

90th Anniversary of Chrysler Brand Marked by Nearly Complete Refresh of Vehicle Lineup

August 31, 2015, Auburn Hills, Mich. - With two of the brand's three vehicles either recently renewed – from the refreshed flagship and iconic 300 full-size sedan earlier this year, to the completely new 200 mid-size sedan last year – Chrysler is gaining momentum. Add to that the upcoming sixth-generation of the vehicle that created the minivan segment more than 30 years ago, coming next year, and that qualifies for a serious roll.

2015 also marks the Chrysler Brand's 90th year, which it will celebrate by offering special 90th anniversary models of its 300, 200 and Town & Country models.

"Clearly 2015 is a very exciting time for the Chrysler Brand," said Al Gardner, President and CEO - Chrysler Brand, FCA — North America. "300 now harkens back to the 2005 model that started it all, 200 has taken flight in a big way since it's re-introduction in the hotly contested mid-size car segment, and Town & Country continues to lead the minivan segment it created, ahead of an all-new version – that will include a hybrid – planned for introduction next year."

Chrysler 300 – Proudly delivering world-class levels of sophistication, craftsmanship and technology

New this year, the 300 full-size sedan for 2016 already adds a 90th Anniversary Edition; new performance-tuned suspension with increased spring rates, performance-tuned steering and bushings, larger sway bars and Goodyear Eagle F-1 three-season tires available on Chrysler 300S; and improved on-road handling with touring-tuned suspension standard on 300 Limited.

The Chrysler 300 90th Anniversary Edition builds on the 300 Limited model's long list of standard features, adding the innovative UConnect 8.4N with the segment's largest 8.4-inch touchscreen display, 3-D GPS navigation, AM/FM/HD radio, SiriusXM Radio, Bluetooth, UConnect Access, plus SiriusXM Traffic and SiriusXM Travel Link.

The package also includes the segment's largest dual-pane sunroof and HomeLink universal transceiver. And, to make sure this Chrysler 300 is unique, the commemorative 90th Anniversary Edition appointments include a startup splash screen logo and premium floor mats with embroidered logo.

A class-exclusive TorqueFlite eight-speed automatic transmission is standard on every model, balancing V-8 performance with segment-leading 31 miles per gallon (mpg) highway fuel efficiency.

Chrysler 200 – Captivating drivers and passengers with its simple elegance, an extraordinary driving experience, and cool features – all a value customers will appreciate

The 2016 Chrysler 200's 90th Anniversary Package also reflects the tenets of the Chrysler brand – a car that is packed with features that customers value, at a price they appreciate. In addition to features already standard on the 200 Limited model, the 90th Anniversary Package adds as standard equipment: 8.4-inch touchscreen radio with UConnect Access and SiriusXM Radio, sunroof, Convenience Group (one-year SiriusXM Radio, body-color power heated mirrors, leather-wrapped steering wheel, power four-way driver lumbar adjust, power eight-way driver seat and sun visors with illuminating vanity mirrors), front floor mats with Chrysler Anniversary logo, and unique Chrysler Anniversary screen logo on the 8.4-inch touchscreen.

Also new for the 2016 model year, Chrysler fine-tunes the 200 lineup in response to customer feedback. Changes include:

- Rear backup camera now standard on Limited and S models
- Blind-spot Monitoring and Rear Cross Path detection available as standalone option on Limited
- 3.6-liter Pentastar V-6 engine now optional on Limited model
- Heated steering wheel standard feature on 200C
- Front driver and passenger seat firmness improved on all models

With the choice of two world-class engines, an innovative all-wheel drive system, available sport mode and paddle shifters for an engaged driving experience, an estimated highway fuel economy of 36 mpg, the 2016 Chrysler 200 makes the commute something drivers will look forward to.

Chrysler Town & Country — Exquisite styling, a beautifully crafted interior, 55 available safety and technology features, smart and cutting edge entertainment features, and clever seating and storage options deliver on the promise to provide every owner a vehicle that satisfies their desires.

Not to be outdone, the Town & Country Anniversary Edition builds on the Touring-L model, adding a power sunroof, bright door handles, heated first- and second-row seats, heated steering wheel and Keyless Enter 'n Go. This limited-edition model also features an "Anniversary Edition" logo on the radio splash screen and floor mats.

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