



WITH THE PROUD AND POWERFUL CHRYSLER 300, THE GREAT AMERICAN SEDAN IS BACK

300

the new standard



>> INSIDE STORY

Use of premium materials—such as tortoise shell-style appointments on the steering wheel and shift knob—accentuate the elegance of the Chrysler 300.

“We wanted to return to the proud, powerful lines that once made American automobiles the envy of the entire industry, but do so in a thoroughly modern way.”

—Trevor Creed, Senior Vice President of Design, DaimlerChrysler

and feel found in premium sedans that cost far more. The four models—300, Touring, Limited and 300C—bring together a rare combination of elegance, confidence, power and value.

“Seamless” is the word that describes the 300’s two primary technological attributes—its combination of All-Speed Traction Control with Electronic Stability Control, and its Multi-Displacement System (MDS) on the 340-horsepower HEMI® V-8 engine (see page 4). These features give the 300 an important advantage against its competitors and best illustrate how Chrysler’s 300 product team has reached beyond what was expected.

Instead of matching class benchmarks, the new 300 establishes new standards.

Nowhere was this fact more apparent than on a challenging test drive. We started at 70 degrees just above sea level in Palm Springs, California, then quickly climbed to over 7,000 feet to find freezing conditions and slippery road surfaces. The automatic climate control of our 300C

Redefine the classic American large sedan. That was the lofty goal for Chrysler’s all-new 300 rear-wheel-drive performance sedan. Our first preview drive this spring found that Chrysler’s designers and engineers have delivered, with a series of cars that brim with an unprecedented blend of inspiration and style.

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Once you’re behind the wheel, all of the sensory inputs from every surface tell you that this sedan ventures into previously uncharted territory. The classic high beltline and tall look combine with a handcrafted precision look

One Big Lap of America

While Chrysler was perfecting its revolutionary Multi-Displacement System (MDS) for the new 300, its engineering and design team members tested it over the equivalent of 6.5 million driving miles. The system—which deactivates four of the HEMI® engine's eight cylinders when cruising, substantially enhancing fuel economy up to 20 percent—performed flawlessly. But it still faced one more test: The open road.

Earlier this year, a team of engineers hit the highway in eight pre-production 300s, completing a bona fide Lap of



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America. From January 26-February 10, the team logged more than 6,000 miles, driving through 19 states, including Michigan, West Virginia, Georgia, Mississippi, Texas, Arizona, New Mexico, Utah, Colorado and Illinois.

In a West Virginia ice storm, the Electronic Stability Program (ESP) and Traction Control systems faced conditions that virtually paralyzed the eastern seaboard. In Arizona, the combination of tight switchbacks and altitude challenged drivers and cars alike. “I was amazed at how well the cars handled everywhere we went,” says Alan Falkowski, the MDS program leader who hatched the Lap of America idea. “The faster and more aggressively we drove, the better they responded.”

Everywhere the group went, people took notice. When the drivers stepped out of their 300s to admire the alien-adorned buildings in Roswell, New Mexico, they found themselves being observed. “We were taking pictures of the buildings,” Falkowski says, “while the locals were taking pictures of the cars. It's more attention than we're used to.”

Chrysler 300 owners had better get used to it.

began in the air-conditioning mode and adjusted the cabin properly as we drove. We also enjoyed the premium sounds pumped out by the fully integrated Sirius Satellite Radio System, available on all models, combined with the 300C's 380-watt Boston Acoustics eight-speaker sound system.

The almost total lack of wind and tire noise, even at interstate speeds, allowed us to fully appreciate the sonic nuances of the sound system.

At no time did we notice how the 300C's computers were controlling both the ride and handling parameters to

