buttons on the steering wheel provide ease of operation for the segment's largest standard 8.4-inch Uconnect® touchscreen¹, as well as the audio, voice and speed controls. The cruise settings include the available Adaptive Cruise Control (ACC+) with Stop,⁷ which allows you to select one of four distance increments behind other vehicles. The Electric Power Steering provides three available driver-selectable steering modes: Normal, Comfort and Sport, allowing for more responsive steering for spirited driving while maintaining ease at low speeds and parking.

Hands-on-the-wheel Manual Shifting.

The two levers 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 for full performance-driving capabilities.

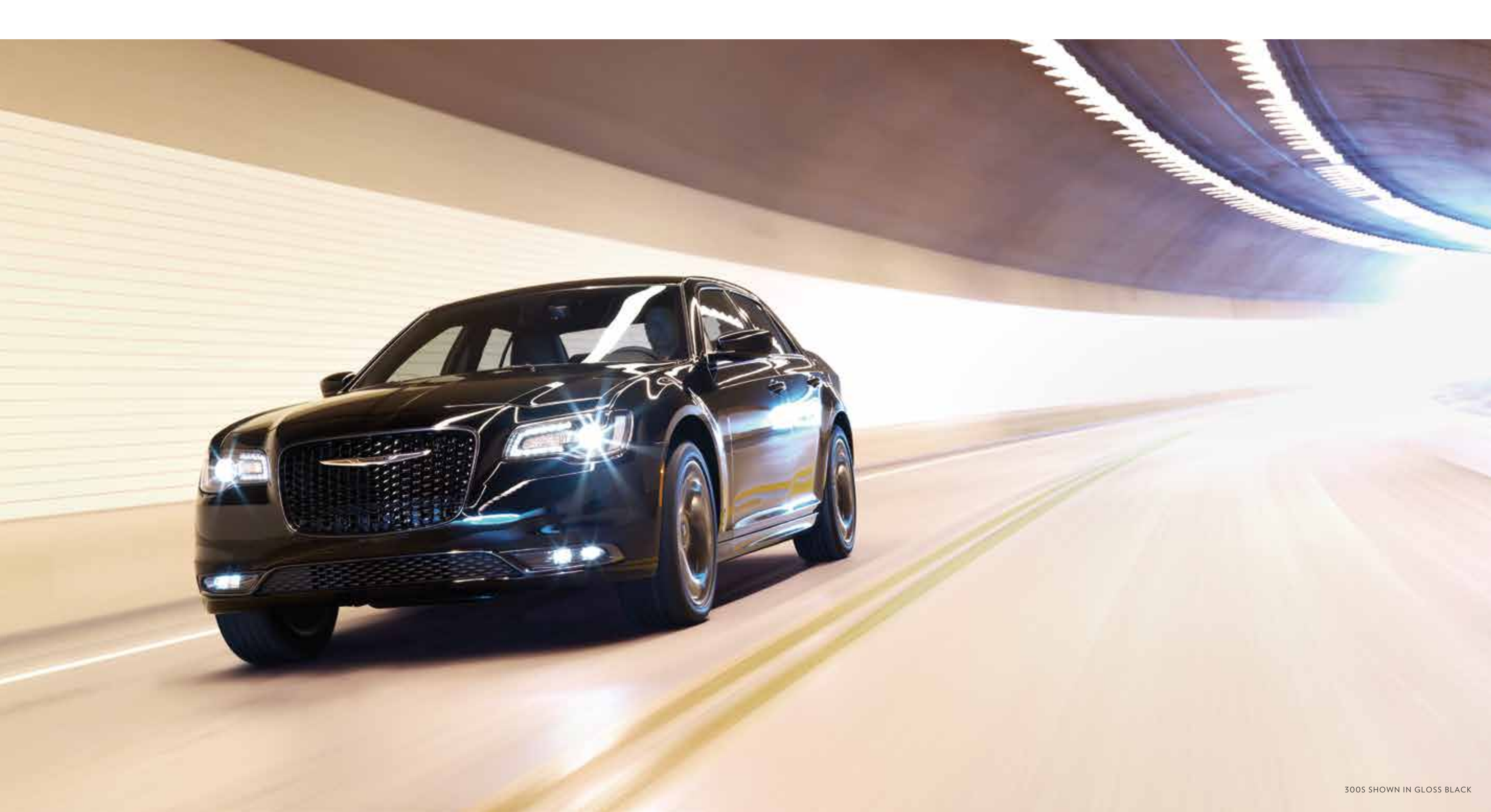


Core Steering Wheel.

The standard three-spoke leather-wrapped and available heated steering wheel provides ergonomic grip and layout of cruise settings and hands-free⁸ phone controls along with available Sport Mode paddle shifters. The open top portion invites clear-view access to gauges and the 7-inch DID. An available two-tone premium Nappa leather-wrapped and stitched, tilt/telescoping-column steering wheel with a distinctive chrome tracer ring brings a luxurious look and feeling 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°.



300S SHOWN IN GLOSS BLACK

Take Charge with Clear Direction.

Nothing says modern standards of driving on the road today like the clarity of distinctive LEDs, and the 2016 Chrysler 300 is fully charged. The advanced use of LED lighting turns up the exterior accents without a premium price. And with the LED taillamps, as well as the available adaptive Bi-xenon High Intensity Discharge (HID) headlamps with LED Daytime Running Lamps (DRL) and available LED fog lamps, the road ahead, as well as your 300, is visibly clearer, day or night.



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 a distinct tuning process. They care about this so much, they tune every single BeatsAudio product themselves.





300C Platinum is Named One of Ward's 10 Best Interiors for 2015.

The sumptuous interior boasts seat features that 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 Platinum interior along with the heated two-tone leather-wrapped steering wheel and leather-wrapped dash.

Just Right, Every Time.

When heated, the driver and front-passenger seats have two 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 switch on automatically with available Remote Start operation. When selected, the driver's heated seat will automatically activate if outside temperatures are below 40°, while cooling ventilation activates above 80°.



Designer POV:

The contrast and serenity of this interior feels rich and nautical like a yacht club membership with all the perks.

PREMIUM INDIGO/LINEN NAPPA LEATHER TRIM WITH PERFORATIONS

300C PLATINUM



PREMIUM INDIGO/LINEN NAPPA LEATHER TRIM WITH PERFORATIONS

**High-end Interior Design Amenities Without the Premium Price.**

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, and heated and cooled front console cup holder.

Abundance of Comfort and Convenience Is in the Details.

Distinctive accents begin at the base trim with standard leather interior trim and available heated steering wheel. The available two-tone steering wheel with Linen stitching and paddle shifters, as well as a leather-wrapped, accent-stitched instrument panel, doors and center console reveal the level of thought-out sophistication for your display. The Rotary E-shifter and gauge cluster with 7-inch Driver Information Display (DID) screen bring modern and streamlined looks to the driver's point of view.

300S



BLACK LEATHER TRIM WITH EMBROIDERED LOGO

**Every Stitch Makes the Cut.**

The performance leather-wrapped S seats in Black with Silver stitching, or the available 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 Chrysler 300 Offers Over 80 Standard and Available Safety and Security Features

Radar Sensor.

Preventing potential impact, the active safety technology features of available Adaptive Cruise Control (ACC+) with Stop⁹ and Full-Speed Forward Collision Warning with Active Braking¹¹ are made possible by a radar sensor in the front lower center of the vehicle's exterior.

Parking Sensors.

Parking 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 available ParkSense[®] Front and Rear Park Assist⁴ features, including a visual reference located in the Driver Information Display (DID).

Rain-sensing Wipers.

