IT HAS SOMETHING THAT RUNS DEEPER THAN AN UNMISTAKABLE PRESENCE. MORE THAN A NAMEPLATE OR A NUMBER. IT HAS A LEGACY. TO KEEP IT, THE 2011 CHRYSLER 300 ARRIVES AS THE MOST TECHNOLOGICALLY ADVANCED VEHICLE IN ITS CLASS.(1) IT COMBINES THE PRIDE OF A HARD WORKER WITH THE CLASS OF A GENTLEMAN. IT’S THE REWARD PASSED ON FROM THE MOST AWARDED NEW CAR EVER.(2) THIS IS THE ALL-NEW CHRYSLER 300. THE NEXT IN A LINE OF KINGS.

*(A note about this brochure. All disclaimers and disclosures can be found on the inside back cover.*
DESIGN THAT IS PERFECTLY INTENSE. LED backlight illumination and needles deliver exceptional crispness and clarity. The spectacular cluster lights feature a sapphire-blue glow, creating a visually pleasing cockpit effect. This illumination is repeated in the inner rings of the speedometer and tach, while larger numerals set in a performance font stand out in the foreground providing focus and distinction.

THE ALL-NEW 300 INTERIOR. It projects refinement without losing touch with the craftsmanship that delivered it. The raw materials are of a quality that define surfaces rather than hiding behind them.

EVERY DETAIL IS DESIGNED WITH PURPOSE. EVERY SURFACE EXCITES. Satin Chrome and Chrome millwork celebrate the HVAC controls, center stack, clock, instrument cluster, steering wheel, shifter gate, and storage bin, as well as the trim and handles. An all-new analog clock echoes the sculpture of the 300 grille, carrying 300’s visual harmony from the outside in.

QUALITY IS NONNEGOTIABLE.
CLASS-EXCLUSIVE AVAILABLE DUAL HEATED AND COOLED CUP HOLDERS AND BEST-IN-CLASS REAR SEAT VOLUME. THIS IS A DRIVER’S CAR TO BE DRIVEN IN.

The all-new 300 interior offers ultra-soft nappa leather surfaces that meet real wood and satin Chrome finishes, illuminated cup holders, and LED lighting throughout the cabin. It is the only vehicle in its class (1) to now offer available heated and cooled cup holders. Heated front and rear seats are offered, as well as seat ventilation for extra coolness. To enhance seat comfort, an automatic defog function is offered, providing a wide and clear view. The available new leather seating represents a dramatic upgrade on 300. All leather seat surfaces are 100% nappa leather and only nappa leather. The attention continues to the premium cloth coverings, which feature thick flat weave velour and distinct inserts.

300C IS THE MOST LUXURIOUS VEHICLE IN ITS CLASS. (1)
THE STRONGEST STATEMENTS ARE MADE WITHOUT SAYING A WORD.
IT HAS THE LARGEST PANORAMIC SUNROOF AVAILABLE IN ITS CLASS. It includes power tilt, slide, lock, and sensor-type features. An interior shade matches the headliner in both color and material. The system is activated via switches in the overhead console.

REAR POWER SUN SHADE. Innovative luxury conveniences flourish with options like the new power backlight sunshade for the rear window. This new 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.

ALL-OVER AMBIENCE. Sapphire blue ambient LED illumination is applied in the door pull cups and center bin, and is also available in footwells, door map pockets, and overhead console. It can be dimmed or brightened as you like.

SEEN THROUGH THE MOST FAVORABLE OF LIGHT.
A CONCIERGE OF MODERN MEDIA WITH THE LARGEST INTERACTIVE TOUCH SCREEN IN ITS CLASS. (1)

THE ALL-NEW UCONNECT TOUCH is an INTUITEVE HUB FOR ALL your MEDIA — CELL PHONE, SATELLITE RADIO NAVIGATION SYSTEM AND ENTERTAINMENT. you CAN ACCES all MEDIA, HEATED SEATS, POWER CONVENIENCE FEATURES AND RADIO CONTROLS THROUGH THE DISPLAY.

THE SOLE PURPOSE OF THIS USER-FRIENDLY SYSTEM IS TO MAKE YOUR LIFE EASIER, WHEREVER YOUR TRAVELS TAKE YOU.

PHONES. Taking your telephone in and out of your bag each time you enter or exit your vehicle? uconnect® Phone is the in-vehicle voice-activated communication system that allows you to put up to seven Bluetooth® compatible phones and their text virtually hands-free. This system is also clever enough to synchronize with your phone's address book — up to 1,000 entries — every time you get in your vehicle.

