



2013 MY What's New

2013 CHRYSLER 300



2013 CHRYSLER 300

Key Messages

- Icon of attainable style, luxury and performance
- Best-in-Class mid-size V6 fuel economy in a full-size sedan
- Best-in-Class V6 power with standard 8-speed transmission
- Best-in-Class V8 power
- Choice of three powerful and efficient powertrains
 - 3.6L Pentastar™ VVT V6 provides 292 hp, 260 lb-ft of torque and 44 MPG HWY (6.4 L/100 KM)
 - 5.7L V8 HEMI® provides 363 hp, 394 lb-ft of torque and 35 MPG HWY (8.0 L/100 KM)
 - 300 SRT8® with the 6.4L HEMI V8 provides 470 hp, 470 lb-ft of torque and 32 MPG HWY (8.7 L/100 KM)
- 5 Star Safety Rating from the National Highway Traffic Safety Administration (NHTSA)
- 2012 IIHS Top Safety Pick
- Award winning 3.6L Pentastar VVT V6
 - 2011 and 2012 *Ward's* “10 Best Engines” award
- Class Exclusive all-wheel-drive system featuring active transfer case with front axle disconnect
- Most luxurious vehicle in its class

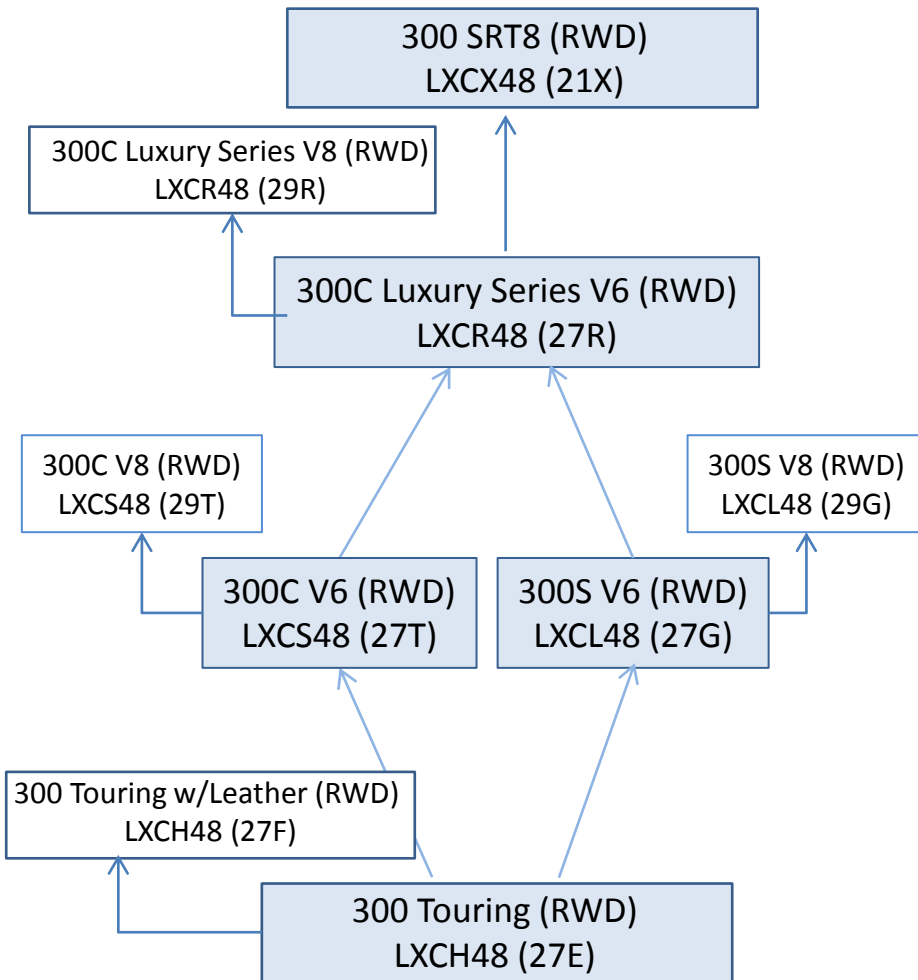


2013 CHRYSLER 300

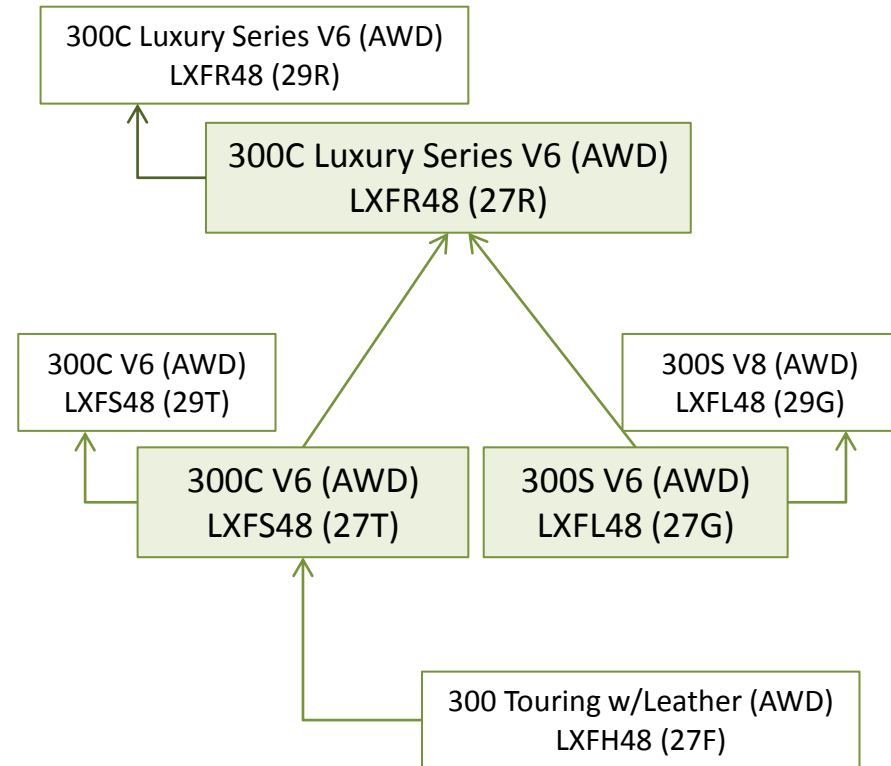
What's New for 2013 MY

Model line-up

Rear-Wheel-Drive



All-Wheel-Drive



2013 CHRYSLER 300

What's New for 2013 MY

300 Touring (LXCH48) and 300 Touring AWD (LXFH48) - NEW

- 8-speed transmission now standard
- Two CPOS packages: 27E (cloth), 27F (leather-faced)
- Touring all-wheel-drive option (built off the 27F CPOS)
- Limited model is dropped, similar replacement is 27F CPOS + Limited Group (AJV) (retains most 2012 Limited content excluding the bright exterior accents and six premium speakers with 276-watt amplifier)



New Options

'F' CPOS

