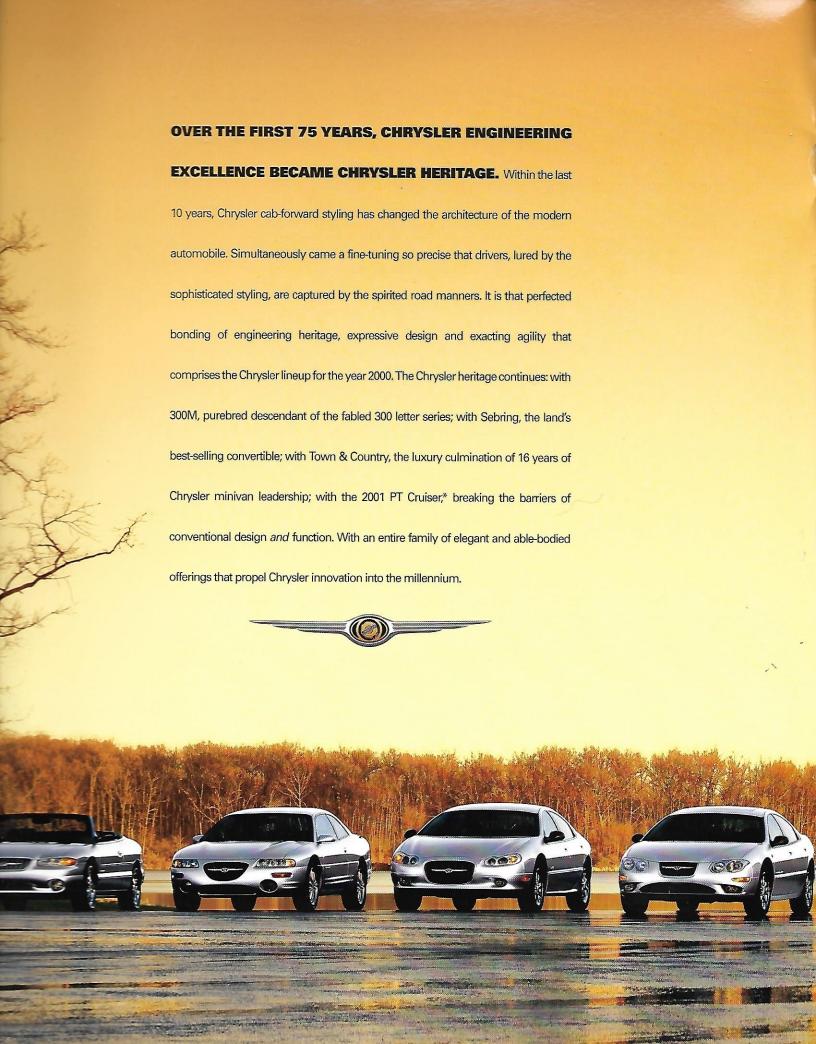
# 2000 CHRYSLER 300M









OM was listed among
R and DRIVER'S
Mest," along with BMW,
rsche, Lexus and
rvette, among others.

AFTER 45 YEARS, THE TECHNOLOGY HAS CHANGED BUT THE SOUL LIVES ON. Presenting the 2000 Chrysler 300M. It's one of the most sophisticated sedans Chrysler has ever crafted. It's the first machine in decades sufficiently adrenaline arousing to be graced with the proudest (and most potent) of all our model designations. Engineered to be a great car, it turned out to be considerably more. And what a pedigree this 300M shares. Its predecessors didn't simply win races, they swept fields, finishing one-two-three. Great thundering domination. This is the stuff of legend. It is a legend that the ultra-contemporary 2000 Chrysler 300M does more than its share to enhance. This newest 300 was born in a time of Chrysler engineering excellence, of acclaimed design leadership, a time that bears an uncanny resemblance to the era from which the original 300s leaped. History repeats itself—with fresh, original, going-against-the-grain, revolutionary Chrysler thinking. In that earlier time, an era of timidity in automotive design, Chrysler boldly combined the blunt instrument of large-displacement, 300-horsepower engines with capable suspensions to forge an irresistible brute force that rolled over the competition on road or track. Elegant cars that carried big sticks Times change. So the 300M is a whole different story. Here is a surprisingly quick and astonishingly agile driver's car, an executive express for those who may now exercise their option of daring to be different.





