

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


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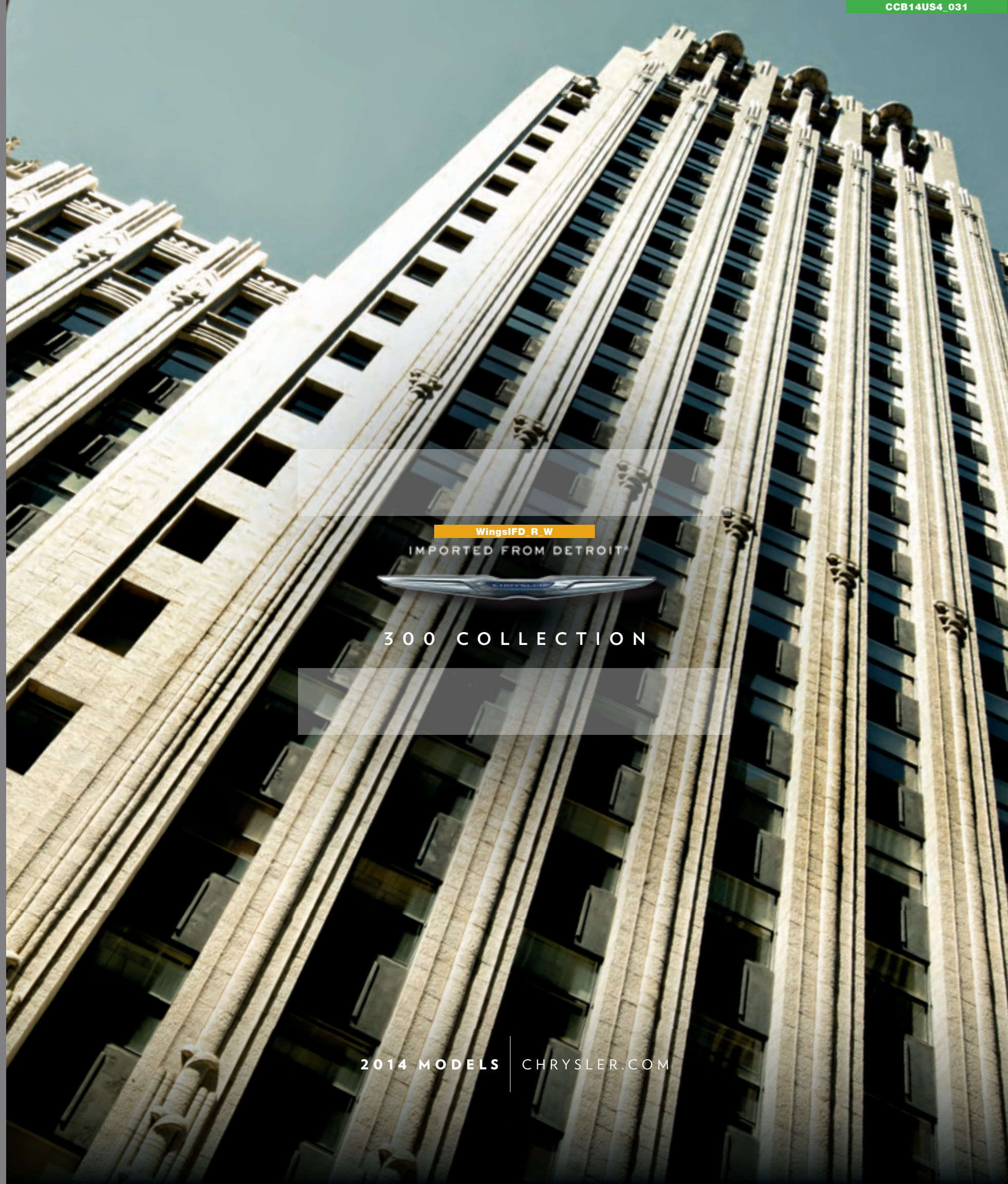
300 COLLECTION

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300 COLLECTION

2014 MODELS | CHRYSLER.COM









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.



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john varvatos

315 Bowery



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Not available with 22-inch wheels shown.



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## 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 left half of the image shows a highly detailed, ornate ceiling of a grand hall. The ceiling is painted in shades of gold, cream, and red, with intricate scrollwork, floral motifs, and a central arched section. The perspective is looking up, emphasizing the height and grandeur of the architecture.

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-exclusive<sup>1</sup> 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.<sup>1</sup>

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

The luxury-line marker includes everything on 300, plus Garmin® Navigation, SiriusXM Traffic,<sup>2</sup> SiriusXM Travel Link,<sup>3</sup> 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 Camera<sup>4</sup> and a security alarm continue the high-end appointments. The available Blind Spot Monitoring<sup>5</sup> and Rear Cross Path Detection,<sup>4</sup> ParkSense® Front and Rear Park Assist,<sup>4</sup> Adaptive Cruise Control<sup>6</sup> and Forward Collision Warning<sup>7</sup> 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,<sup>TM</sup> 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.<sup>1</sup> 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.

