

THE ECHO RINGS THE TRUTH: WE ARE
HOME AND YOU ARE ALWAYS WELCOME.



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Not available with 22-inch wheels shown.

300C JOHN VARVATOS LIMITED EDITION

THE RUNWAY ROCK STAR

BACKSTAGE PASS. You'll see it throughout this fashion designer's exclusive automotive collaboration: studded and stitched accents and accessories, textured metals and a palette that's pure rock-and-roll. You'll see it in the dash clock, inherited from a Varvatos wristwatch, and in the zipper design of the custom 20-inch wheels. It's the downtown black leather jacket that's right at home uptown. The 300C John Varvatos Limited Edition is infused with the kind of bare-knuckled design that sets the Varvatos label apart: from seats embossed with the icons of his logo to the hue of the wheels and badges of the 300 itself, it's a manifestation of his own blend. One part Detroit. A confident dose of New York. It's a car that stands ready to roll out a soundtrack that's one of a kind.

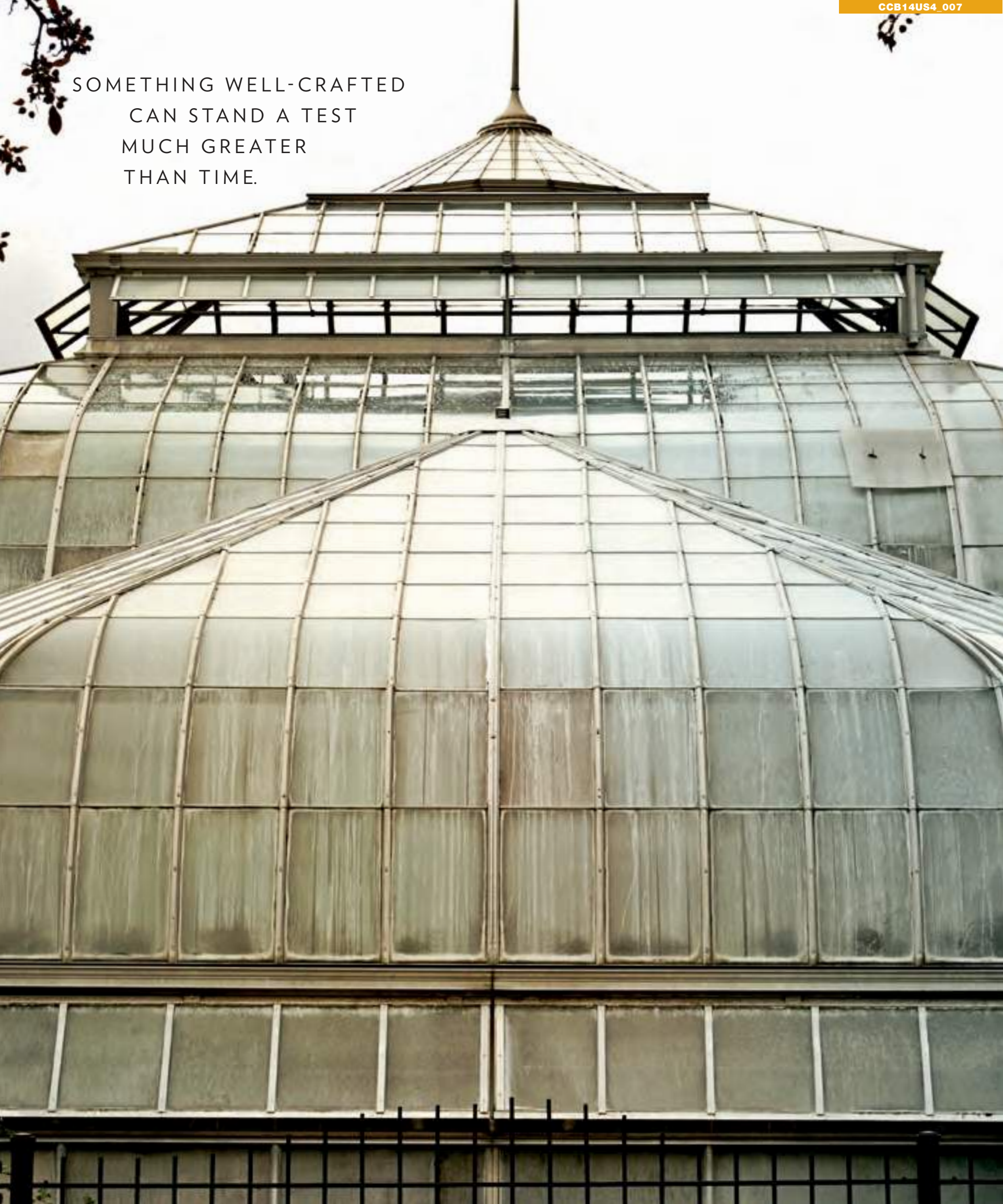
FASHION STATEMENT. The custom Varvatos Limited Edition boasts a Phantom Black exterior with a unique fascia, pronounced chin spoiler, larger intakes and 20-inch Titanium-finished wheels. The interior unveils Black leather-wrapped doors, instrument panel, console lid and side panels, as well as a Black steering wheel with 360° accent ring. The Varvatos seats are custom-trimmed in Black Pewter Metallic leather with diesel-gray stitching to complement the Black and Charcoal hydrographic wood console and Titanium finishes throughout the cabin.