Discreet 300
badging was
limited to nose,
deck, flanks and
wheels, as covers
on this 1960
300F illustrate.



Bob Rodger,
November of '62,
pictured with the
most powerful
Chrysler 300
standard engine
ever: The 300J,
413 cubic-inch
wedge engine, with
dual quads mounted
on modified long
branch Ram intake
manifolds, producing
390 horsepower.

"The fundamental component of the 300 idea is to engineer a Chrysler that is a sports car in every important major respect, but remains American in size and comfort."

—Bob Rodger, Chief Engineer, Chrysler Division, 1952-1960

# IT WAS A GOLDEN TIME FOR CHRYSLER ENGINEERING.

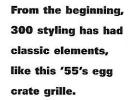
In 1955, Chrysler unwrapped a svelte new shape powered by an already well-proven Firepower Hemi® that had been hopped up to 300 horsepower, the most powerful production car of its day in America. A model was named. The new 300's luxury content made for a unique package.

Leather. Power everything and, a year later, a pushbutton-actuated automatic transmission. In two brief years on NASCAR's fledgling tracks, 300s enforced a thorough domination of the sport, winning 23 out of 45 races in '55 and **5 races in a row in '56**. In 1956, with a performance engine option, the 354-cubic inch Hemi generated 340 horsepower, and won Daytona's Flying Mile top speed event. Even before the 300, the Hemi engine was a proven performer, racing successfully at places like **Le Mans, the Carrera PanAmericana**. By 1960, the 300s



had become grand touring automobiles, seen at every high-society resort, spa

and smart café, Palm Springs to Palm Beach. With their performance and style, the "Beautiful Brutes" captured hearts and won admiration by **conquering time and distance**. There was a mind-set at Chrysler then that catapulted 300s into the very vanguard of automotive development:



A first-year 300 circles Chrysler's Chelsea Proving Grounds at 100 mph.



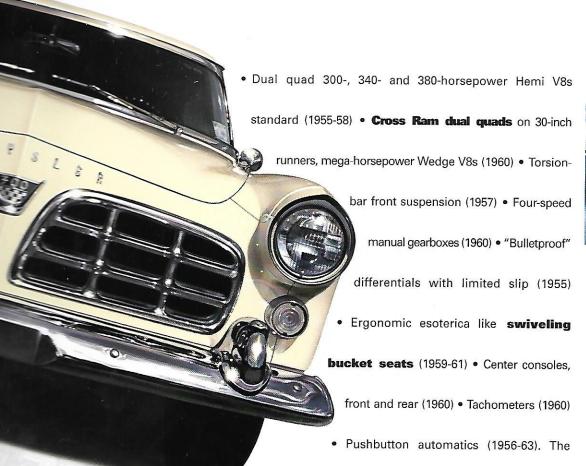












300's bold rear styling was a view seen most often by drivers of performance cars manufactured elsewhere.

All-aluminum V6
is as breakthrough
in this era as the
Hemi was in its—
having the most
horsepower
in its class.

Chrysler reigned over the early '60s as supremely as the first 300s ruled NASCAR. Now Chrysler embraces a future that is written on the wind as clearly as the sun arcs across the sky. In this decade we've looked to newer,

"horsepower race" began here, as did muscle cars.

fuel-efficient, more responsive multivalve aluminum engines.

It was such new technology that made possible the reignition of an old flame, with this newest edition of the Chrysler letter

series, the 2000 300M.

"In the opinion of some race car fanatics, that Firepower engine redeemed the whole
American automotive industry." —Bob Rodger



First 300 model in 1955 won 23 of 45 NASCAR races.













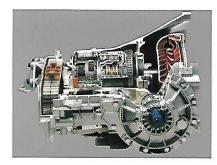




The 300M's V6 produces 253 horsepower' at 6,400 rpm, and 255 pound-feet of torque' at 3,950 rpm.