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

Video Sensor.

Always watching the road and vehicles ahead of you, a camera behind the inside rearview mirror is used in available LaneSense[®] Lane Departure Warning with Lane Keep Assist⁵ and Full-Speed Forward Collision Warning with Active Braking⁹.

SEVEN INNOVATIVE AVAILABLE ACTIVE SENSOR SYSTEMS REACT IN THE BLINK OF AN EYE





Safety Cage.

The body frame strategically mixes and positions advanced high-strength steels, resulting in outstanding occupant protection in the event of front, side or rear impact.

Laminated Glass.

A plastic layer between glass panes provides added strength and discourages break-ins.

Side-guard Door Beams.

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

Crumple Zones.

The front and rear crumple zones are specially formed structural members that crumple and absorb energy in a collision, helping to protect the occupant cabin.

Energy-absorbing Steering Column.

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

Active Head Restraints.¹¹

The front head restraints¹¹ are activated in a rear crash to help minimize neck injury.

Advanced Multistage Air Bags.¹⁰

Low-risk-deployment front air bags¹⁰ incorporate adaptive venting technology, which varies the optimal level of deployment inflation based on almost any size occupant and the severity of the impact.

Seven Standard Air Bags.¹⁰

The standard air bags¹⁰ include front dual-stage air bags¹⁰ with adaptive venting technology, driver knee air bags¹⁰ as well as front seat-mounted side-impact air bags.¹⁰ The side air bag¹⁰ inflatable curtains extend over front- and rear-seating rows.

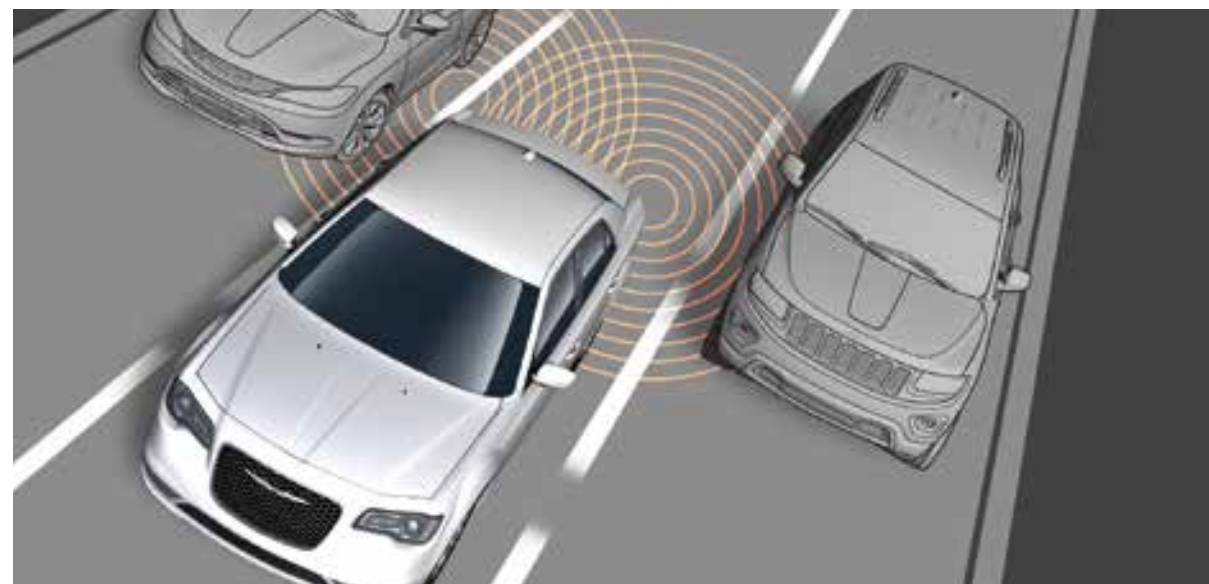
Seat Belts.

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

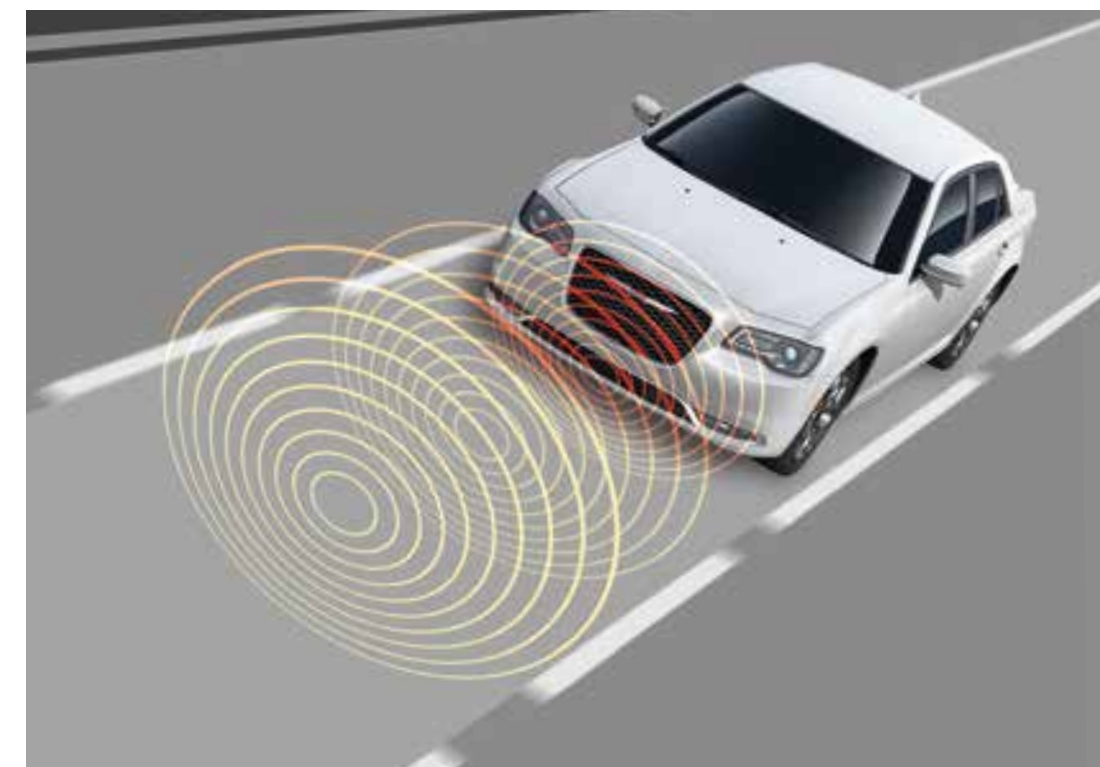
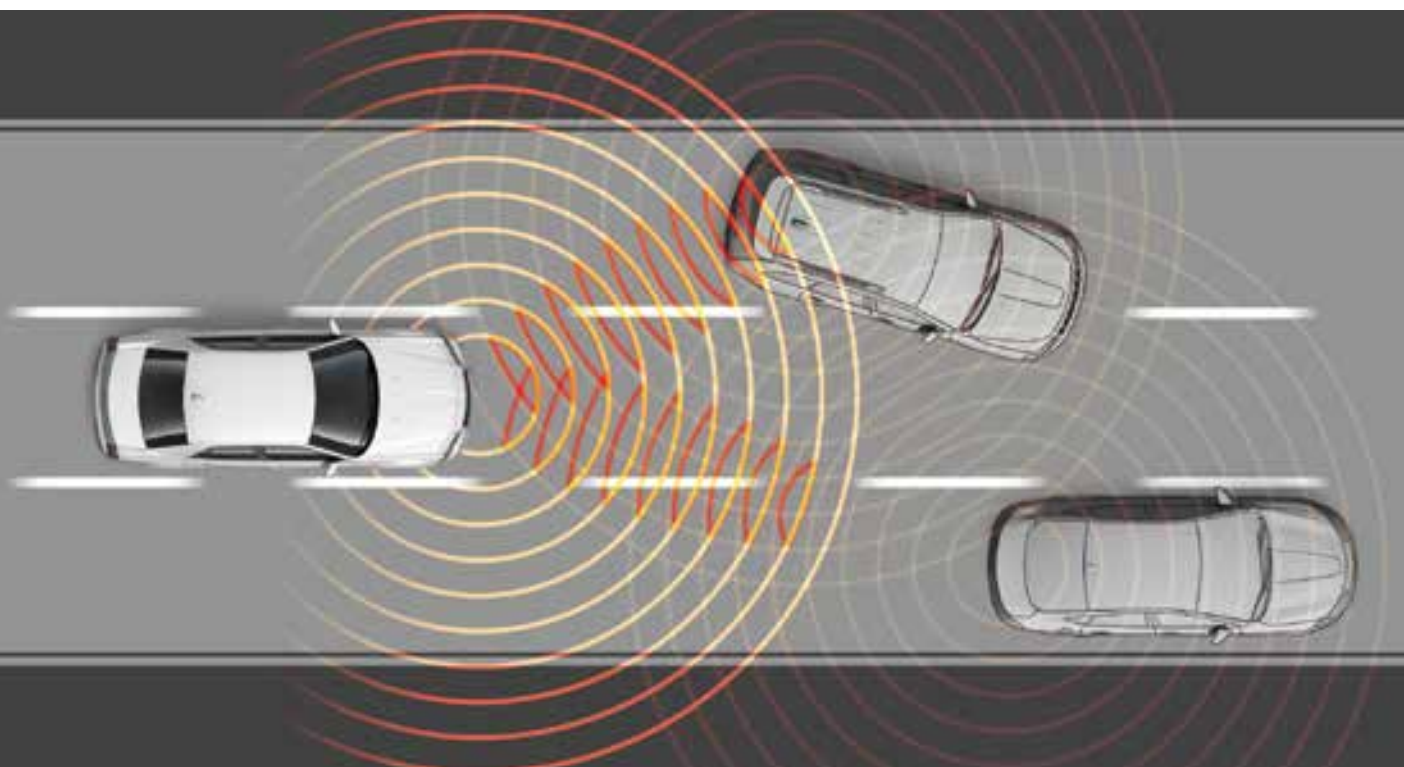