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BURNING BRIGHTLY,  
THE ROAD OF DESTINY

AWAITS.



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E-PROCESS

Uconnect

SiriusXM  
SATELLITE RADIO

SiriusXM  
TRAVEL LINK





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









BROADWAY  
CLOSED  
AT W 47 ST  
USE 7 AVE

ONE WAY

NYPD  
SECURITY  
CAMERA



313-IFD

300



## 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 exclusive<sup>1</sup> Beats Audio™ 10-speaker sound system, ParkView® Rear Back-Up Camera<sup>4</sup> 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.

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



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INFORMATION





THE MOST ADVANCED AVAILABLE ALL-WHEEL-DRIVE SYSTEM IN ITS CLASS.<sup>1</sup> 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)<sup>®</sup> system, the steering-wheel paddle shifters are in use or the optional 5.7L HEMI<sup>®</sup> 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.



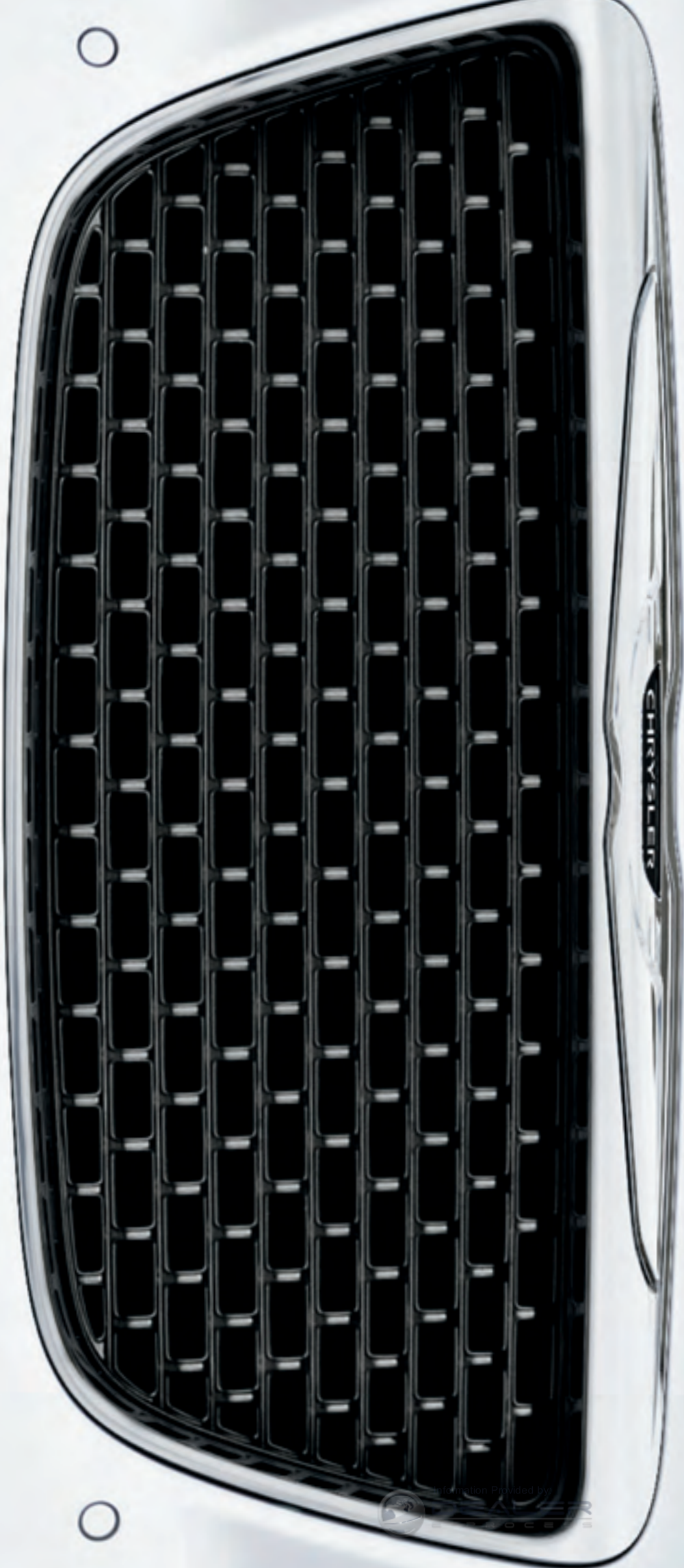
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300S shown in Radar Red Nappa leather-trimmed sport bucket seats with the exclusive<sup>1</sup> Beats<sup>TM</sup> by Dr. Dre premium audio system.











## 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](http://driveSRT.com)





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



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ROADS TO TAKE,  
NEVER FOR GRANTED.

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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.<sup>4</sup>**  
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.