



# 2013 CHRYSLER 300

## REASONS TO BUY

- Icon of attainable style & performance
- Premium interior featuring soft-touch surfaces
- Best-in-Class fuel economy<sup>(1)</sup>
- Best-in-Class standard V6 horsepower<sup>(1)</sup>
- The 2012 Chrysler 300 was a 'Top Safety Pick' by the *Insurance Institute for Highway Safety*
- 5-Star Safety Rating from the National Highway Traffic Safety Administration
- The Pentastar™ engine is one of Ward's '10 Best Engines' award winners
- All-Wheel-Drive with class exclusive active transfer case and front axle disconnect<sup>(1)</sup>, available on V6 and V8 models
- Choice of three powertrains:
  - Pentastar VVT V6 - 292 hp, 260 lb-ft torque and up to 44 mpg hwy
  - HEMI® VVT V8 - 363 hp, 394 lb-ft torque, FuelSaver MDS Technology and up to 35 mpg hwy
  - 6.4L HEMI V8 - 470 hp, 470 lb-ft torque and up to 32 mpg hwy

## WHAT'S NEW FOR 2013

- Revised line-up: 300 Touring, 300S, 300C and 300C Luxury Series
- New entry level pricing on 300C, 300C Luxury Series with new standard 3.6L Pentastar V6 with 8-speed transmission
- 300 HP on 300S V6
- New Black painted roof option available on 300S & 300 SRT8®
- New Dark Mocha/Black interior on 300C Luxury Series
- Platinum Mesh grille on 300C Luxury Series
- Touring AWD
- New entry level leather option on Touring

## FEATURES

### Interior

- Matte real wood accents (available)
- Acoustic windshield and front side glass for a quieter cabin
- Uconnect™ 8.4 with 8.4-inch touch-screen (available)

### Exterior

- Integrated dual rear exhaust with bright tips
- Chrysler liquid chrome grille
- LED daytime running lights and fog lamps

### Ride & Handling

- Electro-hydraulic power steering
- Monotube front and rear shock absorbers
- Class-exclusive five-link rear suspension system

### Safety

- Over 70 standard and available safety and security features



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## AWARDS



**2013 IIHS TOP SAFETY PICK**

## 300 TOURING - \$34,245<sup>†</sup>

### Selected Standard Equipment:

- 3.6L Pentastar™ VVT V6 with 292 hp and 260 lb-ft of torque
- **NEW** 8-speed automatic
- Premium cloth seating
- 17-inch Aluminum wheels
- Uconnect™ 8.4 with 8.4-inch touch-screen
- Electronic Stability Control including: Hill Start Assist, Ready Alert Braking, All-Speed Traction Control, Brake Assist and Rain Brake Support
- Dual-zone automatic temperature control
- 12-way power driver's seat
- Black Comodo Elm interior accents
- Fog lamps
- Keyless Enter 'n Go™ with proximity sensor
- Power heated mirrors, manually folding
- Leather-wrapped, tilt/telescopic steering-wheel with cruise and audio controls
- SiriusXM™ Satellite radio including one-year subscription
- Auto-dimming rearview mirror
- 12-volt centre console power outlet
- Auxiliary input jack and remote USB port
- Reactive front head restraints
- Seven standard air bags
- Four-wheel disc antilock brakes
- Dual integrated rear exhaust
- 60/40 split folding rear seat
- Electronic Vehicle Information Centre
- Illuminated front cup holders
- Body-colour exterior mirrors and door handles

## 300S - \$38,245<sup>†</sup>

### Differences/upgrades vs. Touring:

- **NEW** leather-faced seating
- **NEW** 300 hp
- Steering-wheel mounted paddle shifters
- Heated front seats
- Unique exterior with black chrome accents
- Unique 20-inch aluminum wheels with black painted pockets (19-inch on AWD)
- Beats™ by Dr. Dre™ Audio Technology including 10 premium speakers and 552-watt amplifier
- Uconnect hands-free communication with Bluetooth®
- Universal garage door opener
- Security Alarm

