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Chrysler 300C Touring and Sedan Concepts: A New Classic Proportion from the Chrysler Brand

- Concepts combine noble proportions with elegant interior appointments

September 8, 2003, Frankfurt - The Chrysler 300C family signals a dramatic new design direction that will make everything else on the road seem ordinary.

"We wanted to return to the proud, powerful lines that once made American automobiles such a unique design statement, and do so in a thoroughly modern way," said Trevor Creed, Senior Vice President – Design. "At the same time, we've identified a dramatic new design direction that continues the Chrysler brand's longstanding tradition of innovative design through the development of a new package and proportional statement."

The striking new proportions of the Chrysler 300C sedan and wagon concepts were made possible by the decision to move the next generation of Chrysler brand sedans to rear-wheel drive. Used widely among premium and luxury brands, the rear-drive configuration gave company designers the freedom to create a design featuring a longer hood, shorter front and rear overhangs and overall more noble proportions, while maintaining an outstanding interior package.

"Modern elegance and innovation have always been hallmarks of the Chrysler brand, and these two Chrysler 300C concepts illustrate those values in a strong, proud way, much like the first 'letter series' C-300 did nearly 50 years ago," noted Creed.

A Noble Presence

With its entry into the rear-wheel drive market, the Chrysler brand reflects a new design philosophy and an entirely new look. From the front, a Chrysler 300C will not be mistaken for any other automobile on the road.

The 300C concepts wear the most elegant execution of the Chrysler brand "face" yet: a grille originally inspired by the memorable V-10-powered Chrysler Chronos concept car that made its debut in 1998 at the North American International Auto Show in Detroit.

This grille design, featuring the elegant Chrysler winged emblem, is the "master mould" for all future Chrysler brand vehicles, providing a proud and instantly recognisable design cue. The grille is tall and bold and pays homage to the "letter series" cars, while the newly rendered Chrysler wings flow seamlessly into the grille header and contain the gold seal of the brand for unmistakable identity.

Sculpted headlamps with high-intensity discharge projectors immediately convey detailed precision, but in a clean and elegant way. The front fascia has chrome bumper accents, conveying a rich, yet solid appearance.

The long hood gives the Chrysler 300C family an unmistakably strong road presence, while the raised beltline and low glass-to-body ratio provide a strong sense of stability and protection. Chromed details, such as the bodyside mouldings, door handles and window surrounds, add a touch of elegance without being overstated.

The Chrysler 300C's crisp, clean lines continue to the rear, with subtle yet elegant detail found in the taillamps and the winged emblem. Chromed dual exhaust pipes announce the long-awaited return to HEMI® V-8 power and performance after more than 30 years for a Chrysler brand car.

"The new Chrysler 300C family embodies what we call a holistic approach to design," said Creed. "Every line, every angle and every proportion must not only work together inside and out, but provide a visual promise for the rest of the

automobile, including the driving experience."

Handcrafted Interior Feel

In keeping with this holistic approach, Chrysler 300C's interior continues the noble, proud themes of the exterior, with a handcrafted feel and use of distinctive materials and textures throughout.

"The beauty of the Chrysler 300C sedan and wagon is more than skin deep," said Creed. "We paid a lot of attention to small details, individual appointments and fits, which together convey a feeling of richness to both the driver and passengers."

Use of faux tortoise shell accents, for example, is seen on the steering wheel rim, shifter knob and inside door pulls, complemented by chrome door handles and other chrome and satin silver accents inspired by the 1998 Chrysler Chronos concept vehicle.

A four-gauge instrument cluster with chrome accents and a precision appearance are used in the 300C, setting the new standard for all Chrysler vehicles. The centre of the instrument panel contains an analogue clock, navigation system, heated seat switches and chrome-accented climate controls.

The interior spaciousness gives the Chrysler 300C family a sporty, yet opulent feel inside, offering best-in-class rear legroom of 102 cm.

"The Chrysler 300C sedan and wagon are production-ready concepts in which we have explored the pure emotional cues and spirit of the Chrysler brand," said Creed. "Just like the all-new Crossfire, the 300C family will embody the very essence of the Chrysler brand, while evoking the proud lines that once made the American automobile such an icon."

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