



CHRYSLER

300C

SHOW WHERE YOU ARE GOING WITHOUT



FORGETTING WHERE YOU ARE FROM.







LUXURY FEELS BETTER EARNED. IT HAS A PEDIGREE UNLIKE ANY OTHER AND PUTS INTO PRACTICE EVERYTHING THAT MADE CHRYSLER A LEGEND. THIS IS THE TYPE OF LEGITIMATE LUXURY AND UNFLINCHING PERFORMANCE THAT YOU DESIRE.

THIS IS THE CHRYSLER 300C.



QUALITY IS NON-NEGOTIABLE.



NE 68°
Radio On
Fuel Economy
Vehicle Speed
Trip Info
51mi

P R N D

RPM
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MPH

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CHRYSLER

300C LUXURY SERIES.

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IT MEANS BUSINESS.

The classic design has been redefined in a way only Detroit could imagine. The tailored finish of the iconic grille, LED headlamps and tail lamps give the Chrysler 300C a look unlike any other.

Every detail in the Chrysler 300C is designed to steer you towards refinement. Premium finishes and soft-touch materials give dramatic depth to every surface. Innovative technology flourishes throughout the cabin and keeps you connected and comfortable.

The acoustic properties of the cabin reduce outside noise and increase interior serenity.

Appreciate the touch of the soft leather surfaces and the smoothest, finely finished matte real wood trim with satin and chrome finishes.

It's all in an effort to make being inside the 300C as beautiful an experience as looking at one.







THE MOST POWERFUL PERFORMERS ARE OFTEN THE QUIETEST.

The 300C's 3.0-litre V6 Turbo Diesel engine is engineered to deliver the capability you've come to expect – delivering 177 kW and 550 Nm of torque at 1600-2800 rpm. The engine features efficiencies that utilise a highly pressurised fuel rail connected to piezo injectors that helps fuel burn more completely. A Variable Geometry Turbocharger helps reduce fuel consumption, exhaust emissions and engine noise. A 5-speed AutoStick transmission, which allows manual or automatic gear selection for smooth shifts, is matched to the diesel.

The 3.6-litre DOHC VVT Pentastar® V6 engine was named one of Ward's 10 Best Engines for 2011. It draws on advanced automotive engine technology for outstanding power, an exceptional blend of high torque, fuel efficiency, low emissions, and first-rate noise, vibration, and harshness (NVH) control. The numbers speak volumes — 210 kW, 340 Nm of torque. New to the 2012 300C vehicles with the V6 petrol engine is an eight-speed transmission for increased fuel efficiency and performance.





INTRODUCING AN ALL-NEW 8-SPEED TRANSMISSION.

Chrysler Group LLC launches its latest efficiency breakthrough with the all-new Cygnus transmission, making 300 the first vehicle to house it, providing overall unsurpassed fuel economy. This exclusive partnership with the ZF Corp-engineered transmission provides greater fuel efficiency with full power performance (standard on 3.6L Pentastar® V6).

Drivers can navigate gears via the new steering wheel-mounted paddle shifters, which provides clutchless manual shifting. In addition, the driver can engage Sport Mode, for aggressive shifting. This greatly enhances the vehicle's driving dynamics, further showcasing the Sport Mode's capabilities, or allowing the driver to let the transmission shift normally.



300 SRT8[®]. THE UNDISPUTED LEADER.



Don't let the upscale appearance of the Chrysler 300 SRT8® fool you. Smoothly idling beneath its aluminium hood lies a massive 6.4-litre HEMI® V8 that generates 347 kW and 631 Nm of torque. The naturally aspirated engine sends power to the rear wheels through a five-speed automatic transmission. Steering wheel-mounted paddle shifters give drivers the option to select the gear of their choice throughout spirited drives.

A limited-slip differential built by Getrag ensures optimum performance during every launch. The new powertrain propels the 300 SRT8® from a standstill to 100km/h in around the 5-second range and down the quarter-mile in the mid 12s. A 300km/h speedometer accurately documents its graceful journey to a maximum speed of 280km/h.

Newly sculpted body lines embolden the 300 SRT8®. Confident front grille work, a high beltline and classic rear proportions lend the 300 SRT8® an upscale yet unmistakable athleticism. Side sills matched to lowered ride height give the performance sedan a planted stance. Four-inch chrome exhaust outlets are connected by a matching bar that runs along the bottom of the rear fascia.