## THIS 2000 CHRYSLER 300M HAS EARNED ITS LETTER.

Just as the original 300 gained a model designation from its revolutionary hemispherical combustion chamber V8-with 300 horsepower, the most powerful engine of any American production car-this newest iteration of the legendary letter series provides its own breakthrough moving force. Here, finally, a world-class V6 from a domestic manufacturer that is cutting-edge contemporary. Not only that, but this V6 zips up seamlessly to AutoStick®, a unique electronically controlled four-speed automatic transaxle with overdrive that provides its driver with the option of clutchlessly controlling gear changes with the flick of a wrist. Now, granting that it's from the same engineering staff that also created smallblock 360s, V10s, and flexible, revvy Slant Sixes, it shouldn't be any surprise that this new 300 model is powered by a 3.5-liter, all-aluminum V6 that also generates a robust and best-in-class\* 253 horsepower<sup>†</sup> at 6,400 rpm. This High-Output, SOHC 24-valve SMPI power plant also puts out 255 poundfeet of torque<sup>†</sup> at a useful midrange of 3,950 rpm. The 300M's V6 is designed to go 100,000 miles between tune-upst; and it's a quiet-running engine that now meets California's Low Emission Vehicle (LEV) Standard. Simply stated, here is proof conclusive that a hi-tech and high-horsepower V6 can drive a contemporary sport sedan to new limits.



AutoStick® transaxle enables the 300M driver to cruise effortlessly, or to clutchlessly control all gear changes.

<sup>\*</sup>Based on Ward's Automotive Report, fourth quarter 1998, in the Lower Luxury category.

When using midgrade fuel. This engine will operate safely and satisfactorily on regular unleaded fuel.



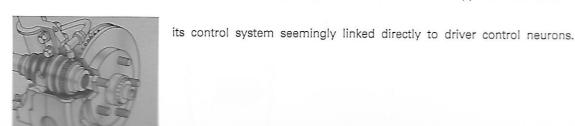


Beautifully stitched leather graces the steering wheel.

# THAT IT'S GOOD-LOOKING SHOWS, YOU KNOW THAT

IT GOES. But the benchmark of the uncommon sport sedan as we turn the millennium is how well it turns—how deftly it steers, stops, and responds to driver control input. The 300M's handling is a revelation. Here is a nimble, lightweight-for-its-size sedan, with sophisticated underpinnings arrayed around a fully independent MacPherson strut suspension. Available in two states of handling tune: standard equipment for spirited touring or an optional Performance Handling Group to generate maximum cornering power. Both packages are expressly engineered to plant the broadest possible tread patch on the road. The 300M is brought to a stop by large four-wheel discs with air scoops and vented rotors on the front to inhibit fade. The available Performance Handling Group also includes higher friction brake pads and stiffer calipers for even more aggressive stopping power. These setups combine antilock braking at all speeds and traction control at speeds up to 35 mph; and the 300M will pull sure, stable, interstate-legal-to-a-standstill stops. Its steering provides a remarkable on-center feel, with an uncannily deft response to changes of direction, marked by a crisp turn-in and nicely linear progression. Even the standard suspension reflects expensive performance sedan thinking in bushing compliance and deflection. The 300M goes where it's pointed; its road manners are superbly assured, its ride is supportive and firm -

Each large front disc brake has an air scoop and vented rotor to help reduce fade.





Antilock Brake
System (ABS)
enables drivers
to steer under
heavy braking in
inclement weath
conditions.



AutoStick® provide the option of clutchlessly selecting all gear changes—or cruising effortless via a supersmart four-speed automatic with overdrive.















Shift lever for
AutoStick® transaxle
shifter is trimmed
in beautifully handcrafted leather,
and provides a rich
contrast with the
300M's nicely
simulated burl
woodwork.