SOME STATEMENTS ARE MADE; OTHERS ARE BUILT. The 300C John Varvatos Luxury Edition takes the 300C and adds a custom fashion-minded package. Influenced by the Varvatos Limited features, this model incorporates Poltrona Frau Foligno leather on the door uppers, instrument panel, cluster brow and center console side panels. Premium perforated Nappa leather-trimmed interior is available in Black or Black/Dark Mocha with Satin Chrome finishes and Varvatos badging embossed on the front seats. Platinum Chrome adorns the 300C and Varvatos signature badges, as well as the mesh grille and surround, door handles, mirrors and front/rear fascia accents — all bringing distinctive luster to this edition's exterior. 20-inch aluminum wheels with polished face and Tech Silver pockets top off this style machine with couture personality. The steering wheel-mounted paddle shifters, Sport mode touring suspension and optional 5.7L HEMI® V8 engine with Fuel Saver Technology anchor the power and performance.



(300C John Varvatos Luxury Edition Platinum mesh grille, available)

SOMETHING WELL-CRAFTED
CAN STAND A TEST
MUCH GREATER
THAN TIME.



SOME OF THE GREATEST SOUNDTRACKS
COME THROUGH LOUD AND CLEAR
IN PERFECT SILENCE.



john varvatos

315 Bowery

Vintage
CLOTHING
RECORDS
AUDIO



3



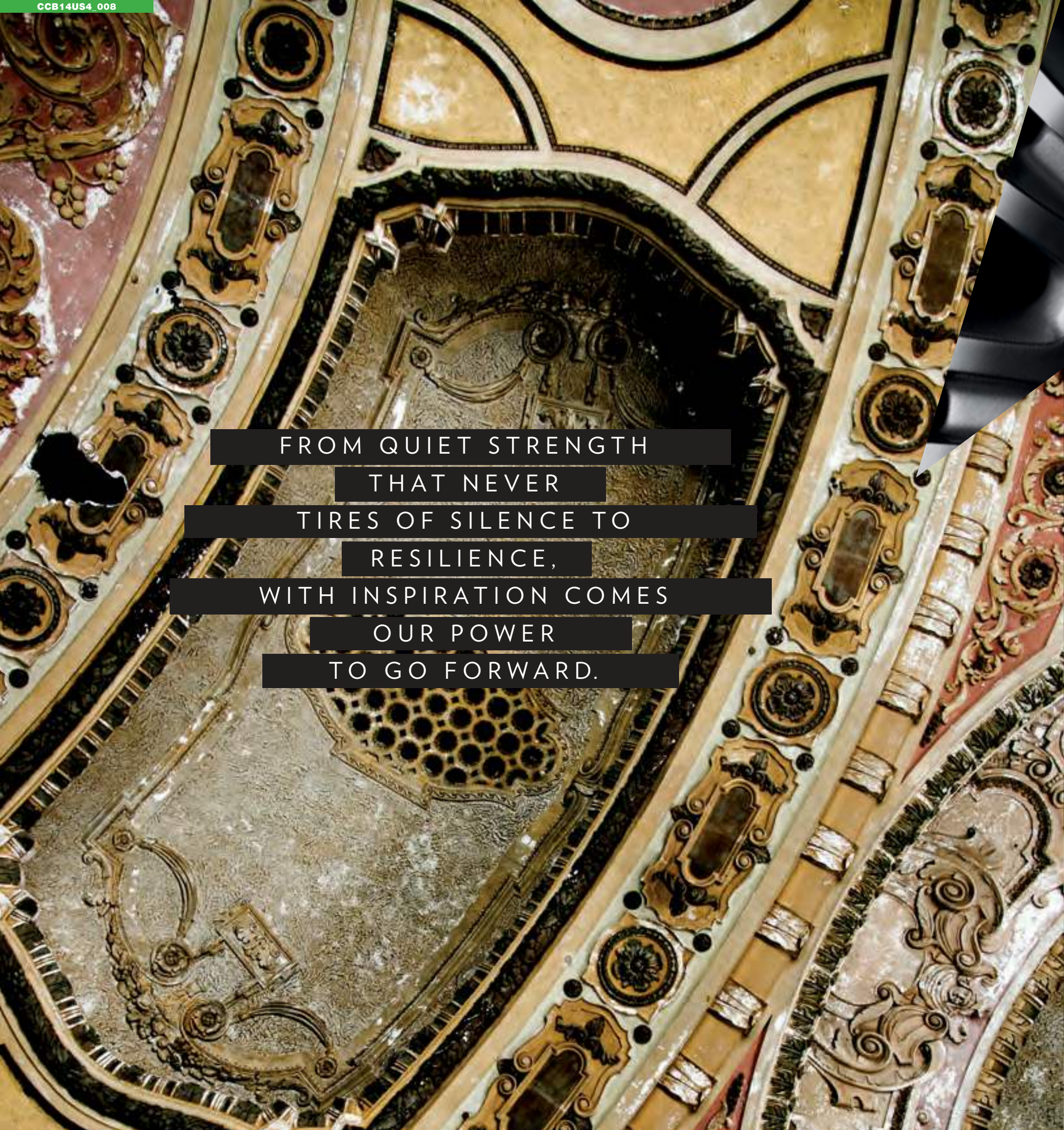
300

THE CANVAS OF DISTINCTION

CHARACTER BUILDING. There's a reason why the Chrysler 300 is one of the most accessorized vehicles in the industry. It's not because the classic and recognizable shape, size and content lack character. It's because they have just the right amount to make 300 the solid signature piece that its drivers can stake their claim in. Like that key design element in your home that says something about you in a grand way, but you're able to subtly, or not so subtly, enhance its looks and usability to suit your taste. To make it yours. This is what the 300 Collection is about. Our designers have taken style and performance notes from our greatest enthusiasts and put them to the gorgeous Chrysler 300 canvas to help portray and build the character within you.

WORLD-CLASS ARCHITECTURE AND DESIGN. Every 300 model's exterior boasts a prominent square-shouldered fascia, raked-back windshield, low roof with angular body and integrated rear spoiler to enhance the aerodynamics. The laminated acoustic windshield and front-door glass, body-silencing foam, fiber-acoustic wheel liners and two full-length acoustic underbody closeouts work to silence road noise, making each 300 a private haven of quiet comfort. The interiors provide exceptional comfort and style with standard leather seating surfaces, a leather-wrapped steering wheel, heated front seats and premium hydrographic wood trim for a classic interior finish.