VOICE COMMAND. It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. uconnect® Phone can make, receive, and redial calls by voice, and then control the on-screen display accordingly.

WEB. Put the power of high-speed Internet in your vehicle with Uconnect Web. (6) Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, helping you with on-demand Internet access anytime, anywhere.

ENTERTAINMENT. Manage all of your media. You have five easy ways to access audio, including SIRIUS Satellite Radio (five first-year of service is included), iPod® Control with Voice Command, auxiliary port, SD slot, and Bluetooth streaming audio mode, and can be accessed through DVDs, compatible multimedia devices, and gaming consoles.

NAVIGATION. Provides turn-by-turn voice guidance and visual display. It can also locate local restaurants, shopping, banking, points of interest through an exclusive Garmin® GPS system. The new radio features Garmin’s intuitive user interface, bringing the Garmin handheld experience to a factory-in-dash radio.

SIRIUS TRAVEL LINK. (5) Brings a wealth of useful information to your fingertips, including national weather information for current and forecasted weather, traffic conditions, and gas station prices, sports scores for in-game and final scores, as well as movie theater schedules and local listings.

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Roll up to peak sound performance. Alpine® Electronics has created two custom audio systems for the all-new 300 interior, including six premium speakers and an available nine-speaker, 7.1 channel surround sound system with speed-dependent volume, 8" dual voice coil subwoofer, and 506 watts of amplified power. Both systems include high-performance components engineered to match 300's acoustics and driving dynamics. This soundstage provides a smooth tonal balance with evenly distributed sound definition, detailed specifically for 300.

**ALPINE 7.1 CHANNEL SURROUND SOUND SYSTEM**
Available with the Sound Group on 300 Limited and 300C.

- 12-channel surround sound amplifier with 506 watts of power
- Two 3.5" rear door surround speakers
- Three 3.5" instrument panel speakers
- Two 6" x 9" rear shelf surround speakers
- Two 6" x 9" front door speakers
- 8" dual voice coil infinite baffle subwoofer in rear shelf area

**EXPERIENCE YOUR OWN SOUND STUDIO.**

Premium speakers are developed to meet both 300 and Alpine’s exacting standards.
With best-in-class (1) horsepower, the all-new 3.6-liter DOHC VVT pentastar® V6 engine has been named one of Ward’s 10 Best Engines for 2011. It draws on advanced automotive engine technology for outstanding power, an exceptional blend of high torque, fuel efficiency, low emissions, and first-rate noise, vibration, and harshness (NVH) control. The numbers speak volumes — 292 horsepower, 260 lb-ft of torque, and an EPA est. 18 city/27 highway mpg. Flex Fuel* capability lets you fill up with gasoline or E85 fuel. 300’s HEMi® V8 engine gives drivers a combination of V8 horsepower and fuel economy (EPA est. 16 city/25 highway mpg) thanks to Fuel saver Technology that allows the engine to seamlessly switch from eight cylinders to four during cruising — creating the perfect formula of power, value, and responsibility. This powerhouse delivers a stunning 363 horsepower and 394 lb-ft of torque for a powerful driving experience.

*Only available in select states, check availability.
Its refinements have created a dynamically sound masterpiece. The 300’s raked-back windshield, forward-leaning fascia, and integrated rear spoiler are the visual perks of its new windswept aerodynamics. 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. From its low carriage to the tight laser-brazed fit-and-finish of its roof; from its lane-clearing grille to its tailored taillamps, 300 embodies design where every detail has purpose. Even the jeweled C-shaped LEDs in the headlamps project a proprietary approach. There is no mistaking the Chrysler 300.

For more information on the all-new Chrysler 300 and to build your own model or locate a dealer, please visit chrysler.com/300.
SHOW WHERE YOU ARE GOING WITHOUT FORGETTING WHERE YOU ARE FROM.
THE MOST ADVANCED AVAILABLE ALL-WHEEL DRIVE SYSTEM IN ITS CLASS.

NEVER SETTLE FOR CENTER. WE KNOW ALL-WHEEL DRIVE.

Our engineers went to work to create the most advanced available all-wheel-drive system in its class. The system is automatically engaged when wheel slip is detected. It will also automatically activate when Autostick is engaged, when the Electronic Stability Control (ESC) system is turned off, the windshield wipers are activated, or below 37°F. The on-demand active transfer case automatically provides a seamless transition between rear-wheel and all-wheel drive.