## ORGANIC SHAPES AND SOFT-TOUCH SURFACES

this update on the luxuriously functional interiors that have always been the benchmark of letter-series 300s. For 2000, the 300M brings it all into the new millennium. Leather trim is standard. So, too, are heated, eight-way powered driver and front-passenger buckets. The 60/40 folding rear bench is equipped with two-way head restraints and a center armrest with two cup holders. Chrysler's standard memory system has two personalized settings for driver's power seat, power heated exterior mirrors, and even radio station presets, all activated by a seat switch or key fob. Expansive

leg room up front, with a useful cargo net in the large trunk behind a



convenient 60/40 split-folding rear seatback provide the parameters for a remarkably adaptable interior that expresses excellent ergonomics.



Complete instrumentation has **graphically clean analog faces**. An analog clock centered in the dash

carries out the theme. Control knobs and

rocker switches are unified in appearance, using circular and oval shapes with raised, knurled edges and a "soft-touch" feel for added luxury.



Available Infinity I Spatial Imaging™ sound system has 360-watt amplifie with 11 speakers in nine locations for full, rich reproduction. For 2000, this system includes an in-das four-CD Changer.

300M's instrument cluster and clock are reminiscent of handcrafted, Swiss-made watches, featuring the distinguished look of a fine timepiece with black hands and a creamy-white face









# STRUCTURAL INTEGRITY



WE TOSSED OUT ALL THE GRAPH PAPER when we began

redesigning this very special second-generation cab-forward Chrysler sedan.

This time, the basic 300M body shell was completely engineered

from concept to the manufacturing stages on our computers via

our paperless CATIA® software programs. (The system enables

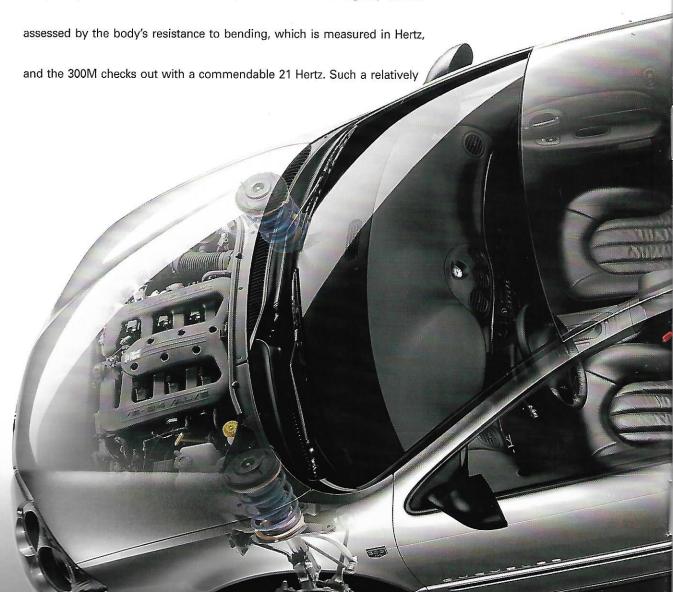
us to do things like test the fuel/air mixture through 1,500 different trial intake