A new Two-Mode Adaptive Damping Suspension (ADS) offers a responsive, bolstered ride and handling. Manually operated Auto and Sport Modes rapidly change the performance characteristics.





RACE-INSPIRED AND HIGH-PERFORMANCE INTERIOR.



The well-appointed cabin of the 2012 300 SRT8® is a perfect balance of luxurious amenities and performance-focused ergonomics. Tasteful chrome accents complement genuine matte carbon fibre trim. A leather-wrapped and heated flat-bottom steering wheel is exclusive to the 300 SRT8® providing drivers with an upscale, yet functional tool.

Standard heated and ventilated front seats are aggressively bolstered, keeping occupants firmly in place and comfortable. The interior has been taken to an even more luxurious level by including premium leather appointments, which involves the addition of exceptional hides throughout.

The instrument panel houses an 8.4-inch Electronic Vehicle Information Centre. In addition to audio and climate controls, the EVIC displays interactive performance pages offering useful feedback to drivers. The software logs realtime performance data output including 0-100 km/h times, eighth – and quarter-mile times, 100-0 km/h braking distances and lateral acceleration figures.



DRIVING DYNAMICS.



IT'S BEEN ENGINEERED TO TAKE THIS PATH. MULTILINK SUSPENSION.

Newly engineered premium hydrobushings combined with revised shock absorbers, spring rates, and redesigned front and rear multilink suspension geometries contribute to the superior handling and ride comfort of the 300C. Most notably, it delivers improved body and wheel control, optimised road-surface contact during cornering, and engaging handling prowess. Multiple bushings and the rear stabiliser bar help reduce road harshness over bumps and prolong a smooth ride, and a new electrohydraulic power steering system helps provide improved fuel efficiency and increased steering capability.

Its refinements have created a dynamically sound masterpiece. The raked-back windshield, forward-leaning fascia, and integrated rear spoiler enhance the aerodynamics. Laminated acoustic windshield and front door glass, body-silencing foam, fibre acoustic wheel liners, and two full-length acoustic underbody closeouts work to silence road noise.

The 300 is also packed with standard safety offerings like ABS, ESC, Traction Control, Brake Assist, Ready Alert Braking, Hill Start Assist, and Rain Brake Support which applies slight pressure and dries the brake discs when wipers are activated.

IT'S BEEN BUILT TO BE HEARD.

The sound systems of both the 300C Luxury Series and 300 SRT8® include high-performance components engineered to match acoustics and driving dynamics. This soundstage provides a smooth tonal balance with evenly distributed sound definition, detailed specifically for 300.

Standard on the 300C Luxury Series is an Alpine 9-speaker, 7.1 channel surround sound system with speed-dependent volume, eight-inch dual voice coil subwoofer, and 506 watts of amplified power.

SRT powertrains generate their own beautiful soundtracks, but there are moments when only the right music will set the mood. The SRT features a Harman Kardon® 19-speaker performance sound system with a GreenEdge 900 watt amplifier.





NOTHING LESS THAN THE LARGEST TOUCH SCREEN.

UCONNECT TOUCH™ is an intuitive hub for all your media — cell phone, navigation system, MP3 player, and smart phone. Also access climate and radio controls, heated seats, and power convenience features through this display. The Uconnect® user-friendly system allows you to stay connected, informed, entertained, and focused on driving.

ENTERTAINMENT. Manage all of your media with multiple ways to access audio, including Bluetooth® streaming audio, iPod® control with Voice Command, DVD player, auxiliary input jack, SD card slot, compatible multimedia devices, and gaming consoles.


PHONE. Talking on the phone while driving has never been easier. Uconnect® Phone is the in-vehicle, voice-activated communication system that allows you to pair up to seven Bluetooth® compatible phones and then talk virtually hands-free. This system is also clever enough to synchronise with your phone's address book — up to 1,000 entries — every time you get into your vehicle.

NAVIGATION. Provides turn-by-turn voice guidance and visual display. It can also locate nearby restaurants, shopping malls, hospitals, or points of local interest through an exclusive Garmin® GPS system. It features Garmin's intuitive user interface, bringing the Garmin handheld experience to a factory in-dash radio.

VOICE COMMAND. It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Use your voice to select AM/FM radio stations, and make calls.



SAFETY AND SECURITY.