- Luxury Nappa leather-faced seating
- Heated front seats
- Illuminated front cup holders
- Uconnect Voice Command
- Bluetooth Streaming Audio

Limited Group (AJV):

- 18-inch chrome clad wheels
- ParkView™ Rear Back-up Camera
- Power front driver and passenger seat with four-way lumbar support
- Remote start; Security alarm
- Universal garage door opener and CHMSL

Short Term Restrictions/Must Have Conditions (till approximately mid-September):

- 27E (cloth model)
- SafetyTec (AC5) – late availability
- LXFH48 must have Limited Group (AJV)



2013 CHRYSLER 300

What's New for 2013 MY

300C (LXCS48) and 300C AWD (LXFS48)

- New entry level 300C with standard 3.6L Pentastar™ VVT V6 with 8-speed transmission!
 - 44 MPG HWY (6.4 L/100 KM)

New Options

- SafetyTec now broken into two smaller groups:

Light Group (ADA)

- HID Headlamps
- Automatic headlamp levelling system
- Rear fog lamps
- SmartBeam™ headlamps

SafetyTec (AC5)

- Adaptive Speed Control with Forward Collision Warning
- Auto-dimming exterior driver mirror
- Blind-Spot Monitoring with Rear Cross-Path Detection
- Park-Sense® Front and Rear Park Assist
- Supplemental signals on exterior mirrors
- Rain sensitive windshield wipers - **NEW**



Short Term Restrictions/Must Have Conditions (approx. mid-September):

- Light Group (ADA) must have SafetyTec (AC5)



2013 CHRYSLER 300

What's New for 2013 MY

300S (LXCL48) and 300S AWD (LXFL48)

- 3.6L Pentastar™ VVT V6 with 8-speed transmission and 300 hp now standard!
- 44 MPG HWY (6.4 L/100 KM)
- Standard leather-faced seating
- Standard power passenger seat
- Standard ParkView™ Back-up Camera