It consistently delivers outstanding performance and handling while maintaining fuel efficiency. 300 is also packed with standard control offerings like ABS, ESC, Traction Control, brake assist, Ready Alert Braking, Hill start assist, and Rain brake support, which apply slight pressure and dry the brake discs when wipers are activated.
A RIDE THAT'S VERY CLEAR IN ITS INTENT.

MultiLink Suspension. Newly engineered premium hydraulic bushings combined with revised shock absorbers, spring rates, and redesigned front and rear multi-link suspension geometries all contribute to the superior handling and ride comfort of 300. Most notably, it delivers improved body and wheel control, optimized road-surface contact during cornering, and engaging handling prowess. Multiple bushings and the rear stabilizer bar help reduce harshness over bumps and prolong a smooth ride, and a new electrohydraulic power steering system helps provide improved fuel efficiency and increased steering capability.

AGGRESSIVE OR POLITE AT THE RIGHT TIME.
ELECTRONIC STABILITY CONTROL (ESC). This is an advanced system that helps prevent you from losing control of your vehicle. It monitors your driving behavior through sensors that detect yaw rate, lateral acceleration, and the distance each wheel is spinning. If it detects the possibility of a slide, it quickly applies the brakes and turns the engine’s power to the wheels that still have traction. It maintains the vehicle’s stability as you steer through turns.

FOUR WHEEL ANTILOCK BRAKE SYSTEM (ABS). This standard four-wheel anti-lock brake system helps you maintain vehicle control in emergency braking situations and prevents brake “wobble,” allowing you to steer your vehicle in a straight line after you apply the brakes. It helps prevent the risk of a loss of control.

TIRE PRESSURE MONITORING. Standard tire pressure sensors are in the tire valves allow for automatic detection and notification when tire pressure is low.

FIRED STARTER. This feature automatically applies the brakes momentarily to help prevent rollback on hills and inclines.

HILL START ASSIST. This feature automatically applies the brakes momentarily to help prevent rollback on hills and inclines.

IKEYLESS ENTRY. This new technology automatically unlocks doors when you pull the handle instead of having to fumble for a key fob. Once inside, a simple press of the Start/Stop button and brake pedal brings the vehicle to life.

INTELLIGENT BATTERY SENSOR (IBS). This standard system continually measures the flow of current into and out of the vehicle’s battery. It enables “intelligent load shedding,” which systematically shuts off the vehicle’s electrical systems if the battery is running low to help prevent depletion. When active, an icon appears in the cluster display.

REACTIVE HEAD RESTRAINTS. This latest technology helps provide first-rate peace of mind. It enables the head restraint to automatically move forward and upward in the event of a rear-end collision to decrease the space between the head restraint and the occupant’s head, helping to provide protection.

AIR BAGS. Advanced multistage front air bags, supplemental front and thorax side air bags, driver-knee air bag, and supplemental side-curtain air bags for front and rear outboard occupants are standard.

KEYLESS START-STOP. This new technology automatically starts your vehicle when you pull the handle instead of having to fumble for a key fob. Once inside, a simple press of the Start/Stop button and brake pedal brings the vehicle to life.

IMPROVED CRUSH ZONES. Designed to divert and dissipate impact energy away from the passenger compartment, these improved structures help minimize injuries in the event of an accident.

TIRES. The standard 18-inch aluminum wheels come with premium all-season tires for improved performance and handling.

ELECTRIC POWER STEERING. This advanced system uses a hydraulic motor instead of a mechanical pump to help reduce fuel consumption and provide a more responsive steering feel.

REACTIVE HEAD RESTRAINTS (RHR). The latest technology helps provide first-rate peace of mind. It enables the head restraint to automatically move forward and upward in the event of a rear-end collision to decrease the space between the head restraint and the occupant’s head, helping to provide protection.

AIR BAGS (8). Advanced multistage front air bags, supplemental front and thorax side air bags, driver-knee air bag, and supplemental side-curtain air bags for front and rear outboard occupants are standard.

TIRE PRESSURE MONITORING (TPM). Standard pressure sensors in the tire valves allow for automatic detection and notification when tire pressure is low.

IMPROVED CRUSH ZONES. Designed to divert and dissipate impact energy away from the passenger compartment, these improved structures help minimize injuries in the event of an accident.

HILL START ASSIST (HSA). This feature automatically applies the brakes momentarily to help prevent rollback on hills and inclines.

