

1 Mar 2004 13:09 GMT **PRESS RELEASE: All-New 2005 Chrysler 300 Signals Return of Great American Car**

All-New 2005 Chrysler 300 Signals Return of Great American Car

- All-New Platform Features Contemporary HEMI(R) Power and Rear-Wheel-Drive Performance
- Industry First Multi-Displacement System (MDS) Increases HEMI Fuel Efficiency

AUBURN HILLS, Mich., March 1 /PRNewswire-FirstCall/ -- With an entirely new shape based on the company's all-new rear-drive architecture, the all-new 2005 Chrysler 300 features classic proportions. A long hood, short deck and dramatic profile complete with available 18-inch wheels give Chrysler 300 its stunning presence.

"The all-new 2005 Chrysler 300 is the new standard for American large cars," said Dieter Zetsche, President and CEO of the Chrysler Group. "And this is just one of nine new products we're bringing to market in calendar year 2004."

The Chrysler 300C model marks the return of the HEMI(R) engine to the Chrysler brand after nearly 50 years. The legendary engine design that powered Chrysler's 'letter series' cars in the 1950s has been re-engineered and reborn as a modern, high-performance, fuel-efficient and durable powerplant known as the all-new 5.7-liter HEMI V-8. With 340 horsepower and 390 lb.-ft. of torque, the Chrysler 300C can go from zero to 60 mph in just 6.3 seconds.

The 2005 Chrysler 300C will be the first modern volume production vehicle in North America to feature cylinder deactivation when it goes on sale in the spring of 2004. The Chrysler Group Multi-Displacement System (MDS) seamlessly turns off the fuel consumption in four cylinders of the 5.7-liter HEMI engine when V-8 power is not needed. This provides a world class combination of performance and fuel economy.

"Our new generation of vehicles will separate us from the pack," said Zetsche. "The MDS system on our HEMI V-8 will be a first for a modern volume car in North America and will deliver a 10- to 20-percent increase in fuel efficiency."

Transferring all this power to the pavement is Chrysler's new rear-drive architecture. Rear-wheel drive offers improved handling with front wheels steering and rear wheels driving. With tremendous advances in tire technology and electronic stability control, Chrysler brings back the rear-wheel drive passenger sedan.

"Rear-wheel drive is the right architecture for performance," added Zetsche. "With the advances that have been made in technology, for large cars rear-wheel drive guarantees the best performance and handling."

2005 Chrysler 300

**CHRYSLER 300 STANDARD FEATURES**

- 2.7-liter V-6 engine mated to a four-speed automatic transmission
- Rear-wheel drive configuration

- Short- and long-arm front suspension
- Independent five-bar multilink rear suspension
- 17-inch wheels and tires
- Rack and pinion steering
- Driver and front passenger adjustable lumbar support
- Eight-way power driver's seat
- Tilt and telescoping steering column
- Analog clock
- Outside temperature display
- 60/40 split folding rear seat with armrest
- Sentry Key(R) engine immobilizer system
- Advanced multi-state driver and front passenger air bags
- Occupant Classification System
- Enhanced battery saver
- Solar control window glass
- Chrysler Premium Care Warranty providing a free loaner for non-body shop maintenance and repairs

#### CHRYSLER 300 TOURING STANDARD FEATURES

In addition to Chrysler 300 standard features (listed above), the 300 Touring adds:

- 3.5-liter V-6 engine mated to a four-speed automatic transmission
  - Available all-wheel drive with five-speed automatic transmission with AutoStick
- 17-inch seven-spoke aluminum wheels
  - Fog lamps
  - Four-wheel antilock brakes
  - All-speed traction control
  - Electronic Stability Program
  - Emergency brake assist
  - Leather trimmed seats, steering wheel and shift knob

#### CHRYSLER 300 LIMITED STANDARD FEATURES

In addition to Chrysler 300 Touring standard features (listed above), the 300 Limited model adds:

- 17-inch chrome-clad aluminum wheels
  - Power passenger seats
  - Heated driver and front passenger seats
  - Automatic Headlamps
  - Express-up/down power front windows
  - Dual zone automatic temperature control with infrared sensing
  - Electronic vehicle information center with compass, Homelink(R) universal transceiver, electrochromic interior rear view mirror and trip computer
- Security alarm with panic button on key fob

## CHRYSLER 300C STANDARD FEATURES

In addition to Chrysler 300 Limited standard features (listed above), the 300C model adds:

- 5.7-liter HEMI(R) V-8 engine mated to a five-speed automatic transmission with AutoStick(R)
- Multi-displacement System (MDS)
- 6.3-second 0-60 mph
- 18-inch chrome-clad aluminum wheels
- Dual exhaust
- Performance brakes
- Premium leather interior trim
- Patented tortoise shell style interior accents
- 17-inch chrome-clad aluminum wheels
- Power passenger seat
- Heated driver and front passenger seats
- Automatic headlamps
- Express-up/down power front windows
- Dual zone automatic temperature control with infrared sensing
- Electronic vehicle information center with compass, Homelink(R) universal transceiver, electrochromic interior rear view mirror and trip computer
  
- Security alarm with panic button on key fob

## OPTIONAL FEATURES

- Front and rear side curtain air bags
- Air filtration
- Ultrasonic rear object detection
- Self-sealing tires
- UConnect(TM) hands free communication
- Power adjustable pedals
- Boston Acoustics eight-speaker premium sound system with 380-watt digital amplifier
- GPS Navigation radio with integrated six-disc CD/MP3 player
- SIRIUS Satellite Radio(TM)
- Sunroof with express open and close feature
- Genuine California walnut wood interior accents
- Xenon High-Intensity Discharge (HID) headlamps with high-pressure washers

SOURCE Chrysler Group

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