manifolds before a single induction tube is bent in earnest.) Chrysler's

customary, rigorous and exhaustive hundreds of thousands of miles of

on-the-proving-grounds, hands-on testing proved the computers to be

completely correct. The results are impressive. Structural rigidity can be



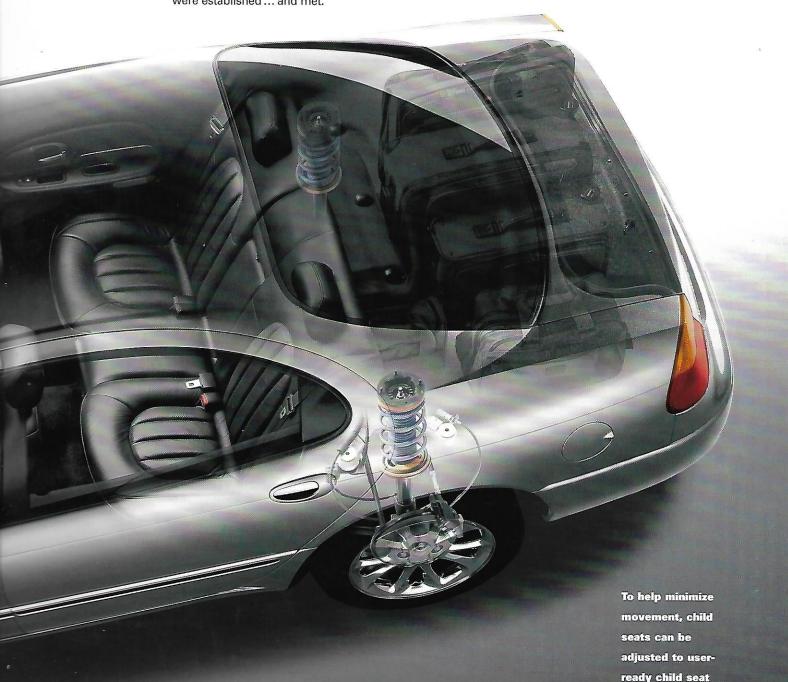


Though lean and aerodynamically clean, the 300M seats three in the rear comfortably.

inflexible platform enables 300M's two fully independent suspensions to position its rubber squarely on the pavement for maximum traction—moreover, it provides additional driving benefits, a better ride, and reduced noise, vibration and harshness. These attributes have been reserved heretofore by imported touring sedans costing thousands of dollars more. To achieve the engineering goals for 300M—outstanding structural rigidity and reduced noise, vibration and harshness—more than 100 performance objectives were established ... and met.



300M's excellent coefficient of drag was measured at .313 in testing by Chrysler Aerodynamics Engineering in the Lockheed wind tunnel.



# CHRYSLER 300M FEATURES



Standard overhead lighting with console displays complete trip computer readout.

# THE 300M'S PRINCIPLE FEATURE IS INTUITIVE

**RESPONSE** to stimuli—the cut and thrust of traffic, the reverse-camber, diminishing radius arc of a high-speed sweeper, the sheer exhilaration of controls finely attuned to you and the vehicle. But, as a luxurious sport sedan, the 300M has many **surprising standard features:** 



- AutoStick® transaxle Automatic quad-halogen headlamps
- Fog lamps Solar-control glass Next Generation driver and
   front-passenger air bags\* Child-protection rear door locks
- Sentry Key™ Vehicle Security System
   Brake-Park interlock



- · Air conditioning with automatic temperature control
- Dual power heated exterior mirrors Automatic dimming day/night rearview mirror • Electronic speed control • Electric

rear window defroster • Power trunk release • Eight-way power heated driver and front-passenger seats • Power door locks with speed-sensitive feature • Overhead console with trip computer and HomeLink® Universal Transceiver (A) • Floor console with two cup holders, coin holder, cassette

and CD storage, and rear-seat A/C and heat outlets (B) • AM stereo<sup>†</sup>/FM

stereo radio with cassette and CD players, and Infinity Spatial Imaging™ Sound System with 240-watt amplifier

oodiid Oyotoiii With 240 Watt ampillior

and nine speakers in seven locations •



Radio antenna integral to rear window • Cargo net (D). • Rear-seat cup holder









Standard wheel
is 17-inch aluminum,
painted silver with
a protective top
clear coat (F). Also
available in chrome
version (G). 16-inch
Medallion aluminum
wheel of Performance
Handling Group (H).
Also available in
chrome version (I).



Available upgrade

to standard sound system is the Infinity

III Spatial Imaging™

360-watt amplifier

d 11 speakers

n nine locations,

unit (C) with

# MOPAR ACCESSORIES



Trunk-mounted
six-disc CD changer
is activated by a
handheld controller
and features
an easy-change
magazine. Dealer
installed.