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ADAPTIVE CRUISE CONTROL (ACC)® AND FORWARD COLLISION WARNING (FCW). This available system uses a radar sensor mounted at the front of the 300 to detect objects in its path. If the lane ahead is clear, the cruise control speed you set will maintain. When slower traffic is detected, ACC automatically adjusts your speed to a safe distance between you and the vehicle in front of you. FCW provides an audible warning if the driver is approaching a vehicle too fast, to help determine what action must be taken to prevent the vehicle from a potential collision.

ADAPTIVE FORWARD LIGHTING (AFL). This available system automatically adjusts headlamp direction for improved nighttime driving visibility. It computes your 300’s speed and steering wheel angle to determine headlamp projection from straight ahead to 7° inward or 18° outward. For better visibility on sloping paths, the AFL system incorporates an automatic leveling feature, which aligns the headlamp to your 300’s vehicle-to-road pitch. HiD xenon headlamps appear as a bright-white beam, providing approximately three times the light output, resulting in clearer forward vision.
To pay attention and attract it.

PARKVIEW® REAR BACK-UP CAMERA. When reversing at low speeds, parkView provides a wide-angle view on the Uconnect Touch navigation screen of the area immediately behind the vehicle. It also displays grid lines when maneuvering into parking spaces or narrow areas. Available.

BLIND SPOT MONITORING (BSM). This technology uses radar sensors to aid the driver when changing lanes or if being passed by unseen vehicles. The system notifies the driver of a vehicle in their blind spot via illuminated icons on the sideview mirror and selectable audible warning. Available.

REAR CROSS-PATH DETECTION (RCP). The BSM system also includes RCp which monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots. Available.

PARKSENSE® FRONT-AND-REAR PARK ASSIST. When in Reverse or driving forward, sensors detect the presence of objects up to approximately 3.9 feet to the front of the vehicle and 6.5 feet to the rear and provide both an audible and visual warning in the UConnect. Available.
# STANDARD ON ALL 300 MODELS

- **S** = Included. **P** = Available within package noted. **O** = Optional.

## BADGING
- Leather-wrapped steering wheel
- Driver auto-dimming rearview mirror
- Driver and passenger sun visors with vanity mirror and illuminated reading lamps

## SUSPENSION
- Power tilt/telescoping steering column
- 60/40 split-folding rear bench with armrest and cup holders
- Front and rear window defrosters
- Front and rear parking sensors

## BRAKES
- Bright LED brake lights
- Rain-sensitive windshield wipers
- Adaptive Bi-Xenon HID headlamps with automatic headlamp leveling system

## EXHAUST SYSTEM
- Stainless steel dual exhaust with Chrome exhaust tips

## ULTIMATE SOUND SYSTEM (includes all-speed traction control)
- Automatic Dual Zone Temperature Control with humidity sensor
- 5-speed AutoStick
- 9 premium speakers with subwoofer and 506-watt amplifier

## Steering Column
- Manual tilt/telescoping
- Power tilt/telescoping with memory (packaged in Luxury Group)

## Door SILL sCuFF PADs
- Body-color, power heated manual folding mirrors and radio for two drivers (packaged in Luxury Group)

## Interior Features
- Front illuminated heated and cooled (requires 180-amp alternator; packaged with Sound Group)
- Power adjustable with memory (packaged in Luxury Group)
- Rear fog lamps (packaged in Safety Tec Group)
- Fog lamps
- Rear window defroster
- Leather-wrapped 3-spoke steering wheel

## Exterior Features
- LED driver and passenger lower footwell lamps (packaged in Luxury Group)
- Nappa perforated luxury leather seating surface (packaged with Luxury Group)
- Power tilt/telescoping with memory (packaged in Luxury Group)
- Manual tilt/telescoping

## Air bags
- 8 (driver, passenger, knee, and side-impact air bags)

## Tires
- P215/65R17 BSW All-Season Touring

## Generation
- 300C

## AWD
- 300C AWD

## TRIM LEVELS
- BADGING
- SUSPENSION
- BRAKES
- EXHAUST SYSTEM
- ULTIMATE SOUND SYSTEM
- STEERING COLUMN
- Door SILL sCuFF PADs
- Interior Features
- Exterior Features
- Air bags
- Tires
- Generation
**EXTERIOR COLORS**

- Brilliant Black Crystal Pearl
- Bright White
- Blackberry Pearl
- Lustrous Silver Metallic

**INTERIOR SEAT TRIM COLORS**

- Black Boulevard
- Black Nappa Leather Trim
- Black Perf Perforated Nappa Leather Trim
- Light Frost Beige
- Light Frost Beige Perf Perforated Nappa Leather Trim