Full-Speed Forward Collision Warning (FSFCW+) with Active Braking⁹

This available system features Active Braking which slows the vehicle to prevent a potential impact. Using radar and video sensors, the system detects whether the vehicle is approaching another vehicle or large obstacle in its path too rapidly, warning and assisting the driver in avoiding the incident. The driver has the ability to adjust the sensitivity and turn brake support on or off.



Equipped to Help Avoid Collisions



Adaptive Cruise Control (ACC+) with Stop⁷

This available system identifies vehicles in the forward path by utilizing radar and video sensors which help maintain a safe distance between your vehicle and the one in front of it. ACC+⁷ has the ability to mitigate cruising speeds between 0 and 100 mph and the driver can select one of four following distances depending on preference. In the event that traffic comes to a stop, the system can help bring the vehicle to a complete stop without driver intervention. After ACC+⁷ 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.

ParkView® Rear Back-Up Camera⁴

Through the 8.4-inch Uconnect® touchscreen, the standard ParkView⁴ 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.

LaneSense® Lane Departure Warning (LDW+) with Lane Keep Assist³

With a camera mounted inside the rearview mirror and on the front fascia of the vehicle, this available system can identify the lines on the road. It determines where the vehicle is positioned between the lines and monitors its movement. If it moves onto either line without the use of a 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. The system also includes a Driver Asleep Warning, which sets off an audible alarm if the driver's hands are not on the steering wheel.

Expand Your Mobile Network

The standard 8.4-inch touchscreen, loaded with tech features, is designed to keep you focused on the road ahead, while you communicate, navigate and stay entertained. Find out more at DRIVEUCONNECT.COM



Vehicle User Guide.

This new feature allows you to view your 300's Owner's Manual via the 8.4-inch touchscreen and as a quick reference for vehicle information.

Vehicle Health Report.

A monthly report summarizes the performance of your vehicle's key systems and maintenance needs. You will be alerted if an issue is detected that needs your attention. Register for this service via the "Assist" button on your rearview mirror.

Entertainment

SiriusXM® All Access¹² Package.

A one-year trial provides over 160 channels. You'll get every channel available on your radio, including all the premium programming and Instant Replay to pause, replay, rewind and fast-forward channels.

SiriusXM¹² On the App and Online. Stream SiriusXM¹² beyond your car. Go to siriusxm.com/getallaccess for more information.



Navigation

One-step Navigation.

Available on the 8.4-inch touchscreen, this full-feature navigation system includes 3D city and landmark imaging, digital terrain maps, enhanced screen graphics and one-step voice destination entry.

SiriusXM¹² TRAFFIC

Get detailed information on traffic, accidents, construction, road closures and more.

SiriusXM¹² TRAVEL LINK

Get the latest weather forecasts, fuel prices, sports scores and movie schedules. The first five years of SiriusXM Travel Link¹² and SiriusXM Traffic¹² services are included.

Phone

Uconnect® Phone.

Pairing a Bluetooth® enabled phone with the Uconnect system is as simple as pressing the Phone button on the steering wheel and following the prompts. Then send and receive calls with hands-free phone capability.

Personalization

Siri Eyes Free.

Initiate a Siri session to give voice commands⁸ to text, play music, dictate and send emails, set reminders, place calls, access directions, post to social media and more.

Drag and Drop Menu Bar.

Personalize the dashboard with your top six features and services.

Do Not Disturb.

Route incoming calls to voicemail and hold texts. Choose to receive a visual prompt of calls and texts and send an automated reply.

Controls

Remote Door Lock/Unlock/Vehicle Start.

Using the Uconnect Access¹⁴ app, you can lock/unlock or remote start your vehicle from virtually anywhere when your car has data coverage.

Remote Horn and Lights.

Wherever you are, you can sound your horn and flash your lights to locate your vehicle using the Uconnect Access¹⁴ app (local data coverage applies).

Climate.

Climate, heated seats, steering-wheel buttons and mirror dimmer can be controlled via the 8.4-inch touchscreen, as well as voice activation. May also be programmed to turn on during available remote start or via radio-controlled settings.

Voice Commands⁹

Speak Up.

Select radio stations and SiriusXM® channels, navigation destinations, make calls and record voice memos. The system can be trained to recognize your voice and understand English, French and Spanish.

Voice Text Reply¹⁵

Announces and reads incoming text messages. It also allows you to reply with either a free-form text or by selecting any of the 20 pre-defined responses.

WiFi¹³

Uconnect® Access¹⁴

The built-in 3G network connection is available with the 8.4-inch touchscreen. Gain access to remote commands, built-in data, WiFi Hotspot¹³ and more. One-year or six-month trial.