# GAUGE A 300M'S FULLNESS OF STANDARD

**EQUIPMENT** by the shortness of its option list. And what you expect of a first-rate sport sedan price tag is a proper and complete array of items that indulge, inform and entertain you in all driving circumstances. Some options are available from Mopar. Each product is designed for exceptional quality and fit, and is intended to integrate perfectly with the all-new Chrysler 300M. To express your personal taste and style, there's no better way than with Mopar Accessories. How about taking your fun with you by adding a Removable Roof Rack fitted with either a Mopar Bike or Ski and Snowboard Carrier. What about a Vehicle Cover for maximum overall protection? Or maybe a Molded Cargo Tray to help keep order in 300M's cavernous trunk? And don't forget Mopar's Premium Appearance Products to keep it all looking shiny and new. For a complete listing of available Mopar Accessories, see your Chrysler dealer for a brochure.



Molded Cargo
Tray protects
carpeting
in your trunk.
Skid resistant
floor coating
helps reduce
cargo movement.

Properly secure all cargo.



### LER 3 0 0 M

# All Chrysler 300M models include:

ir Bags - Next Generation environmentally friendly driver and front-

Air Conditioning — Automatic temperature control

tenna — Integral to rear window

lassist Handles — Overhead for front and rear outboard passengers

Sattery Saver Feature

Frake-Park Interlock — Cannot shift out of Park until brake pedal is depressed

brakes - Four-wheel disc with antilock

Cargo Net - Trunk

Includes personalized settings for driver's power seat adjustments, power exterior mirrors and radio station presets

imate Control Outlets — Rear, located in the rear of standard center console

lock — Analog, integral to instrument panel

Doat Hooks — Rear (2)

ansole — Overhead, includes twin map lamps, compass, display for outside temperature, trip computer and HomeLink® Universal Transceiver

- Floor, includes cup holders, coin holder, cassette and CD storage and rearseat heat and A/C outlets

Sup Holders — Front (2) and rear (2)

Defroster — Electric rear window

Door Locks — Child-protection rear

Power, includes auto speed-sensitive feature

mamic Side-Impact Intrusion Protection — Patented design includes steel side-guard door beams and structural body reinforcements

Floor Mats — Front and rear, carpeted with driver's floor mat tie-down

llass — Solar-control

FormaLink Universal Transceiver — Programmable, three-function remote controls for garage door opener and interior/exterior home lighting and security devices

astrument Cluster — Speedometer, tachometer, odometer, trip odometer, gauges for fuel level and coolant temperature; warning lamps for low oil pressure, charging system, low fuel and low washer fluid

Quad-halogen headlamps with automatic on/off feature

- Fog lamps, integral to front fascia

 Dual front map lamps, rear reading lamps above each door, glove box and trunk lamns

## Map Pockets

Front doors

Driver and front-passenger seatback

Exterior

- Dual power heated with memory feature

Automatic dimming day/night rearview

Dual illuminated covered visor vanity

Power Accessory Outlet - 12-volt, located in instrument panel

Remote Keyless Entry System — Controls for power door locks, illuminated entry system, trunk lid release, panic alarm, Vehicle Security System and Chrysler Memory System; includes two transmitters

Seat Belt Cluster Telltale (LED) — Remains on until driver buckles up

Seat Belts — Height-adjustable driver and front-passenger

### Seats

Fabric

Royale leather-trim

Front

- Heated buckets with eight-way power driver and front-passenger seats, driver's manual lumbar support and four-way adjustable head restraints

- 60/40 split-folding bench with two-way adjustable head restraints and center armrest and integrated cup holder

Sentry Key™ Engine Immobilizer — Theft deterrent system with encoded key; includes two Sentry Keys

Shift Knob — Leather-wrapped

Sound System — AM/FM stereo radio with cassette and CD player, Infinity Spatial Imaging sound system with 240-watt amplifier and nine speakers in seven locations

Speed Control — Electronic with steering wheel-mounted controls

Steering Column — Tilt

Steering Wheel — Leather-wrapped

## Suspension

Front

Independent with gas-charged MacPherson struts and stabilizer bar

Independent multilink with Chapman struts and stabilizer bar

Tires — P225/55R17 all-season touring

- Spare, compact

Traction Control - Low-Speed

Trunk Lid Release — Remote, power

User-Ready Child Seat Top Tether Anchors (3) — Located on rear window filler panel at each backseat position to minimize after-market child seat