**INTERIOR FABRIC**

- Light Frost Beige Boulevard
- Light Frost Beige Nappa
- Light Frost Beige Perf Perforated Nappa

**WHEEL CHOICES**

- 20-inch polished face tech silver painted pockets: Available on 300C and Limited
- 17-inch tech silver painted aluminum: Standard on 300
- 18-inch chrome-clad: Standard on 300C and Limited
- 19-inch polished face tech silver painted pockets: Standard on 300C AWD

**300C**

- Exterior Colors: Brilliant Black Crystal Pearl
- Interior Colors: Black Perf Perforated Nappa Leather Trim

**300C Limited**

- Exterior Colors: Brilliant Black Crystal Pearl
- Interior Colors: Black Perf Perforated Nappa Leather Trim

**300c**

- Exterior Colors: Brilliant Black Crystal Pearl
- Interior Colors: Black Perf Perforated Nappa Leather Trim

* 300 Limited with Luxury Group. ** With 20-inch wheels and tires.
Perfectly Cut and Perfectly Suited for Tailoring

Enhance your new 300 with sophisticated style, premium protection, and engaging entertainment knowing that every accessory meets Mopar’s stringent guidelines for fit and finish. Choose from a vast array of parts designed with purpose, specifically for your 300 such as sport and cargo systems, audio upgrades, and custom interior options. With Mopar, you can rest assured that every product is backed by the same dedication to quality and performance that has defined Mopar for over 75 years. For more information on these and other genuine Chrysler accessories, visit mopar.com or call (800) 442-2666, or visit chrysler.com/csc.

Warranties
Chrysler products are covered by the Chrysler Group LLC 3-Year/36,000-Mile Basic Limited Warranty (includes 5-year/100,000-Mile Limited Powertrain Warranty), 4-Year/48,000-Mile Anti-Rust Throughcoat Limited Warranty, and 7-Year/75,000-Mile Limited Structural Warranty, all of which is transferable and includes towing to an authorized dealer. Ask your dealer for a complete copy of your warranty information. For more information, visit Chrysler.com or call (800) 442-2666.

Chrysler service contracts
Chrysler Service Contracts offer extended service plans to help ensure a trouble-free ownership experience with your new Chrysler vehicle. Chrysler Group LLC has a vested interest in your satisfaction. For more information about the many available Chrysler service contracts, visit mopar.com or call (800) 442-2666, or visit chrysler.com/csc.

SIRIUS® Satellite Radio
Your radio has music, movies, and the Internet. Factory-installed SIRIUS Satellite Radio includes a one-year subscription. For more information, go to sirius.com.

 sirius® satellite radio
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For more information, visit mopar.com or call (800) 442-2666, or visit chrysler.com/csc.

comprehensive vehicle coverage, see your Chrysler dealer, the road — for just pennies a day. For more information on Group Service Contracts offer extended service plans to help ensure a trouble-free ownership experience with your new Chrysler vehicle. Chrysler Group LLC has a vested interest in your satisfaction. For more information about the many available Chrysler service contracts, visit mopar.com or call (800) 442-2666, or visit chrysler.com/csc.

SIRIUS® Satellite Radio
Your radio has music, movies, and the Internet. Factory-installed SIRIUS Satellite Radio includes a one-year subscription. For more information, go to sirius.com.

sirius® satellite radio

Bluetooth phone system:
Phone can be connected — trouble-free streaming music, voice, and directions. Phone can be connected — trouble-free streaming music, voice, and directions. For more information, go to sirius.com.  Service available in Canada; see www.siriuscanada.ca.  (6) Uconnect Web feature is not intended for use by the driver while the vehicle is in motion.

Always drive carefully, consistent with conditions. Always wear your seat belt. (8) The advanced front air bags in this vehicle are certified to the new federal regulations for advanced air bags. All occupants should always wear their lap and shoulder belts properly. (9) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint.

The 3-Year or 36,000-Mile Basic Limited Warranty (excludes normal maintenance and wear items) includes a 5-Year or 100,000-Mile anti-rust throughcoat limited warranty, and a 7-Year or 75,000-Mile limited structural warranty. All are transferable and include towing to an authorized dealer. But the best warranty is the one you don’t need.”

AUTHENTIC CHRYSLER ACCESSORIES BY MOPAR

For information on any of the accessories shown on vehicle: 20-inch Cast Aluminum Wheel. For the full line of authentic Chrysler accessories by Mopar, visit mopar.com.