WiFi Hotspot¹³

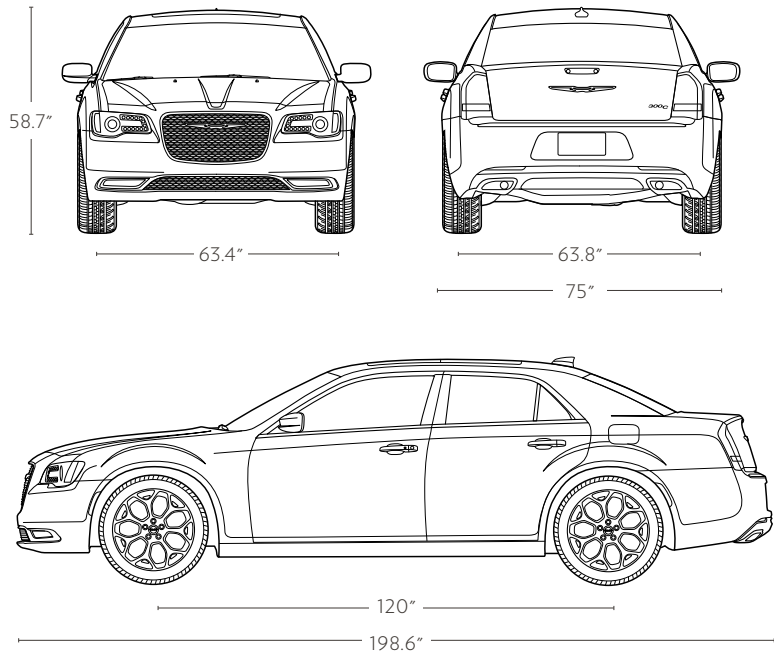
Once your vehicle is registered for Uconnect Access¹⁴ you can use the touchscreen to purchase a WiFi Hotspot¹³ subscription.

Via Mobile.

Enjoy your music apps like Pandora® Slacker Radio®, Aha by HARMAN and iHeartRadio® in your vehicle using your Uconnect touchscreen.



300 DIMENSIONS (INCHES)



300 LIMITED



SELECT STANDARD EQUIPMENT

- powertrain*
3.6L Pentastar® VVT V6 8-speed Automatic Transmission (RWD/AWD)
Comfort Suspension
- exterior*
17-inch Tech Silver 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® Access¹⁴
Integrated Voice Command⁸ with Bluetooth®
Bluetooth Streaming Audio
SiriusXM® Satellite Radio¹²
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 Automatic Temperature Control (ATC)
Speed Control
Security Alarm
Electric Power Steering
ParkView® Rear Back-Up Camera⁴

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® VVT V6 8-speed Automatic Transmission (RWD/AWD) 300 hp
Optional 5.7L HEMI® V8 8-speed Automatic Transmission (RWD)
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*
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 VVT V6 8-speed Automatic Transmission (RWD/AWD)
Optional 5.7L HEMI V8 8-speed Automatic Transmission (RWD)
Comfort Suspension
- exterior*
18-inch Fully Polished 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 Link¹²
SiriusXM Traffic¹²
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 VVT V6 8-speed Automatic Transmission (RWD/AWD)
Optional 5.7L HEMI V8 8-speed Automatic Transmission (RWD)
Touring Suspension
- exterior*
20-inch Fully Polished Aluminum Wheels with Satin Finish (RWD)
Platinum Exterior Mirrors and Door Handles
Platinum Chrome Surround with Luxury Black Grille
Automatic Headlamp Leveling System
Adaptive Bi-xenon High Intensity Discharge Headlamps
- interior*
Luxury Perforated Nappa Leather-trimmed Seats
Luxury Leather-wrapped Steering Wheel
Real Wood Interior Accents
Steering Wheel-mounted Paddle Shifters
Heated/Cooled Front Console Cup Holder
Luxury Berber Floor Mats
19 Harman Kardon® GreenEdge™ Speakers
Harman Kardon GreenEdge Amplifier

standard wheel
20-inch
Fully Polished
Aluminum with
Satin Finish



AWD wheel
19-inch
Fully Polished
Aluminum with
Satin Finish



2016 CHRYSLER 300 STANDARD & OPTIONAL FEATURES	300 LIMITED	300S	300C	300C PLATINUM	300 LIMITED AWD	300S AWD	300C AWD	300C PLATINUM AWD
POWERTRAIN								
3.6L Pentastar® Variable Valve Timing (VVT) V6 with 8-speed Automatic Transmission	•	•	•	•	•	•	•	•
5.7L HEMI® VVT V8 with Multi-Displacement System (MDS) Fuel Saver Technology and Interactive Deceleration Fuel Shut-Off (IDFSO) with 8-speed Automatic Transmission		O	O	O				
MECHANICAL FEATURES								
Alternators — 160-amp	•				•			
— 180-amp		•	•	•		•	•	•
Battery — 730-amp, maintenance-free	•	•	•	•	•		•	•
Brakes — 4-wheel disc antilock with vented front and solid rear discs (includes All-Speed Traction Control)	•	•	•	•				
— Performance (available with 5.7L HEMI V8 engine)		P	P	P	•	•	•	•
Cruise Control	•	•	•	•	•	•	•	•
— Adaptive Cruise Control with Stop ⁷ (included with SafetyTec™ Plus)		P	P	P		P	P	P
Exhaust System — Dual exhaust with bright tips	•	•	•	•	•		•	•
Fuel Filler System — Capless, with remote fuel-door release	•	•	•	•	•	•	•	•
Fuel Tank — 18.5-gallon		•	•	•	•	•	•	•
Remote Keyless Enter 'n Go™ — Proximity entry and push-button ignition system	•	•	•	•	•	•	•	•
Sport Mode — Selectable Sport-tuned transmission shift points (M/H steering wheel-mounted shift controls; included with 5.7L engine)			P	•		•		•
Steering — Electric	•	•	•	•	•	•	•	•
Suspension — 4-wheel independent comfort			•					
— 4-wheel independent touring (included with 20-inch wheels)	•			•				
— 4-wheel independent performance (included with 5.7L HEMI V8)		•/P						
— 4-wheel independent AWD					•	•	•	•
Tip Start System	•	•	•	•	•	•	•	•
EXTERIOR FEATURES								
Badging — AWD					•	•	•	
— AWD with Platinum finish								•
— 300	•				•			
— 300S		•				•		
— 300C — Chrome finish			•				•	
— 300C — Platinum finish				•				•
— Liquid chrome wing badge with Black accent		•				•		
— Liquid chrome wing badge with Blue accent			•	•	•		•	•
Black Painted Roof		O				O		
Cladding — Lower bodyside	•	•	•	•	•	•	•	•
Door Handles — Body-color	•	•			•	•		
— Bright			•				•	
— Platinum				•				•
Glass — Acoustic windshield and front doors; Solar-Control front and rear windows	•	•	•	•	•	•	•	•
Grille — Bright Chrome surround with Black grille	•				•			
— Black Chrome surround with Gloss Black grille		•				•		
— Bright Chrome surround with Granite Crystal grille			•				•	
— Platinum Chrome surround with Luxury Black grille				•				•
Headlamps — Adaptive Bi-xenon High Intensity Discharge (HID) with delay and automatic-leveling system (included with Light Group)		P	P	•		P	P	•
— Auto High-Beam Headlamp Control system (included with SafetyTec Plus)		P	P	P		P	P	P
— Automatic	•	•	•	•	•	•	•	•
— Bi-function halogen projector with delay	•	•	•	•	•	•	•	•
— Black headlamp bezels	•		•	•	•		•	•
— Chrome headlamp bezels		•				•		
— LED daytime running headlamps	•	•	•	•	•	•	•	•
— Fog lamps (packaged with 300 Premium Group or Driver Convenience Group)	P	•	•	•	P	•		•
Mirrors — Auto tilt-down adjust (when in Reverse; included with Luxury Group)		P	•	•		P	•	•
— Blind Spot Monitoring ¹⁶ and Rear Cross-Path Detection ⁸ (included with SafetyTec 1, SafetyTec Plus, Luxury Group, 300 and 300S Premium Group)	P	P	P	P	P	P	P	P
— Body-color	•	•			•	•		
— Chrome			•				•	
— Platinum				•				•
— Courtesy lamp (driver/passenger; included with SafetyTec Plus, Luxury Group or 300 Premium Group)	P	P	P	P	P	P	P	P
— E-Chromic auto-dimming (driver's side only; included with SafetyTec 1, 300 Premium Group or Luxury Group)	P	P	•	•	P	P	•	•
— Memory (driver-seat, power tilt/telescoping steering wheel, exterior mirrors and radio; included in Luxury Group)		P	•	•		P	•	•
— Power/manual foldaway, heated	•	•			•	•		
— Power/multifunction, manual foldaway			•	•			•	•
— Supplemental signal (driver/passenger; a feature of the power multifunction mirror, included with SafetyTec 1, SafetyTec Plus, Luxury Group or 300 Premium Group)	P	P	P	P	P	P	P	P
Tires — P215/65R17 Low-rolling-resistance	•							
— P225/60R18 BSW Touring			•					
— P235/55R19 BSW All-Season					•			
— P235/55R19 BSW All-Season Performance					O	•	•	•
— P245/45R20 BSW All-Season Performance (packaged with 20-inch wheels)		•	P	•				
— Compact spare			•	•	•	•	•	•