## 300C - \$39,245<sup>†</sup>

### Differences/upgrades vs. Touring:

- Heated/ventilated front seats, heated rear
- Wood/leather-wrapped steering wheel
- Heated, power tilt and telescoping steering wheel
- Driver memory: seat, steering wheel, radio and mirrors
- Power backlight sunshade
- SmartBeam™ HID auto-levelling headlamps
- Heated/cooled front cup holders
- Auto-dimming exterior mirror with auto adjust in reverse
- Driver and passenger lower LED lighting
- Bright door handles and exterior mirrors

## 300C LUXURY SERIES - \$41,245<sup>†</sup>

### Differences/upgrades vs. 300C:

- **NEW** Platinum Mesh Grille
- 18-inch polished aluminum wheels with dark painted pockets
- Premium leather-faced seats with suede inserts
- Perforated leather-wrapped steering wheel
- Leather trim interior accents
- Platinum exterior accents
- Real wood accents in matte finish

## 300 SRT® - \$49,345<sup>†</sup>

### Differences/upgrades vs. 300C:

- 6.4L HEMI® V8 with FuelSaver MDS technology (470 hp and 470 lb-ft torque) with 5-speed auto
- Three-mode Electronic Stability Control
- 20-inch forged aluminum SRT® design wheels
- Steering wheel-mounted paddle shifters
- Uconnect 8.4N radio with Garmin® GPS navigation and SRT performance pages
- Unique exterior styling with black chrome accents
- Engine oil cooler

## AVAILABLE OPTIONS

- **NEW** Black Painted Roof (300S, 300 SRT)
- **NEW** Light Group (300S, 300C, 300C Luxury Series)
- **NEW** Limited Group (300 Touring)
- 5.7L HEMI V8 with FuelSaver MDS technology
- All-Wheel-Drive with Class Exclusive active transfer case and front axle disconnect includes 19-inch Aluminum Wheels (300 Touring, 300S, 300C, 300C Luxury Series)
- Uconnect Hands-free Communication with Bluetooth (300 Touring)
- 19 Premium Speaker Group (300C, 300C Luxury Series, 300 SRT)
- 20-inch Aluminum Wheels (300C - RWD only)
- Luxury Group (300S)
- Beats Audio (300 Touring, 300C, 300C Luxury Series)
- Dual-Pane Panoramic Sunroof (all models)
- SafetyTec Group (all models)
- Uconnect 8.4N (300 Touring, 300S, 300C, 300C Luxury Series)
- 'F' CPOS Package (300 Touring)

## FUEL ECONOMY

**Fuel Economy** – Based on 2012 EnerGuide highway fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption may vary based on driving habits and other factors. Ask your dealer for the EnerGuide information.

		<b>CITY L/100 KM (MPG)</b>	<b>HWY L/100 KM (MPG)</b>
3.6L Pentastar V6 with 8-speed automatic	RWD	10.9 (26)	6.4 (44)
	AWD	11.4 (25)	7.3 (39)
5.7L HEMI VVT V8 with 5-speed automatic	RWD	13.5 (21)	8.0 (35)
	AWD	14.4 (20)	8.5 (33)
6.4L HEMI V8 with 5-speed automatic	RWD	15.0 (19)	8.7 (32)

(1) Based on 2012 Ward's Large/regular car segmentation. Excludes other vehicles designed and manufactured by Chrysler Group LLC. (2) Star ratings are part of the U.S. Government's National Highway Traffic Safety Administration's (NHTSA) New Car Assessment Program ([www.safercar.gov](http://www.safercar.gov)). †Prices as shown are MSRP. Excludes freight (\$1,500), air tax (\$100), insurance, registration, license, retailer administration fees, new tire. Duties in Quebec and dealer accessories are not included. Retailer may sell for less. Visit [chrysler.ca](http://chrysler.ca) for complete details. Printed Jan. 2013