THE BASE. The 300 lineup starter's iconic style is equipped with advanced technology and powerful mechanics, beginning with a standard 3.6L Pentastar® V6 engine with 8-speed transmission. A four-wheel independent suspension and antilock brakes with all-speed traction control execute precision to 17-inch Tech Silver aluminum wheels. The power heated body-colored exterior mirrors, bi-function halogen projector headlamps and dual chrome exhaust tips complement its form. The 8.4-inch touch-screen radio with Voice Command, auto-dimming rearview mirror, Nappa leather-trimmed seats, heated front seats, 12-way power driver's seat and leather-wrapped steering wheel and shift knob introduce a new level of base trim.

The background image on the left is a detailed, high-angle view of an ornate, vaulted ceiling. It features intricate carvings, painted decorations in gold, red, and green, and a central recessed area with a grid of small circular patterns. The overall style is classical and grand.

FROM QUIET STRENGTH
THAT NEVER
TIRES OF SILENCE TO
RESILIENCE,
WITH INSPIRATION COMES
OUR POWER
TO GO FORWARD.



300C

THE STATE OF ELEGANCE

BRILLIANCE IN THE FORM OF LEATHER. The detailed attention builds with ultrasoft leather offerings on the seating surfaces made of 100 percent Nappa perforated leather, standard heated rear seats and ventilated front seats. The combination of real wood interior accents and Satin Chrome finishes, class-exclusive¹ auto dual illuminated heated and cooled* front cup holders, LED lighting throughout the cabin, a real wood and leather-wrapped heated steering wheel, as well as bright chrome exterior accents begin to define 300C as the most luxurious vehicle in its class.¹

300C IS THE MOST TECHNOLOGICALLY ADVANCED VEHICLE IN ITS CLASS!

The luxury-line marker includes everything on 300, plus Garmin® Navigation, SiriusXM Traffic,² SiriusXM Travel Link,³ a rear power sunshade, a memory feature that stores settings for two, including driver's seat position, power adjustable pedals, exterior mirrors, tilt/telescoping steering column and radio settings for transition ease and premium comfort. Six premium speakers with 276-watt amplifier, universal garage door opener, ParkView® Rear Backup Camera⁴ and a security alarm continue the high-end appointments. The available Blind Spot Monitoring⁵ and Rear Cross Path Detection,⁴ ParkSense® Front and Rear Park Assist,⁴ Adaptive Cruise Control⁶ and Forward Collision Warning⁷ take advanced technology in this model to the next level. Available in RWD and AWD, 300C also offers the 5.7L HEMI® V8 with Fuel Saver Technology.

ALWAYS COMFORTABLE. ALWAYS CONVENIENT. These features, considered truly luxurious and reserved for the highest trim level, are standard on 300C. They include a standard humidity sensor with Automatic Temperature Control (ATC) that enables an auto-defog capability, essentially eliminating the need for setting defog functions. The standard Remote Start system operates from as far as 300 feet, allowing the vehicle to start via fob activation and, when programmed, activates the climate control and the standard heated/ventilated front seats and heated steering wheel. Additional conveniences include remote proximity entry and Keyless Enter 'N Go,TM as well as the interior switch for the capless fuel-filler door.

*A note about this brochure: All disclaimers and disclosures can be found in the back of this brochure.



THE LARGEST AVAILABLE PANORAMIC SUNROOF IN ITS CLASS.¹ An optional panoramic dual-pane sunroof system covers more than 70 percent of the 300's roof area. It includes power tilt and index-sliding and express-open features. An interior shade matches the headliner in both color and material. The system is activated via switches in the overhead console.

REAR POWER SUNSHADE. Innovative luxury conveniences flourish with options like the power rear backlight sunshade. This feature effectively diffuses light for rear-seat occupants, especially for those in child seats, and incorporates an anti-pinch technology that stops actuation when an object is detected in its path.

BURNING BRIGHTLY,
THE ROAD OF DESTINY

AWAITS.



WITH A SINGLE LOOK,
YOU'LL KNOW WHAT WE STAND FOR.