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

2016 CHRYSLER 300 STANDARD & OPTIONAL FEATURES	300 LIMITED	300S	300C	300C PLATINUM	300 LIMITED AWD	300S AWD	300C AWD	300C PLATINUM AWD
EXTERIOR FEATURES continued								
Wheels — 17-inch premium painted aluminum	•							
— 18-inch polished aluminum			•					
— 19-inch polished aluminum with polished or Satin finish					•		•	•
— 19-inch Hyper Black aluminum						•		
— 20-inch polished aluminum polished or Satin finish			O	•				
— 20-inch Hyper Black aluminum		•						
Windows — Power, with driver and front-passenger one-touch auto-up/down and anti-pinch feature	•	•	•	•	•	•	•	•
Wipers — 2-speed variable/intermittent	•	•	•	•	•	•	•	•
— Rain-sensing (packaged with SafetyTec™ Plus)		P	P	P		P	P	P
INTERIOR FEATURES								
Air Conditioning — Dual-Zone automatic temperature control with humidity sensor	•	•	•	•	•	•	•	•
Air Filtration — Particulate air filter	•	•	•	•	•	•	•	•
Defroster — Rear window	•	•	•	•	•	•	•	•
Door Locks — Power, speed-sensitive; child-protection rear	•	•	•	•	•	•	•	•
Floor Mats — Front and rear	•	•	•		•	•	•	
— Luxury front and rear				•				•
Interior Accents — Satin Chrome	•		•	•	•		•	•
— Piano Black		•				•		
— Charcoal Wood Hydrographic with Black or Black/Linen interior	•				•			
— Matte Carbon Hydrographic with Black or Black/Ambassador Blue interior		•				•		
— Black Olive Ash Burl real wood with Black or Black/Linen interior			•				•	
— Natural-Pore Mocha real wood with Black or Indigo/Linen interior				•				•
Lighting — Glove box, trunk, front reading and map lamps, rear reading and courtesy lamps	•	•	•	•	•	•	•	•
— LED driver and front-passenger lower front footwell lamps (included in Luxury Group)		P	•	•		P	•	•
— LED-illuminated front and rear map pockets (included in Luxury Group)		P	•	•		P	•	•
— LED-illuminated front cup holders	•	•	•	•	•	•	•	•
— LED-illuminated rear cup holders	•	•	•	•	•	•	•	•
Memory System — Memory settings for two drivers for driver's seat, power steering column, exterior mirrors and radio (included with power multifunction mirrors)			•	•	•	•	•	•
Mirrors — Rearview, auto-dimming	•	•	•	•	•	•	•	•
— Visor vanity, illuminated, driver and passenger sides	•	•	•	•	•	•	•	•
Passenger Assist Handles — Front, with illuminated rear assist handles	•	•	•	•	•	•	•	•
Power Accessory — 12-volt power outlets in center front instrument panel, center console and back of center console, with delay feature	•	•	•	•	•	•	•	•
Power Backlight Sunshade — Included in Luxury Group (not available with Harman Kardon® Audio Group)		P	•	•		P	•	•
Seating — Eight-way power driver's with 4-way lumbar adjuster	•				•			
— Eight-way power driver's and front-passenger seats with 4-way power lumbar adjuster (included with Driver Convenience Group)	P	•	•	•	P	•	•	•
— Heated front (included with leather-trimmed bucket; not included with cloth)	•	•	•	•	•	•	•	•
— Heated second-row (included in Luxury Group)		P	•	•		P	•	•
— Nappa leather-trimmed bucket	•				•			
— Sport Nappa leather-trimmed bucket		•				•		
— Nappa luxury-quilted and perforated leather-trimmed bucket				•				
— Nappa premium perforated leather-trimmed bucket			•				•	
— Premium leather interior trim: Premium Nappa leather-wrapped on door armrest, door bolster and center console armrest; Poltrona premium leather-wrapped on instrument panel, cluster brow, door upper and center console side panels				O				O
— Rear 60/40 split-folding rear bench with armrest and cup holders	•	•	•	•	•	•	•	•
— Ventilated front seats			•	•			•	•
Shift Knob — Leather-wrapped	•	•	•	•	•	•	•	•
Speedometer — 140-mph	•	•	•	•	•	•	•	•
— 160-mph (included with 5.7L HEMI® V8 engine)		P	P	P				
Steering Column — Manual tilt/telescoping	•	•			•			
— Power tilt/telescoping with memory (packaged in Luxury Group)		P	•	•		P	•	•
Steering Wheel — Heated (included in Luxury Group)		P	•	•		P	•	•
— Leather-wrapped	•	•			•	•		
— Leather-wrapped with real wood accent			•				•	
— Luxury two-tone leather-wrapped with chrome accent				•				•
— Steering wheel-mounted shift controls (paddle shifters; included with 5.7L HEMI V8 engine)		•	P	•		•		•
— Steering wheel-mounted audio controls	•	•	•	•	•	•	•	•
Sunroof — Panoramic full-power front and fixed rear, with one-touch open/close feature (included in 300S Premium Group)	O	O/P	•	•	O	O/P	•	•
Temperature Display — Outside reading, with compass	•	•	•	•	•	•	•	•
SAFETY & SECURITY								
Air Bags ¹⁰ — Advanced multistage driver and front-passenger	•	•	•	•	•	•	•	•
— Driver's-side inflatable knee bolster	•	•	•	•	•	•	•	•
— Supplemental front-seat thorax side	•	•	•	•	•	•	•	•
— Supplemental side-curtain for front and rear outboard occupants	•	•	•	•	•	•	•	•
Child Seat Anchor System (LATCH) — Mounts for two child seats in the 2nd row help ease the installation of compatible aftermarket child seats	•	•	•	•	•	•	•	•
Electronic Stability Control (ESC) ⁵ — Includes Brake Assist		•	•	•	•	•	•	•