New Options

- Black painted roof (MXS) – Late availability
- SafetyTec now broken into two smaller groups:

Light Group (ADA)

- HID Headlamps
- Automatic headlamp levelling system
- Rear fog lamps
- SmartBeam™ headlamps

SafetyTec (AC5)

- Adaptive Speed Control with Forward Collision Warning
- Auto-dimming exterior driver mirror
- Blind-Spot Monitoring with Rear Cross-Path Detection
- Park-Sense® Front and Rear Park Assist
- Supplemental signals on exterior mirrors
- Rain sensitive windshield wipers - **NEW**

Short Term Restrictions/Must Have Conditions (approx. mid-September):

- Light Group (ADA) must have SafetyTec (AC5)
- 300S V8, RWD and AWD, must have Luxury Group (AFF)



300C Luxury Series (LXCR48) and 300C Luxury Series AWD (LXFR48)

- New entry level with 3.6L Pentastar™ VVT V6 with 8-speed transmission and 44 mpg hwy (6.4 L /100 km) now standard!
- Platinum Mesh Grille

New Options

- New Dark Mocha/Black interior
- SafetyTec now broken into two smaller groups:

Light Group (ADA)

- HID Headlamps
- Automatic headlamp levelling system
- Rear fog lamps
- SmartBeam™ headlamps

SafetyTec (AC5)

- Adaptive Speed Control with Forward Collision Warning
- Auto-dimming exterior driver mirror
- Blind-Spot Monitoring with Rear Cross-Path Detection
- Park-Sense® Front and Rear Park Assist
- Supplemental signals on exterior mirrors
- Rain sensitive windshield wipers - **NEW**

Short Term Restrictions/Must Have Conditions (approx. mid-September):

- Light Group (ADA) must have SafetyTec (AC5)



2013 300 SRT8

What's New for 2013 MY

300 SRT8 (LXCX48)

- No changes

New Options

- **NEW** Black Painted Roof for a more custom appearance
- Opt for the Black Painted Roof and Black Chrome Appearance Group for a totally unique look!



2013 CHRYSLER 300

What's New for 2013 MY

NEW PAINT COLOURS

* Limited availability



**Billet Metallic
(PSC)**



**Jazz Blue
Pearl
(PBX)**



**Glacier Blue*
(PBG)**



**Granite Crystal
Metallic
(PAU)**



**Phantom Black
Tri-Coat
(PXT)**



**Pewter Grey*
(PDC)**

DISCONTINUED PAINT COLOURS



**Tungsten
Metallic
(PDM)**



**Bright Silver
Metallic
(PS2)**



**Blackberry
Pearl
(PBV)**



**Cashmere
Pearl
(PFS)**



**Crystal Blue
Pearl
(PDB)**



2013 CHRYSLER 300

Order Recommendations



300 PRICE CLASS MIX

TOURING

45%

LXCH48 / LXFH48

15% / 30%

27E / 27F

20% / 80%

Select Standard Equipment

3.6L Pentastar™ VVT V6 with 292 hp
8-speed automatic transmission
Premium cloth seating
17-inch aluminum wheels
Electronic Stability Control
Body-colour door handles and exterior mirrors
Automatic dual-zone temperature control
Uconnect 8.4 with 8.4-inch touch-screen
Keyless Enter 'n Go with proximity entry
Dual rear exhaust

Order Recommendations

RSP Uconnect Voice Command with Bluetooth - 60%

27F Leather-faced interior

AA5 Beats audio - 10%
AC5 SafetyTec Group - 10%
AJV Limited Group - 85%
GWJ Panoramic Sunroof - 85%
RB5 Uconnect 8.4N radio (Navigation) - 15%

300C

20%

LXCS48 / LXFS48

15% / 5%

27T / 29T

35% / 65%

Adds from TOURING

Premium Nappa leather-faced seating
Heated/ventilated front seats; heated rear seats
Heated wood/Leather-wrapped steering wheel
Real wood interior accents
Heated/cooled cupholders
Chrome exterior accents; door handles and mirrors
Rear power backlight sunshade
18-inch chrome clad wheels
Memory: radio, driver seat, ext mirrors, and pedals
Power tilt/telescopic steering wheel with memory

Order Recommendations

AA5 Beats audio - 10%
AC5 SafetyTec - 20%
ADA Light Group - 50% - **NEW**
AFF Luxury Group - 95% (V6)
AY1 19 premium speaker group - 10%
GWJ Panoramic Sunroof - 95%
RB5 Uconnect 8.4N radio (Navigation) - 95%