300S

THE SHOWSTOPPER

STAND OUT. For as cool as it is, the 300S sizzles. Nothing describes first impressions better than the simple but never subtle “hot” when it rolls up, even in the new Dark Ceramic Gray* exterior. The urban-legend style gets decked from the inside with sleek Nappa leather-trimmed seats. And with the only trim level that outputs 300 horsepower with its V6, you’ll consider whether the unique embroidered “S” seat logo and badging stand for “style,” “sport” or “sexy.” Only you can decide, and it will usually depend on the night. According to its drivers, it’s all of that.

300S. The trim level’s standard dual-exhaust system brings 300 horsepower to its Pentastar® V6 engine with 8-speed transmission, or choose the HEMI® V8 engine with 5-speed power for a muscle-bound 363 horsepower. Distinctive features outside and in include the exclusive¹ Beats Audio™ 10-speaker sound system, ParkView® Rear Back-Up Camera⁴ and universal garage door opener. A stand-alone exterior treatment adds a monochromatic edge with Black headlamp and fog lamp bezels, chrome surround grille with Black chrome horizontal bars, liquid chrome Chrysler wing badge with Black center and 20-inch aluminum wheels with polished face and Black pockets. The 300S is outfitted in uniquely branded performance leather-trimmed sport bucket seats and lacquered Piano Black and Matte Fiber hydro accents. The heated seats and interior trim add detailing specifics to 12-way power driver and passenger seats. Steering wheel-mounted paddle shifters are available in rear-wheel- and all-wheel-drive V6 and V8 models with All-Season Performance tires.

*Late availability.

IT IS A HORSE THAT RUNS
WITH UNBRIDLED AMBITION
AND WIDE-OPEN CONFIDENCE.



HERE'S TO THOSE WHO
KNOW WHERE THEY'RE GOING
BUT HAVEN'T FORGOTTEN
WHERE THEY'RE FROM.





THE MOST ADVANCED AVAILABLE ALL-WHEEL-DRIVE SYSTEM IN ITS CLASS.¹ This intelligent all-wheel-drive system automatically engages when wheel slip is detected to regain traction with changing road conditions or when the driver turns off the Electronic Stability Control (ESC)[®] system, the steering-wheel paddle shifters are in use or the optional 5.7L HEMI[®] V8 5-speed transmission's AutoStick is engaged.

300S shown in Dark Ceramic Gray* with optional Black roof.