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



2016 CHRYSLER 300 STANDARD & OPTIONAL FEATURES	300 LIMITED	300S	300C	300C PLATINUM	300 LIMITED AWD	300S AWD	300C AWD	300C PLATINUM AWD
SAFETY & SECURITY <small>continued</small>								
SafetyTec™ Plus — Includes Advanced Brake Assist, rain-sensing windshield wipers, LaneSense® Lane Departure Warning with Lane Keep Assist, ² Auto High-Beam Headlamp Control, Full-Speed Forward Collision Warning with Active Braking, ² Adaptive Cruise Control with Stop, ² body-colored multifunction exterior mirrors with power, heated, auto-dimming driver's mirror, supplemental turn signals and courtesy lamps, ParkSense® Front and Rear Park Assist ⁴ (requires 300S Premium Group on 300S)		○	○	○		○	○	○
SafetyTec 1 — Includes ParkSense Front and Rear Park Assist ⁴ Blind Spot Monitoring ¹⁶ and Rear Cross-Path Detection; ⁴ power multifunction heated mirrors with supplemental turn signals and auto-dimming exterior driver's mirror	○				○			
Front Active Head Restraints ¹¹	•	•	•	•	•	•	•	•
Front-passenger Seat Belt Alert	•	•	•	•	•	•	•	•
Full-Speed Forward Collision Warning with Active Braking (FSFCW+) ² (included with SafetyTec Plus)		P	P	P		P	P	P
Hill Start Assist								
ParkView® Rear Back-Up Camera ⁴	•	•	•	•	•	•	•	•
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 one subwoofer (packaged with BeatsAudio™ Group)	P	•			P	•		
— 19 premium speakers, with subwoofer and 900-watt amplifier (included with Harman Kardon® Audio Group; NAW power backlight sunshade)			P	•			P	•
— Uconnect 8.4 AM/FM radio system with CD/DVD/MP3 format capability, audio jack and USB port for media devices, SiriusXM® Satellite Radio ¹² with 1-year trial included, SD card input, 8.4-inch touchscreen for displaying music and vehicle information, climate controls, Integrated Voice Command ⁸ with Bluetooth [®] and Bluetooth Streaming Audio	•	•			•	•		
— Uconnect 8.4 NAV 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 Radio ¹² with 1-year trial included, SiriusXM Travel Link ¹² and SiriusXM Traffic ¹² with 5-year trial included, Integrated Voice Command ⁸ with Bluetooth and Bluetooth Streaming Audio (included with 300 Premium Group, Driver Convenience Group or 90th Anniversary Package)	P	○	•	•	P	○	•	•
SiriusXM Satellite Radio ¹²	•	•	•	•	•	•	•	•
Integrated Voice Command ⁸ — Includes hands-free ⁸ calling and Bluetooth Streaming Audio	•	•	•	•	•	•	•	•
PACKAGES/EQUIPMENT GROUPS								
BeatsAudio 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, Uconnect 8.4 NAV AM/FM/SXM/BT/NAV Radio, HD Radio, 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 High Intensity Discharge (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 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 Monitoring ¹⁶ and Rear Cross-Path Detection ⁴ (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 turn signals and auto-dimming driver's mirror, LED fog lamps, Uconnect 8.4 NAV AM/FM/SXM/BT/NAV Radio, HD Radio, SiriusXM Traffic ¹² and SiriusXM Travel Link ¹⁴ 10 premium BeatsAudio speakers with subwoofer and 552-watt amplifier, ParkView Rear Back-Up Camera ⁴ ParkSense Front and Rear Park Assist, ⁴ Blind Spot Monitoring ¹⁶ and Rear Cross-Path Detection, ⁴ Remote Start, universal garage door opener, and 5-year SiriusXM Traffic ¹² and SiriusXM Travel Link ¹² service (NAW BeatsAudio Group, Driver Convenience Group or SafetyTec Plus)	○				○			
300S Premium Group — Includes dual-pane panoramic sunroof, power multifunction heated body-colored mirrors, courtesy lamps, supplemental turn signals and auto-dimming driver's mirror, Uconnect 8.4 NAV AM/FM/SXM/BT/NAV Radio, HD Radio, SiriusXM Traffic ¹² and SiriusXM Travel Link ¹² with 5 years of included service, ParkSense Front and Rear Park Assist, ⁴ and Blind Spot Monitoring ¹⁶ and Rear Cross-Path Detection ⁴		○				○		
Anniversary Package — Includes Chrysler Anniversary splash screen, premium floor mats with Anniversary logo, Uconnect 8.4 NAV Radio, Remote Start, universal garage door opener, dual-pane panoramic sunroof and LED fog lamps	○				○			

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

WARRANTIES

Chrysler vehicles are covered by an FCA US LLC 3-Year or 36,000-Mile Basic Limited Warranty (excludes normal maintenance and wear items), as well as a 5-Year/60,000-Mile Powertrain Limited Warranty that is fully transferable and includes Roadside Assistance services: Flat Tire, Lockout, Towing, Out of Gas/Fuel Delivery and Battery Jump Assistance. Ask your dealer for details and a copy of these limited warranties.

AUTOMOBILITY

The FCA US LLC Automobility Program provides aftermarket reimbursement incentives on adaptive vehicle upfit equipment in order to help provide safe and reliable vehicle modifications to enhance accessibility for all people. For more information, call (800) 255-9877 or visit chryslerautomobility.com

SIRIUSXM® SATELLITE RADIO¹²

SiriusXM Satellite Radio¹² delivers over 160 channels, including commercial-free music, sports, news, talk, entertainment, traffic and weather. Factory-installed SiriusXM Satellite Radio¹² includes a one-year subscription. For more information, go to siriusxm.com

MOPAR OWNER CONNECT

STAY CONNECTED. Your Chrysler vehicle ownership gives you the credentials to access extensive vehicle information, service and maintenance records, recall notifications, and special offers through whatever device you prefer — computers, smartphones or tablets! Register your Chrysler vehicle at owners.chrysler.com or download the **Chrysler Vehicle Owners app** for free at either the Apple or Google Play stores.


MOPAR VEHICLE PROTECTION®

Mopar Vehicle Protection has a vested interest in your satisfaction and owner experience with your new Chrysler vehicle. This is the only extended protection provider backed by the manufacturer, FCA US LLC. We stand behind every Mopar Vehicle Protection plan with certified, factory-trained technicians and the use of authentic Mopar® parts. Your plan is honored at over 2,600 dealerships within the United States, Canada, Puerto Rico and Mexico. Be sure to ask for a Mopar Vehicle Protection plan at your dealership, call (800) 442-2666 or visit moparvehicleprotection.com

JOIN IN



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



Earn 3 points per \$1 on qualifying purchases made at FCA US LLC 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!¹⁷ For more information or to apply, visit ChryslerCard.com