300S

25%

LXCL48 / LXFL48

20% / 5%

27G / 29G

90% / 10%

Adds from TOURING

Leather-faced seating, heated front
3.6L Pentastar™ VVT V6 with 300 hp - **NEW**
20-inch polished aluminum wheels with Black pockets
Steering wheel paddle shifters; Sport mode
Beats™ audio
ParkView® Rear Back-up Camera
Unique Black grille with horizontal Black Chrome bars
Remote start
Black headlamp surrounds
Piano Black interior accents

Order Recommendations

AC5 SafetyTec - 20%
ADA Light Group - 50% - **NEW**
AFF Luxury Group - 90%
GWJ Panoramic Sunroof - 85%
MXS Black Painted Roof - 5% - **NEW**
RB5 Uconnect 8.4N radio (Navigation) - 45%

300C LUXURY SERIES

5%

LXCR48 / LXFR48

3% / 2%

27R / 29R

10% / 90%

Adds from 300C

Platinum exterior accents incl. mesh grille - **NEW**
Premium perforated Nappa leather seating
20-inch polished aluminum wheels with Silver pockets
Matte Mocha real wood interior accents
Luxury steering wheel paddle shifters; Sport mode
Leather-trimmed interior including:
➤ Nappa: door armrest / bolster
➤ Nappa: Centre console arm rest
➤ Foligno: door upper, I/P, and centre console panels
Premium Berber floor mats

Order Recommendations

AA5 Beats audio - 35%
AC5 SafetyTec - 95%
ADA Light Group - 95% - **NEW**
AY1 19 premium speaker group - 50%
GWJ Panoramic Sunroof - 98%
RB5 Uconnect 8.4N radio (Navigation) - 100%

NOTE: 300 SRT8 is 5% of the overall 300 mix



CHRYSLER



2013 CHRYSLER TOWN & COUNTRY



2013 CHRYSLER TOWN & COUNTRY

Key Messages

- Award winning Pentastar™ VVT V6
 - 2011 and 2012 *Ward's* “10 Best Engines” winner
 - Best-in-Class 283 hp, 260 lb-ft torque; 36 MPG HWY (7.9 L/100 KM)
- Best-in-Class Towing 1,633kg (3,600 lb)
- Canada’s ultimate luxury minivan
- 2012 IIHS Top Safety Pick
- 2012 Consumers Digest Best Buy
- R.L Polk Highest Model Loyalty in the Minivan Segment (2011 MY)
- Class-exclusive Super Stow ‘n Go
- Class-exclusive Super Console
- Blind Spot Monitoring / Rear Cross Path (Available)
- Benchmark interior styling and premium materials
- Standard 17-inch aluminum wheels



2013 CHRYSLER TOWN & COUNTRY

What's New for 2013 MY

ENTERTAINMENT (late availability, approximately January 2013)

- Blu-Ray DVD Player – Assigned to dual DVD entertainment packages (AT5)– Player can play DVD & Blu-Ray Discs
- Upgraded DVD screens from QVGA to VGA to permit higher resolution screen images (to take advantage of Blu-Ray DVD capability & image quality)
- Rear seat compartment USB ports (2) / HDMI Port – comes with the single & dual DVD entertainment packages
- Revised 115V power inverter – Works with popular gaming systems (Playstation, etc.)

When the new entertainment systems become available the following changes will be made

Single Overhead DVD

- AT4 Replaces AT1

Dual Overhead DVD

- AT5 Replaces AT2

INTERIOR

- Super Console now standard on Touring and Touring-L

PERFORMANCE

- Power folding exterior mirrors standard on Limited

PERFORMANCE

- Trailer Sway Dampening Feature – Standard on all models



2013 CHRYSLER TOWN & COUNTRY

What's New for 2013 MY

NEW PAINT COLOURS



Maximum Steel Metallic
(PAR)



Billet Metallic
(PSC)

DISCONTINUED PAINT COLOURS



Bright Silver Metallic
(PS2)

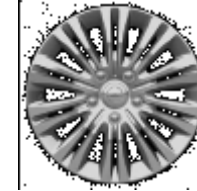


Dk. Charcoal
(PAV)

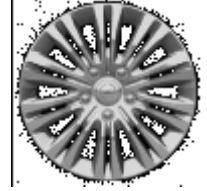
NEW WHEEL LINEUP



17-inch Aluminum
Touring (Standard)



17-inch Aluminum
Touring-L (Standard)



17-inch Aluminum
Limited (Standard)