AIR BAGS. Advanced multistage front air bags, supplemental front-seat thorax side air bags, driver knee air bag, and supplemental side-curtain air bags for front and rear outboard occupants are all standard.

IMPROVED CRUSH ZONES. Designed to divert and dissipate impact energy away from the passenger compartment, this improved structure helps minimise injuries in the event of an accident.

HILL START ASSIST. This feature automatically applies the brakes momentarily to help prevent rollback on hills and inclines.

ELECTRONIC STABILITY CONTROL (ESC). Instant aid is provided when this robust system detects that you're veering off your intended path. It includes an antilock brake system (ABS) with all-speed traction control and Brake Assist, which provides increased braking pressure for optimal stopping distances when it senses that a panic braking event has occurred.

FOUR-WHEEL ANTILOCK BRAKE SYSTEM (ABS). The standard four-wheel antilock disc brakes afford premium stopping power. ABS senses and prevents wheel lockup, offering improved steering control under most extreme braking and/or slippery conditions.

INTELLIGENT BATTERY SENSOR (IBS). This standard system continually measures the flow of current into and out of the battery. It enables "intelligent load shedding", which systematically shuts off the vehicle's electrical systems if the battery is running low to help prevent depletion. When active, an icon appears in the cluster display.

PARKSENSE® FRONT-AND-REAR PARK ASSIST. When in Reverse or driving forward, sensors detect the presence of objects up to approximately 3.9 feet to the front of the vehicle and 6.5 feet to the rear, and provide both an audible and visual warning in the EVIC.

PARKVIEW® REAR BACK-UP CAMERA. When reversing at low speeds, ParkView® provides a wideangle view on the Uconnect Touch™ navigation screen of the area immediately behind the vehicle. It also displays grid lines when maneuvering into parking spaces or narrow areas.

TYRE PRESSURE MONITORING. Standard pressure sensors in the tyre valves allow for automatic detection and notification when tyre pressure is low.

ADAPTIVE CRUISE CONTROL (ACC). The system automatically adjusts cruising speed to maintain a preset distance between your 300C and the vehicle ahead. Optional on Luxury Series.

FORWARD COLLISION WARNING (FCW). Even the most attentive drivers will appreciate the help of this warning system. Approach another vehicle too quickly and it lets you know so you can take appropriate action. Optional on Luxury Series.

BLIND SPOT MONITORING (BSM). This technology uses radar sensors to aid the driver when changing lanes or if being passed by unseen vehicles. The system notifies the driver of a vehicle in their blind spot via illuminated icons on the sideview mirror and selectable audible warning. Optional on Luxury Series.

REAR CROSS-PATH DETECTION (RCP). The BSM system also includes RCP which monitors for vehicles/objects in perpendicular relationships to the vehicle when maneuvering backward in parking lots. Optional on Luxury Series.

KEYLESS ENTER-N-GO. This new technology automatically unlocks doors when you pull the handle instead of having to fumble for a key fob. Once inside, a simple press of the Start/Stop button and brake pedal brings 300's engine to life.



IVORY
TRI-COAT PEARL

(LUXURY SERIES, SRT8)

GLOSS
BLACK

(LUXURY SERIES, SRT8)

BRIGHT SILVER
METALLIC

(LUXURY SERIES, SRT8)

DEEP CHERRY RED
CRYSTAL PEARL

(LUXURY SERIES, SRT8)

BLACKBERRY
PEARL

(LUXURY SERIES)

TUNGSTEN
METALLIC

(LUXURY SERIES, SRT8)

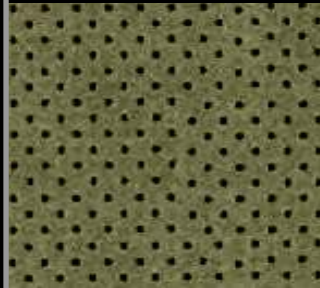
LUXURY
BROWN PEARL

(LUXURY SERIES)

COLOURS AND TRIM.



