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Legendary Detroit Companies Carhartt and Chrysler Team Up to Introduce a Car that Personifies Hard Work and Rugged Perseverance – the 2013.5 Chrysler 200 S Special Edition Mid-size Sedan

- 2013.5 Chrysler 200 S Special Edition accelerates the successful relationship with Carhartt, which started with an exclusive made in the USA Carhartt/Imported from Detroit clothing line in November
- With more than 210 years combined manufacturing and business experience in greater Detroit, Carhartt and Chrysler know the value of hard work and ingenuity
- Storied Detroit-based outfitter Carhartt collaborated on the interior design and materials featured in the 200 S Special Edition in celebration of the values of hard work and perseverance, traits both companies personify
- Carhartt “Imported from Detroit” clothing available to consumers in Carhartt factory stores, carhartt.com and via ifdstore.com
- One-of-a-kind exterior and interior appointments build on the success of the popular “S” packages, which since introduced in 2010 have focused on a more aggressive and sporty appearance
- 2013.5 Chrysler 200 S Special Edition has a starting U. S. Manufacturer’s Suggested Retail Price of \$28,870 (excluding destination) and will be featured at the New York International Auto Show, which is open to the public March 29 – April 7

March 20, 2013, Auburn Hills, Mich. - Hard work, perseverance, determination, never letting go of your dreams – all values that could describe Carhartt and Chrysler. These Detroit-based leaders in their industry have all persisted through good times and bad and continue to achieve the dreams they set out to accomplish.

More than 120 years ago, Hamilton Carhartt established his apparel company in Detroit and has continuously delivered enduring apparel that respects the hard-earned dollars of America’s industrious men and women. Standing for rugged construction, innovative design and exceptional standards of quality, durability and comfort, Carhartt workwear has become a legend among America’s skilled tradesmen and craftsmen. And no brand makes more rugged workwear in the U.S. than Carhartt. Today, the company remains privately held to ensure its founder’s mission is carried through in every garment it produces. Carhartt is a supporter of a variety of Detroit area charities and cultural activities including the Detroit International Jazz Festival, and the Empowerment Plan, whose goal is to help the homeless in Detroit.

Chrysler was founded by the legendary Walter P. Chrysler in 1925. In the ensuing 88 years the brand has created legendary vehicles including the Imperial, Airflow and 300 and lesser known items like tanks, operating the only U.S. tank facility in Detroit from 1960 – 1980. The company continues to have a strong presence in the city of Detroit, manufacturing the Jeep Grand Cherokee, Dodge Durango and SRT Viper at plants located in the city. The Chrysler Foundation continues to be a major supporter of educational and charitable activities within the City of Detroit as well as around the country.

Today the two Detroit stalwarts announce their collaboration on the new 2013.5 Chrysler 200 S Special Edition. The special edition model celebrates the traits that both companies share – hard work, ingenuity, perseverance and a “never say die” attitude. With a starting U.S. Manufacturer’s Suggested Retail Price of \$28,870, the 200 S Special Edition brings style and customization in the mid-size sedan market to a whole new level.

“The 2013.5 Chrysler 200 S Special Edition celebrates a never-say-die attitude and the value of hard work with a car

unlike any other in the marketplace,” said Saad Chehab, President and CEO – Chrysler Brand, Chrysler Group LLC. “The 200 S Special Edition makes the statement that world-class quality and craftsmanship can be designed and developed in the Motor City, and embraced by consumers everywhere.”

The 2013.5 Chrysler 200 S Special Edition, powered by the award-winning, best-in-class 283 horsepower Pentastar V-6 engine, offers drivers and passengers a sinister style with rugged appointments, complements of Chrysler and Carhartt’s knowledge and expertise.

The Special Edition is borne from the successful Chrysler 200 “S” packages which have brought a younger buyer to the Chrysler brand. The Chrysler 200 S packages offer customers a unique, more menacing style together with an incredible amount of standard features including 18-inch aluminum wheels with polished face and dark painted pockets, perforated leather-wrapped steering wheel, premium leather seats, Boston Acoustic premium sound system and much more. The 2013.5 Chrysler 200 S Special Edition builds on the S package with a little more attitude, and additional standard features reward hard-working customers with a well-crafted, well-equipped mid-size sedan at a great value.