EXTERIOR



Power Folding exterior mirror
Standard on Limited model



CHRYSLER TOWN & COUNTRY PRICE CLASS MIX

20%

Touring - RTYP53

Select Standard Equipment

3.6L Pentastar V6
Power Sliding doors and Liftgate
6.5-inch touch screen with back-up camera
17-inch aluminum wheels
Tri-zone ATC

Touring Order Recommendations

AJB (Security Group) + Entertainment Group #2

30%

Touring-L - RTYR53

Adds from Touring

Leather-faced seats
Heated front seats
Remote start
2nd and 3rd row sunshades
Security Alarm

Touring-L Order Recommendations

AJV (Driver's Conv) + GWA (sunroof) +
AT2 (Ent Group) + GXD + GX4 (Proximity)

50%

Limited - RTYS53

Adds from Tourin-L

Premium Leather-faced seats
Keyless Enter 'n Go
Blind Spot Monitoring/Rear Cross Path
Uconnect Hands Free
Wood Leather wrapped steering wheel

Limited Order Recommendations

GWA (Power Sunroof) + AT2 (Ent Group) +
JRJ (Power 3rd Row) + RHR (Nav)



2013 CHRYSLER 200 SEDAN



2013 CHRYSLER 200 SEDAN

Key Messages

- Canada's Most Affordable Mid-Size Sedan \$19,995 MSRP
 - Automatic transmission
 - Power windows and locks with remote keyless entry
 - 17-inch wheels
 - Steering wheel audio controls
 - Six standard air bags
- Canada's Most Affordable V6 Sedan
- Award Winning 3.6L Pentastar™ VVT V6 (available)
 - 2011 and 2012 *Ward's* "10 Best Engines" winner
 - 283 hp
 - 260 lb-ft torque
 - Up to 42 MPG HWY (6.8L/100 KM)
- 2012 IIHS Top Safety Pick
- Premium interior with soft touch surfaces