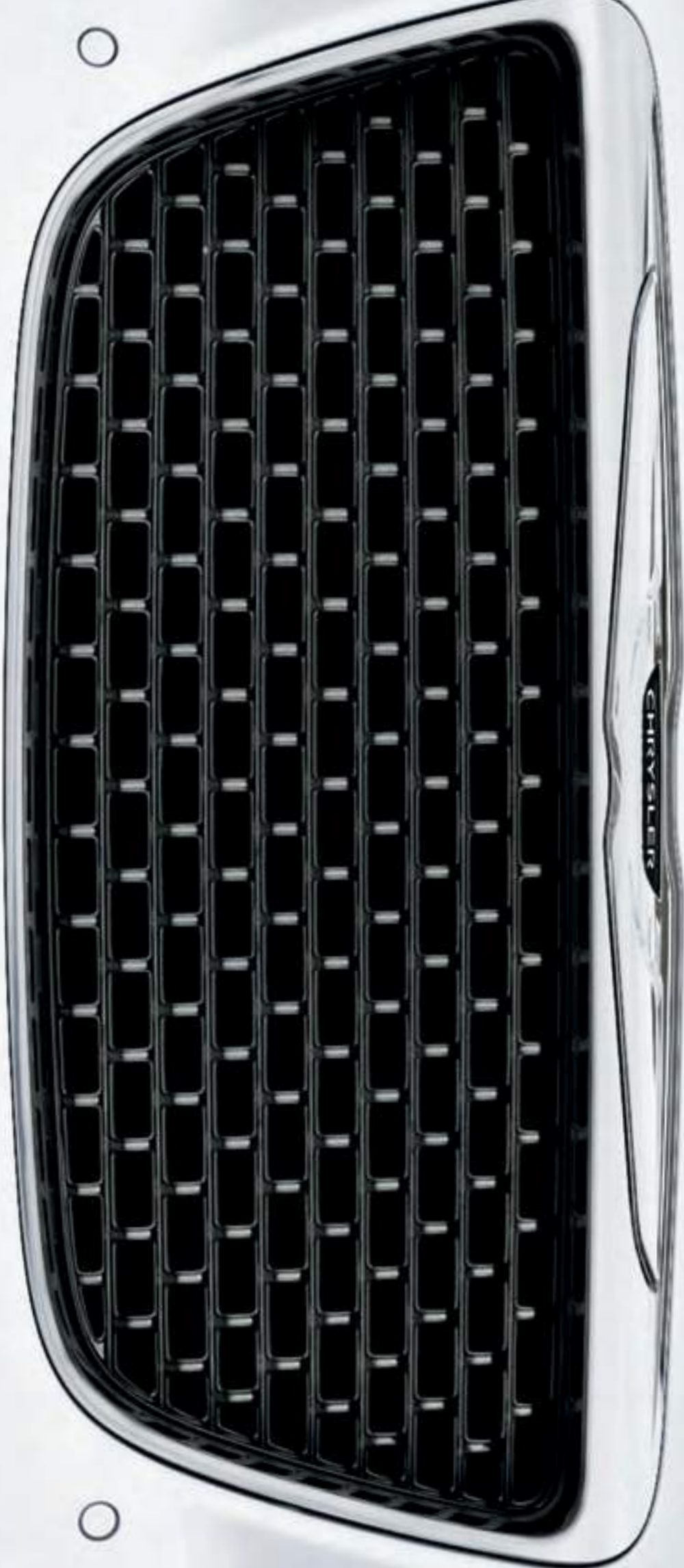
*Late availability.



IF THERE'S A
SINGLE TRUTH TO
CONFIDENCE,
IT SPRINGS
FROM
THE INSIDE OUT.

300S shown in Radar Red Nappa leather-trimmed sport bucket seats with the exclusive¹ BeatsTM by Dr. Dre premium audio system.





300 SRT® CORE/300 SRT PREMIUM

THE HIGH PERFORMER

STRAIGHT FROM THE BOOK ON STREET AND RACING TECHNOLOGY.

This luxury and performance ringleader is track-ready with a 6.4-liter SRT® HEMI® V8 engine with Fuel Saver Technology. It delivers an impressive 470 horsepower and 470 lb-ft of torque while the available Adaptive Damping Suspension (ADS) yields a responsive, bolstered ride and handling. Manually operated Auto, Sport and Track modes rapidly change the performance characteristics from normal input from the road and driver to aggressively tuned shifting and response. Exclusive SRT Performance Pages, displayed on the Uconnect® 8.4-inch touch screen, provide data like horsepower, torque and 0-60 and 1/4-mile times, along with expanded engine information.

A SHIFT IN PRECISION. The interior personality adds available real Carbon Fiber and Piano Black bezels with bolstered performance seats trimmed in Black cloth on 300 SRT Core and available in Black, Radar Red Nappa leather or Premium Sepia leather on 300 SRT Premium. Available premium-leather trim fills in the luxe lines on Premium with supple and sturdy Nappa and Poltrona Frau Foligno leathers on the doors, armrests, center console, side panels, cluster brow and instrument panel. The SRT available leather heated steering wheel includes mounted paddle shifters for transmission commands, and the available 18-speaker, 900-watt Harman Kardon® Audio Group makes 300 SRT the front-runner of this performance pack.

MADE TO FLAUNT. The exterior distinction rears its tough side with Black headlamp bezels and Gloss Black grille with Bright surround. Pavement power takes its turn with 20-inch five-spoke cast aluminum wheels with Black pockets on Core and seven-spoke forged aluminum wheels on Premium. An available Black Vapor Chrome Package steams up 300 SRT Premium's character with unique 20-inch Black Vapor Chrome wheels and a Gloss Black grille with Black Chrome surround. Taking a chapter on burning rubber, air dams are incorporated into the lowered front fascia along with sport-performing side-sill cladding and a rear fascia that sits a half-inch lower with decklid spoiler. Visit driveSRT.com



IT BREAKS
NEW GROUND FOR THOSE
WITH A PASSION FOR COVERING IT.