5 Year / 60,000 Mile

Powertrain Limited Warranty

AUTOMOBILITY PROGRAM

CHRYSLER | JEEP | DODGE | RAM

SiriusXM

SATELLITE RADIO

MOPAR

OWNER CONNECT

MOPAR

VEHICLE PROTECTION

Uconnect

(1) Based on the latest available competitive information and the FCA US LLC Upper Large Car segmentation. (2) Comparison of standard and available features. Based on the latest available competitive information and the FCA US LLC Upper Large Car segmentation. (3) 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. (4) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (5) 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. (6) Based on EPA estimates and the latest available competitive information and the FCA US LLC Upper Large Car segmentation. (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) Requires a mobile phone equipped with the Bluetooth® Hands-Free Profile. Visit UconnectPhone.com for system and device compatibility. (9) This system is not intended to avoid collisions on its own, nor can FCW detect every type of potential crash. The driver must remain aware of traffic conditions and prepared to brake and steer to avoid potential collisions at all times. (10) 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. (11) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. (12) SiriusXM subscriptions for audio and data services are sold by SiriusXM to follow your trial subscription. If you decide to continue listening after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See the SiriusXM Customer Agreement for complete terms and more information at www.siriusxm.com. All fees and programming subject to change. Your equipment and features for SiriusXM services will vary depending upon the vehicle you select and may be limited in select markets. (13) WiFi subscription required. Vehicle must be registered with Uconnect Access and fulfill minimum subscription requirements. Vehicle must be properly equipped and in active and usable cellular range for WiFi usage. WiFi Hotspot does not enable direct communication between multiple in-vehicle devices. Factors affecting the performance of WiFi Hotspot include: cellular network, signal strength and quality, time of day, number of channels used by the service provider, type of connection, number of clients using WiFi Hotspot and client device. This feature is not intended for use by the driver while the vehicle is in motion. Always drive safely. (14) Uconnect Access is available only on equipped vehicles purchased within the contiguous United States plus Alaska. Services can only be used where cellular coverage is available, see coverage map for details. For a complete list of Uconnect Access services, please visit http://www.driveuconnect.com/features/uconnect_access/packages/. Vehicle must be registered for Uconnect Access and fulfill minimum mobile device enabled with Bluetooth® Message Access Profile (MAP). iPhone and some other smartphones do not currently support Bluetooth® MAP. Visit www.UconnectPhone.com for system and device compatibility. Ensure MAP is ON and incoming message notification is enabled. Vehicle must be registered for Uconnect® Access and you must fulfill minimum subscription requirements. Also requires the use of a compatible smartphone that supports text messaging and Bluetooth®. Check UconnectPhone.com for device compatibility. (16) Always check visually for vehicles prior to changing lanes. (17) Complete details, including restrictions, limitations and exclusions, will be available when you become a Cardmember. MasterCard is a registered trademark of MasterCard International Incorporated. This card is issued by First Bankcard, a division of First National Bank of Omaha, pursuant to a license by MasterCard International Incorporated.

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Give your new 2016 Chrysler 300 a unique and amplified edge with Authentic Chrysler Accessories from Mopar®. You can count on these quality-engineered parts and accessories to keep your Chrysler 300 as stunning as the day you bought it. For true, seamless fit and finish, exact color matches and high-quality materials, it's smart to choose Mopar for lasting style and endurance. In addition, your ownership experience is supported mile after mile with our expert technicians, Mopar Vehicle Protection® plans, Express Lane Service and the online Mopar Owner Connect website (register at owners.chrysler.com).

The Chrysler Collection.
Bring the Chrysler brand style and distinction to your lifestyle in and out of your vehicle with authentic professional and active merchandise and gift cards for your favorite Chrysler enthusiast. Shop the complete collection at collection.chrysler.com

collection.chrysler.com

A. Premium Carpet Floor Mats.

These custom-contoured Berber mats provide a precise fit and complementary style to your Chrysler 300. Superior gripping helps keep them firmly in place. Sold as a set of four. Available in Black.

B. Premium Carpet Cargo Mat.

The precisely fit Berber mat helps to protect your vehicle's carpeting from dirt and wear. Superior gripping means it stays in place yet easily removes for cleaning. Available in Black.



Vehicle is shown with Matte Black Pinstripe Graphic, 20-Inch Forged Aluminum Wheels and Rear Spoiler.



Chrysler 300 Tumbler (Item # 11A53)

This stainless steel tumbler will keep your beverages the perfect temperature. Specifications: 16-oz, double-wall, push-button closure, vacuum-insulated, hand wash recommended, do not microwave, 300 logo imprinted vertically. Available in Matte Black.

Chrysler 300 Valet Key Fob (Item # 11AK4)

A classic and sleek keychain makes your keys stand out. Specifications: twist-open valet keychain, 2⁵/₁₆" W x 3³/₄" H x 3³/₁₆" D, Chrysler 300 badge laser-engraved on brushed nickel trim. Available in Black.



C. Bright Pedal Kit.

Stainless steel pedal covers add bold brightwork to the footwell and provide positive traction. No drilling required.

D. Cold Air Intake Kit.*

Helps provide horsepower and torque gains along with an aggressive sound. Includes filter and mounting hardware.

E. All-Weather Mats.

The custom-fit mats feature deep grooves to help prevent water, snow and mud from damaging your vehicle's carpet. Shown with optional Strut Tower Brace. Sold as a set of four.

*Mopar Performance Parts are sold "as is" unless otherwise noted.



Chrysler 300 Men's Polo (Item # 11A51)

With its good looks, it's always polo shirt season with this men's polo. Specifications: 100% polyester, moisture-wicking, self-fabric collar, three-button placket, forward shoulder, side panels and vents, open sleeves, dyed-to-match logo buttons, embroidered Chrysler 300 logo on left chest. Sizes: S - 3XL. Available in Onyx.

Chrysler 300 Moisture-wicking Cap (Item # 11A52)

This Chrysler branded cap, with its moisture-wicking system, always looks and wears great while keeping you cool. Specifications: 90% polyester/10% cotton construction, six panel structured, matching adjustable self backtrap, embroidered with Chrysler on wearer's right side; laser-etched 300 pattern on visor; 300 embroidered on back. One size fits most. Available in Charcoal.

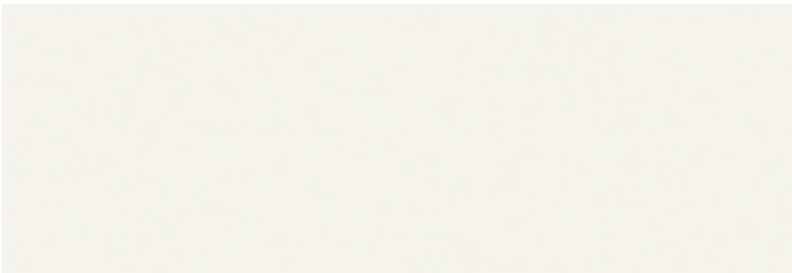
Chrysler 300 Spiral Journal (Item # 11CON)

Store all your meeting notes, thoughts and to-do lists in one place with this stylish Chrysler 300 journal. Specifications: 100 standard white lined pages; journal is 5" x 7"; full length spiral binding; silver metal buckle closure; Chrysler 300 logo foil stamped on front cover; made in U.S.A. Available in Black Carbon.