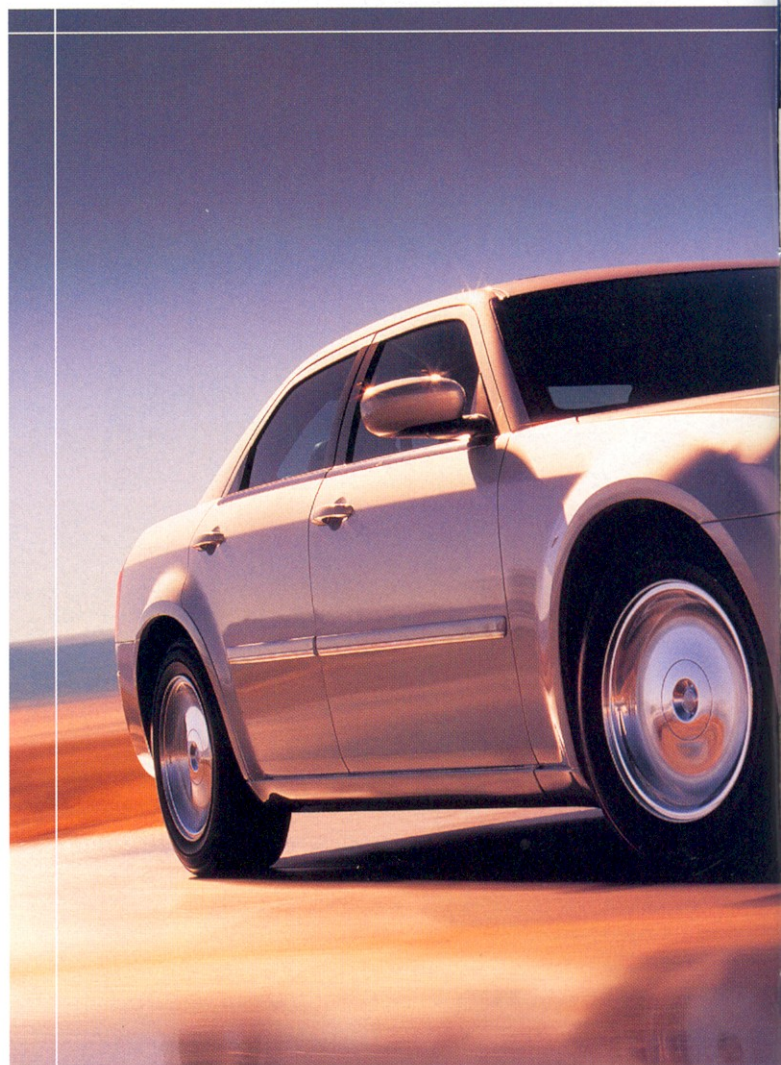
match conditions—from desert dry to rain-slicked roads. Not once during the drive did we have anything but impeccable control.

CLICKS



For more information on the new Chrysler 300, click on:

▶ chrysler.com/300



In addition, the dynamic balance provided by the all-new rear-wheel-drive chassis had us thinking "premium sedan." Consider its longest-in-class 120-inch wheelbase and the fully driver-adaptable interior space, and you begin to grasp just how comfortable this ride truly is.

With expansion in international markets a priority, the new Chrysler 300 will reach out to an even broader base of buyers. With its combination of American attitude mated to an ever-higher dynamic target, the sedan's design and engineering team exceeded all its aspirations. Chrysler has created a modern classic, a worthy successor to the 300s that preceded it. ◀

Over the last two decades, Californian Richard Truesdell has written for more than 30 automotive publications, including *Motor Trend* and *Car and Driver*.



>>LIVE LARGE

"The Chrysler 300 has the most passenger interior volume of any vehicle in its class." 2004 *Automotive News* Mid-Range Premium Segment.

Safety in Numbers

The Chrysler 300 is bold. And elegant. And powerful. But it's more than just a great body—it's also got brains. Here are four new optional safety features:

1. Supplemental side curtain air bags offer additional side-impact protection to front and rear seat outboard occupants in the event of a side impact.
2. The Electronic Stability Program (ESP) monitors such factors as steering angle, turning rate and lateral acceleration to aid the driver in maintaining directional stability.
3. Next generation multi-stage air bags in the front sense the severity of the impact and inflate with different levels of force.
4. Even the spare tire gets into the safety act—it's packaged for improved crashworthiness in the event of a rear-end collision.

Quality Assurance for the Long Haul

At DaimlerChrysler Corporation, our goal is to make the best-quality Chrysler vehicles ever. We're so confident in our products that we back them with a 7-year/70,000-mile Powertrain Limited Warranty* covering the hardest-working parts of your vehicle—so you're protected best where you need it most. You also receive 24-hour towing assistance† for the entire duration. And it's all in addition to your standard 3-year/36,000-mile Basic Limited Warranty* coverage. Chrysler 300 also includes Premium Care Package.**

*See our dealership for a copy of this Limited Warranty. Excludes normal maintenance and wear items. A deductible applies to the 7-year/70,000-mile Powertrain Limited Warranty. Transferable to a second owner with a fee.

†Covers the cost of towing your vehicle to the nearest Chrysler dealership if it can't be driven because a covered part has failed. Towing administered by CrossCountry Motor Club, Inc., Medford, Massachusetts 02155.



**This plan provides a complimentary courtesy vehicle for scheduled dealer visits.