The Chrysler 200 S Special Edition stands out in the mid-size sedan segment with unique exterior features that will catch the attention of both drivers and passengers. The exterior of the Special Edition sets the stage with a new gloss black mesh grille accented with a platinum chrome grille collar, a lower front fascia in platinum black and platinum chrome fog light “spears” giving the 200 S Special Edition a more menacing stance. A sport suspension rewards the driver with a responsive, exciting driving experience.

Body color sill cladding, platinum chrome belt molding and semi-gloss black wheels comprise the unique profile view.

At the rear of the vehicle, a body-color decklid spoiler, platinum chrome light bar, rear valance with polished, fascia-mounted exhaust tips, unique “S” and black “200” badges complete the distinctive exterior style of the 2013.5 Chrysler 200 S Special Edition.

The interior of the Chrysler 200 S Special Edition was designed in collaboration with Carhartt. As the premier producer of best-in-class apparel for the active worker since 1889, Carhartt has set a standard of excellence for sturdy yet stylish apparel that still stands today. Those values are the similar to the values Walter P. Chrysler had when he founded Chrysler in 1925.

“Our design teams were able to work collaboratively to reflect the heritage of both brands, first with the ‘Imported From Detroit’ line of apparel and now with the Chrysler 200 S Special Edition,” said Mark Valade, Carhartt CEO. “The vehicle is understated in its levels of sophistication which authentically mirrors our brand.”

The interior features a water-resistant fabric in black that was selected by Carhartt, with the signature Carhartt triple stitching seat accents in diesel gray. Diesel gray accent stitching on the steering wheel, armrests and center console carry the theme throughout the cabin. Black painted finishes adorn the air vents, gear shift, front cup holders and steering wheel buttons round out the exclusive interior appointments featured on the 2013.5 Chrysler 200 S Special Edition.

Production of the 2013.5 Chrysler 200 S Special Edition begins in the second quarter 2013. The Chrysler 200 S is built in the United States at Chrysler Group LLC’s Sterling Heights (Mich.) Assembly Plant. The 200 S Special Edition will be upfitted at Chrysler Group LLC’s upfit center in Warren (Mich.).

The 2013.5 Chrysler 200 S Special Edition will be featured at the New York International Auto Show March 29 – April 7.

In addition to the Chrysler 200 S Special edition vehicle, Chrysler and Carhartt have collaborated on an “Imported From Detroit” line of clothing. It is a collection of iconic outerwear, tops and pants with exclusive design detailing like blacked out hardware and leather brand labels. A limited edition version is available in each style and is individually hand-numbered from 1 to 200. The limited-edition outerwear pieces feature a map of Detroit screen printed on the coats interior lining.

About Carhartt, Inc.:

Established in 1889, Carhartt is a global premium workwear brand with a rich heritage of developing rugged apparel for workers on and off the job. Headquartered in Dearborn, Mich., with approximately 4,400 employees worldwide, Carhartt is privately owned and managed by the descendants of the company's founder, Hamilton Carhartt. For more information, visit www.carhartt.com.

About the Chrysler Brand:

The spirit of hard work. Earning your place without forgetting where you're from. That's what the Chrysler brand and its vehicles are all about. Integrating the first eight-speed automatic transmission in a domestic luxury sedan, the 2013 Chrysler 300 sedans offer world-class innovation and quality while delivering stylistic distinction and premium features with legendary value. Chrysler's 200 sedan inspired the brand's identity: "Imported from Detroit." The 2013 Chrysler 200 sedan delivers exceptional value without compromise with sophisticated design, high-quality craftsmanship, and technology. The Chrysler 200 Convertible — with a power soft or hardtop — offers an open-air experience featuring elegant craftsmanship. The 2013 Chrysler Town & Country minivan is beautifully crafted with high-quality, soft-touch materials and tech-savvy entertainment features and smart storage. Standard leather Stow 'n Go seating, overhead DVD, and more than 40 safety and security features are some of the Town & Country's innovative offerings.

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