Vehicle Security System — Monitors doors, ignition and trunk key cylinders

Wheels — 17" Razorstar aluminum

Windows - Power with driver's one-touch-down feature

Wiper System — Windshield, two-speed with speed-sensitive intermittent mode

\*Certified to the Federal Regulations that allow less forceful air bags. Always use seat belts. Remember a backseat is the safest place for children



# FEATURES, OPTIONS AND PACKAGE GROUPS

Engine	Transaxle	300M
3.5L High-Output SOHC 24V SMPI V6	4-speed automatic with AutoStick®	26M
Brakes — Performance four-wheel disc with ant	lock (included with Performance Handling Group)	P
Cold Weather Group — Includes engine block heater and battery heater		0
Performance Handling Group — Includes perfor 16-inch aluminum wheels and performance for the second	mance-tuned suspension, performance-tuned steering, P225/60VR16 Michelin BSW performance tires our-wheel disc brakes with antilock	0
Smoker's Group — Rear ashtrays and front lighter		0
<b>Sound System</b> — AM/FM stereo radio with cass and 11 speakers in 9 locations	ette, 4-disc in-dash CD changer, Infinity II Spatial Imaging™ Sound System with 360-watt amplifier	0
Steering — Performance-tuned (included with Performance Handling Group)		P
Sunroof — Power, with express-open feature		0
Suspension — Performance-tuned, front independent with gas-charged MacPherson struts and stabilizer bar; rear independent multilink with Chapman struts and stabilizer bar (included with Performance Handling Group)		P
Tires — P225/60VR16 Michelin BSW performance (	ncluded with Performance Handling Group)	Р
— Spare, full-size with matching wheel		0
Wheels		
— 17" Chrome aluminum		0
— 16" Aluminum (included with Performance	Handling Group)	P
— 16" Chrome aluminum (requires Performance Handling Group)		0

## **SPECIFICATIONS**

Engine Configuration	3.5-liter High-Output SOHC 24-valve SMPI V6			
Displacement	215 CID			
Compression Ratio	10.1:1			
Bore and Stroke	3.78" x 3.19"			
Fuel System	Sequential Multiport Electronic Fuel Injection			
Horsepower (SAE net @ rpm)	253 @ 6,400*			
Torque (lb-ft @ rpm)	255 @ 3,950*			
*When using midgrade fuel. This engine will operate safely and satisfactorily on regular unleaded fuel.				
WEIGHT AND CAPACITIES				
Base Curb Weight (lb)				
Fuel Tank (gal)				
Turning Diameter — Curb-to-curb	(ft)			

Maximum Towing Capacity (lb) ......2,000

# INTERIOR DIMENSIONS(1)

Head Room	— Front 38.3
	— Rear 37.7
Leg Room	— Front 42.2
	— Rear 39.1
Shoulder	— Front 58.8
Room	— Rear 58.7
Hip Room	— Front 57.4
	— Rear 59.1
Seating Capa	acity 5
Passenger	
Interior Volum	me (cu ft) 105.1
Cargo Volum	e (cu ft)16.8

## EXTERIOR DIMENSIONS

EXITEMON DIMENSIONS	
Wheelbase113	.0
Overall Length197	8
Overall Width	4
Overall Height56	0
Track — Front61	
— Rear 61	.6
Coefficient of Drag (Cd)	13

(1) Dimensions shown in inches unless otherwise specified.



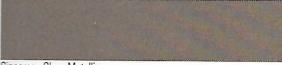
# **Exterior Colors/Interior Colors**



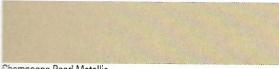
Dark Garnet Red Pearl Coat Interior: Camel, Agate, Light Pearl Beige