2013 CHRYSLER 200 SEDAN

What's New for 2013 MY

NEW PAINT COLOURS



**Billet Metallic
(PSC)**



**True Blue Pearl
(PBU)**



**Cashmere Pearl
(PFS)**

DISCONTINUED PAINT COLOURS



**Bright Silver Metallic
(PS2)**



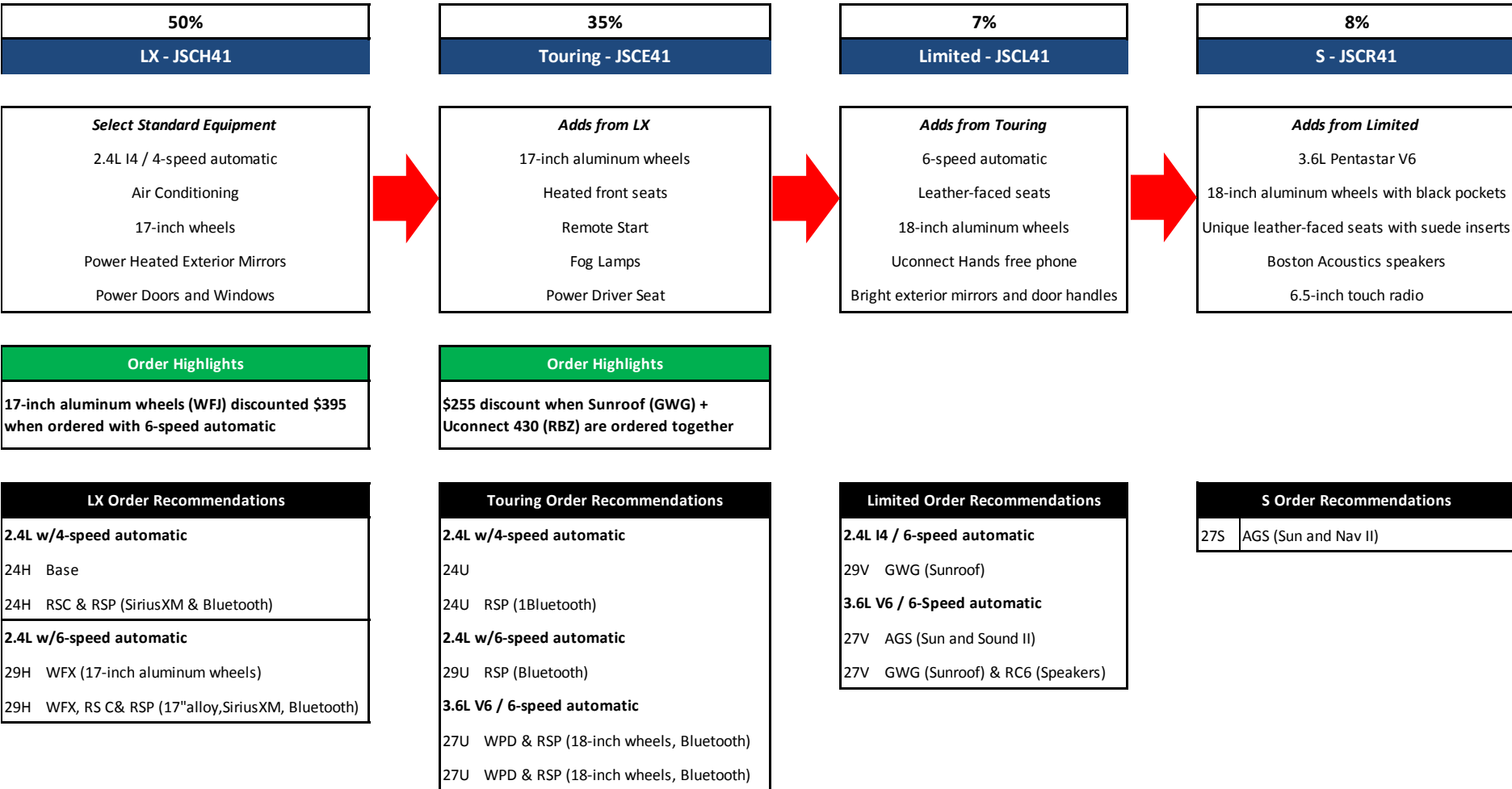
**Blackberry Pearl
(PBV)**



2013 CHRYSLER 200 SEDAN

Order Recommendations

CHRYSLER 200 PRICE CLASS MIX



2013 CHRYSLER 200 CONVERTIBLE



2013 CHRYSLER 200 CONVERTIBLE

Key Messages

- One of the most affordable convertibles in Canada
 - Automatic transmission
 - Power windows and locks with remote keyless entry
 - 17-inch aluminum wheels
 - Steering wheel audio controls
- Best-In-Class
 - Rear seat legroom
 - Cargo capacity
- Premium Interior
- Upgraded steering, suspension and brake system delivering improved handling
- Award Winning 3.6L Pentastar™ VVT V6 (available)
 - 2011 and 2012 *Ward's* “10 Best Engines” winner
 - 283 hp
 - 260 lb-ft torque
 - Up to 42 MPG HWY (6



2013 CHRYSLER 200 CONVERTIBLE

What's New for 2013 MY

NEW PAINT COLOURS



Billet Metallic
(PSC)



True Blue Pearl
(PBU)



Cashmere Pearl
(PFS)



NEW SUSPENSION UPGRADES

Tuning to the spring, damper and sway bar for ride and body motion control for improved ride and handling.

DISCONTINUED PAINT COLOURS



Bright Silver Metallic
(PS2)



Blackberry Pearl
(PBV)



2013 CHRYSLER 200 CONVERTIBLE

Order Recommendations

CHRYSLER 200 CONVERTIBLE PRICE CLASS MIX

20%

LX - JSCH27

Select Standard Equipment

2.4L I4 / 4-speed automatic
17-inch aluminum wheels
Power folding convertible soft top
Power Heated Exterior Mirrors
Power Doors and Windows

60%

Touring - JSCL27

Adds from LX

3.6L Pentastar V6
Heated front seats
Remote Start
SiriusXM with one year subscription
Automatic Temperature Control

10%

Limited - JSCX27

Adds from Touring

Leather-faced seats
Uconnect Hands free phone
6.5-inch touch media centre
Bright exterior mirrors and door handles
Universal Garage Door Opener

10%

S - JSCR27

Adds from Limited

18-inch aluminum wheels with black pockets
Unique leather-faced seats with suede inserts
Boston Acoustics speakers
Black Chrome Grille
Perforate leather-wrapped steering wheel

LX Order Recommendations

6-speed automatic

29C 6-way driver seat (JTD) + SiriusXM (RSC) + UCONNECT (RSP)

Touring Order Recommendations

Media Centre 430 (RBZ) + Uconnect (RSP)

Limited Order Recommendations

Hard Top (VR0) + Enhanced Nav (RHR) + Boston Acoustics (RC6)

S Order Recommendations

Hard Top (VR0) + Enhanced Nav (RHR)