ROADS TO TAKE,
NEVER FOR GRANTED.

(1) Based on Chrysler Group LLC Upper Large Car segmentation. (2) SiriusXM services require subscriptions, sold separately after the 12-month trial included with the new vehicle purchase. **If you decide to continue your service at the end of your trial subscription, the plan you choose will automatically renew and bill at then-current rates until you call SiriusXM at 1-866-635-2349 to cancel.** See SiriusXM Customer Agreement for complete terms at siriusxm.com. All fees and programming subject to change. Our satellite service is available only to those at least 18 and older in the 48 contiguous USA and D.C. Our Sirius satellite service is also available in P.R. (with coverage limitations). Our Internet radio service is available throughout our satellite service area and in AK and HI. © 2013 Sirius XM Radio Inc. Sirius, XM and all related marks and logos are trademarks of Sirius XM Radio Inc. (3) The SiriusXM Travel Link data displays and individual product availability vary by vehicle hardware. Not all vehicles or devices are capable of receiving all Travel Link services offered by SiriusXM; Weather Forecast, Current Conditions may not be available in all locations; and features of individual systems will vary. Images in this publication are for representative purposes only and are not real products. For actual features and images of real products, consult the vehicle manufacturer. SiriusXM is not responsible for any errors or inaccuracies in the SiriusXM Travel Link services or their use. Our satellite service is available only to those at least 18 and older in the 48 contiguous USA and D.C. Our Sirius satellite service is also available in P.R. (with coverage limitations). Our Internet radio service is available throughout our satellite service area and in AK and HI. (4) Always look before proceeding. An electronic drive aid is not a substitute for conscientious driving. Always be aware of your surroundings. (5) Always check visually for vehicles prior to changing lanes. (6) 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. (7) 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. (8) 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. (9) Mopar Web feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. Subscription is required.

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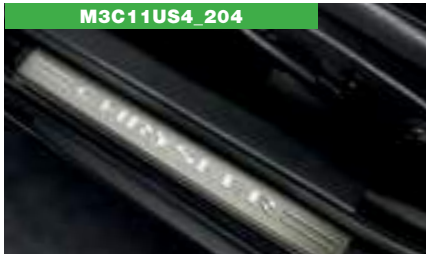


AUTHENTIC CHRYSLER ACCESSORIES

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GOTHAM BLACK GRILLE. With its front-and-center standing, the grille is the key expressive feature on any 300 and the first to get noticed. Nothing makes a style statement as boldly or brightly as this Chrysler winged grille. **20-INCH GLOSS BLACK WHEELS.** These custom wheels are machined to match your 300's exact specifications, and are designed to deliver a smooth and balanced ride. They also undergo thorough testing to prove their durability and long-lasting shine. **MOPAR® CENTER CAPS.** Add the finishing touch to your distinctive wheels with chromed center caps featuring the Mopar logo.



DOOR SILL GUARDS.
Protect your 300's front and rear door sills from scratches while adding a nice touch of style. Front brushed stainless steel guards are embossed with the Chrysler name.



HEMI® ENGINE COVER.
A not-so-subtle approach to displaying your HEMI® engine. Available in Black Carbon Fiber-style design or in bold street HEMI Orange.



PISTOL GRIP SHIFT HANDLE.
This commemorative shift handle exudes pure performance and combines authentic Mopar style with modern looks. Features unique Gloss Black grips and Mopar logo.



MOPAR® WEB.⁴
Get high-speed Internet in your vehicle. Mopar Web's in-vehicle router receives broadband Internet, allowing passengers to surf the Web, social-network, look up directions, check email, play online games or download music. Works with any WiFi enabled device. No cell cards or software required. Subscription required; sold separately.