Inferno Red Tinted Pearl Coat Interior: Camel, Agate, Light Pearl Beige



Cinnamon Glaze Metallic Interior: Camel, Agate, Light Pearl Beige



Champagne Pearl Metallic Interior: Camel, Agate, Light Pearl Beige



Shale Green Metallic Interior: Camel, Agate, Light Pearl Beige



Deep Slate Pearl Coat Interior: Camel, Agate, Light Pearl Beige



Bright Silver Metallic Interior: Agate

Stone White Interior: Camel, Agate, Light Pearl Beige

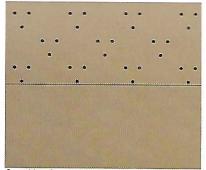


Light Cypress Green Pearl Coat Interior: Agate, Light Pearl Beige



Steel Blue Pearl Coat

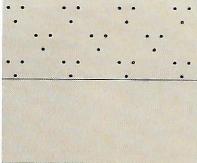
# **Leather Colors**



Camel Leather trim



Agate Leather trim



Light Pearl Beige Leather trim

there to ensure that our customers remain pleased with every new-vehicle purchase. To prove this commitment, all Chrysler vehicles are covered by the 3/36 Customer One Care Plan;\* which includes a 3-year/36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty¹ and Roadside Assistance¹ for 3 years or 36,000 miles. Roadside Assistance provides 24-hour, 7-day-a-week Emergency Road Service, contacted by a nationwide toll-free number. A 5-year or 100,000-mile Outer-Panel Rust-Through Limited Warranty covers the cost of all parts and labor needed to repair exterior sheet metal panels if perforated by corrosion. The 3/36 Customer One Care Plan stays with the vehicle, transferring automatically to subsequent owners at no cost during the warranty period.

\*See your dealer for additional details and a copy of this limited warranty.

\*Roadside Assistance services are provided by Cross Country Motor Club, Inc. (In California, Cross Country Motor Club of California, Inc.)

## LEASING

Leasing is a popular way to finance a new vehicle, and the Gold Key Lease offered by Chrysler Financial Company L.L.C. has the flexibility to fit your vehicle choice and your lifestyle. Lease payments are typically lower and for a shorter term than conventional financing. At lease end, you can: 1) turn the vehicle in and lease a new one; 2) buy the vehicle and keep it; 3) buy the vehicle and sell it for a possible profit. If the idea of driving the vehicle you want and paying less for it sounds great, ask your dealer about Gold Key Lease. Gold Key Plus is a great alternative to leasing for customers who want low payments and pride of vehicle ownership - Gold Key Plus offers both. Decide how long the vehicle will be driven and the trade-in value is guaranteed (less excess mileage and wear and tear). Ask your dealer for complete details. Commercial Finance Options (CFO) offers several finance and lease options to small and midsize businesses, municipalities and small fleet operators. A full range of automotive financing is available through Chrysler Financial, providing flexible payment plans and finance products for qualified buyers. Many of these plans can be customized to fit your particular budget and make your new vehicle even more affordable. The College Graduate Program is especially attractive to those just beginning their careers. Ask your salesperson for details about any of the above plans.

Chrysler Financial Company L.L.C. programs are offered subject to availability and state and local laws.

# **DAIMLERCHRYSLER SERVICE CONTRACTS**

Additional protection for owners is available through optional DaimlerChrysler Service Contracts. These service plans are available in a variety of time and mileage combinations to meet your driving needs. Ask your dealer for more information or call 1-800-442-2666.

All product illustrations, specifications and competitive comparisons are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. DaimlerChrysler Corporation reserves the right to make changes at any time, without notice or obligation, in prices, specifications, equipment, colors and materials, and to change or discontinue models. Some of the equipment shown or described throughout this catalog is available at extra cost. See your dealer for the latest information.

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Always use seat belts. Remember a backseat is the safest place for children.

FOR MORE INFORMATION ON PRODUCTS OR LEASING: 1-800-CHRYSLER
www.chrysler.com www.chryslerfinancial.com











¹Covers the complete vehicle against defects in materials and workmanship. Excludes wiper blades, clutch disc and brake linings, brake rotors and drums, normal maintenance items (these items are covered against defects for 12 months or 12,000 miles, whichever comes first) and tires (covered by their own manufacturer's warranty).

# CHRYSLER



ENGINEERED TO BE GREAT CARS