300 INTERIOR COLORS



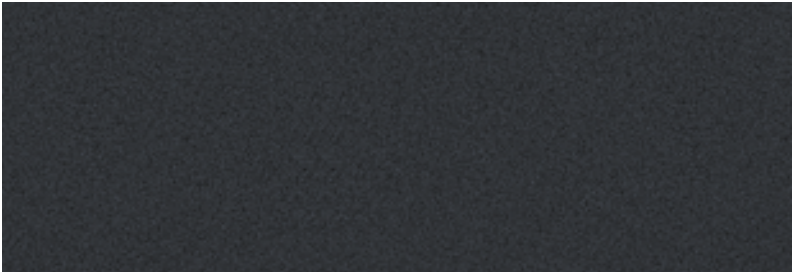
BILLET SILVER METALLIC



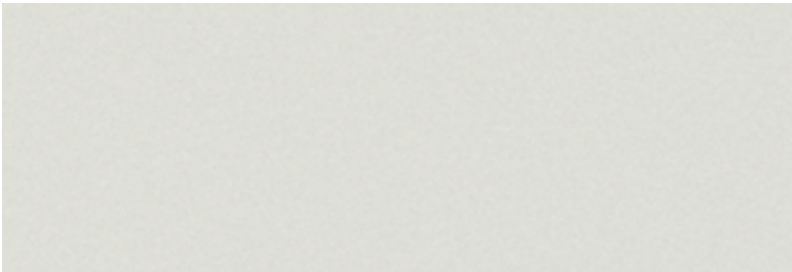
BRIGHT WHITE



GLOSS BLACK



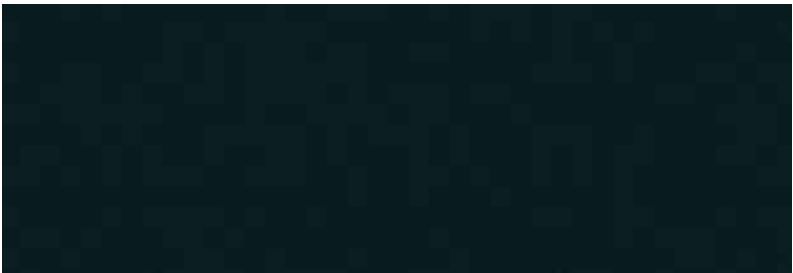
GRANITE CRYSTAL METALLIC



IVORY TRI-COAT PEARL



JAZZ BLUE PEARL



BLACK FOREST GREEN PEARL (AVAILABLE ONLY WITH 300 LIMITED LINEN LEATHER INTERIOR, 300C LINEN LEATHER INTERIOR AND 300C PLATINUM PREMIUM BLACK LEATHER INTERIOR)



MAXIMUM STEEL METALLIC



VELVET RED PEARL (AVAILABLE ONLY WITH 300 LIMITED INTERIORS, 300C INTERIORS AND 300C PLATINUM PREMIUM BLACK NAPPA LEATHER INTERIOR)



REDLINE RED TRI-COAT PEARL (AVAILABLE ONLY WITH 300S BLACK LEATHER INTERIOR)

300 LIMITED



BLACK NAPPA LEATHER



LINEN NAPPA LEATHER

300S



BLACK/AMBASSADOR BLUE NAPPA LEATHER WITH EMBROIDERED LOGO



BLACK NAPPA LEATHER WITH EMBROIDERED LOGO

300C

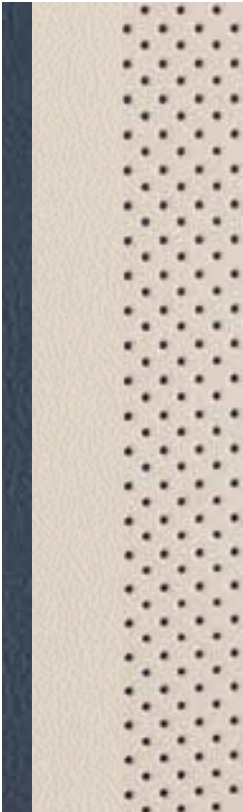


LINEN NAPPA LEATHER WITH AXIS II PERFORATED INSERT

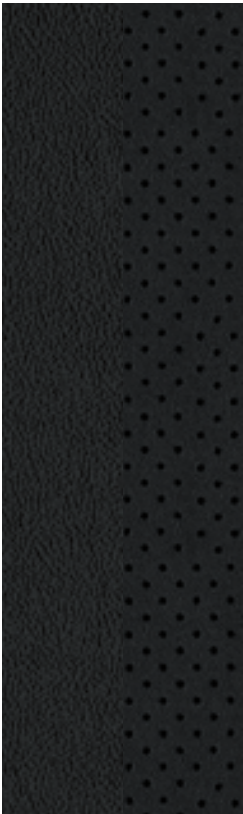


BLACK NAPPA LEATHER WITH AXIS II PERFORATED INSERT

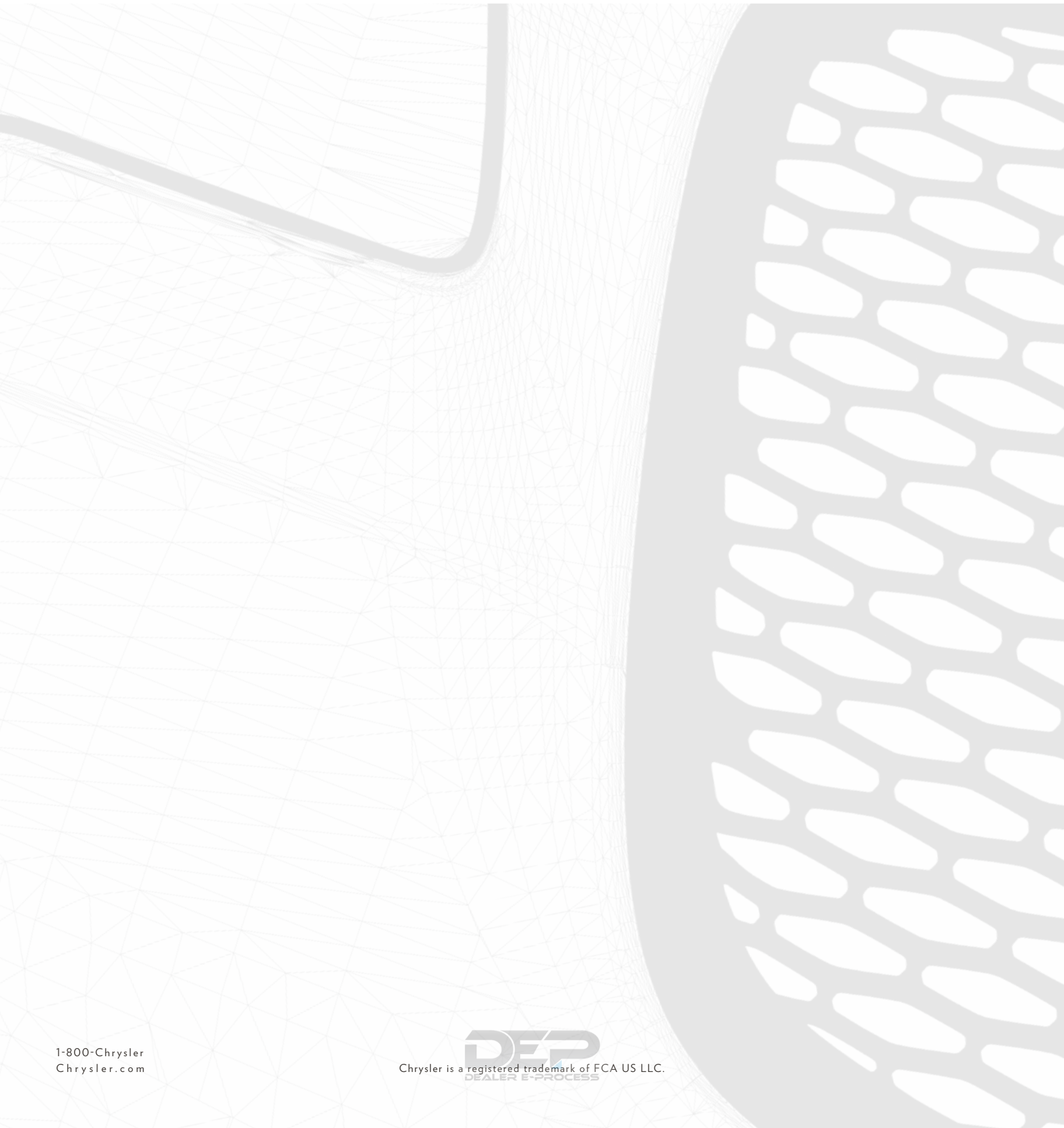
300C PLATINUM



PREMIUM INDIGO/LINEN NAPPA LEATHER WITH AXIS II PERFORATED INSERT (REQUIRES PREMIUM LEATHER INTERIOR TRIM)



PREMIUM BLACK NAPPA LEATHER WITH AXIS II PERFORATED INSERT



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