DARK FROST BEIGE/
LIGHT FROST BEIGE
PERFORATED NAPPA
LEATHER TRIM



BLACK
PERFORATED NAPPA
LEATHER TRIM

LUXURY SERIES



BLACK
NAPPA LEATHER TRIM
WITH PERFORATED
SUEDE

SRT8®

	300C RWD	300C RWD	SRT8® RWD
	27R	24R	21X
ENGINE/TRANSMISSION			
3.6 V6 24V VVT ENGINE – 8-Speed Auto Transmission	S		
3.0L V6 TURBO DIESEL ENGINE – 5-Speed AutoStick Transmission		S	
6.4 V8 SRT® HEMI MDS ENGINE – 5-Speed AutoStick Transmission			S
MECHANICAL FEATURES			
ELECTRONIC STABILITY CONTROL (ESC)	S	S	
THREE-MODE ELECTRONIC STABILITY CONTROL			S
ANTILOCK 4-WHEEL DISC PERFORMANCE BRAKES WITH ALL-SPEED TRACTION CONTROL	S	S	S
– Brake knock-back mitigation			S
ACOUSTIC WINDSHIELD	S	S	S
ACOUSTIC FRONT DOOR GLASS	S	S	S
FRONT AND REAR SOLAR-CONTROL GLASS	S	S	S
REAR WINDOW DEFROSTER	S	S	S
260-KPH PRIMARY SPEEDOMETER	S	S	
300-KPH PRIMARY SPEEDOMETER			S
POWER BOOT LID RELEASE	S	S	S
SPEED-SENSITIVE POWER LOCKS	S	S	S
TIP START	S	S	S
AIR CONDITIONING – Automatic Dual Zone	S	S	S
AIR FILTERING	S	S	S
FUEL TANK – 72L	S	S	S
SPEED CONTROL	S	S	
ADAPTIVE CRUISE CONTROL	P	P	S
PERFORMANCE STEERING	S	S	
PERFORMANCE-TUNED STEERING			S
4-WHEEL INDEPENDENT SUSPENSION	S	S	
4-WHEEL INDEPENDENT HIGH-PERFORMANCE SUSPENSION			S
TWO-MODE ADAPTIVE DAMPING SUSPENSION			S
SPORT MODE			S
EXTERIOR FEATURES			
POWER FOLDING MULTIFUNCTION MIRRORS			
– Auto-dimming exterior driver and front-passenger mirror	S	S	S
– Exterior mirrors with supplemental signals and side repeater lamps	S	S	S
– Platinum chrome exterior mirror covers	S	S	
– Body-colour exterior mirror covers			S
– Auto adjust in reverse exterior mirrors	S	S	S
– Exterior mirrors with heating element	S	S	S
– Blind Spot Monitoring and Rear Cross-Path Detection	P	P	S
– Radio/driver seat/mirrors memory	S	S	S
RAIN-SENSITIVE WINDSHIELD WIPERS	S	S	S
VARIABLE INTERMITTENT WINDSHIELD WIPERS	S	S	S
AUTOMATIC HEADLAMPS	S	S	S
DAYTIME RUNNING HEADLAMPS, DEDICATED	S	S	S
SMARTBEAM™ HEADLAMPS	S	S	S
BRIGHT SURROUND/LIQUID CHROME BARS	S	S	

	300C RWD	300C RWD	SRT8® RWD
	27R	24R	21X
EXTERIOR FEATURES (CONTINUED)			
BRIGHT SURROUND/GLOSS BLACK GRILLE			S
FOG LAMPS	S	S	S
REAR FOG LAMPS	S	S	S
HEADLAMP WASHERS	S	S	S
PLATINUM CHROME DOOR HANDLES	S	S	
BODY-COLOUR DOOR HANDLES			S
300C BADGE DECK LID	S	S	
SRT8® BADGE			S
CHRYSLER WING BADGE WITH BLUE ACCENT	S	S	
CHRYSLER WING BADGE WITH BLACK ACCENT			S
REAR BODY-COLOUR SPOILER			S
FENDER FLARES			S
LOWER BODYSIDE CLADDING	S	S	S
DUAL REAR EXHAUST	S	S	S
TOW HOOKS	S	S	S
KEYLESS ENTER 'N GO	S	S	S
20 x 90-INCH FORGED ALUMINIUM SRT® DESIGN WHEELS			S
245/45ZR20 3-SEASON PERFORMANCE TYRES			S
20 x 8.0-INCH POLISHED FORGED ALUMINIUM WHEELS	S	S	
245/45ZR20 BSW PERF TYRES	S	S	
COMPACT SPARE TYRE	S	S	
TYRE SERVICE KIT			S
INTEGRATED IN REAR WINDOW ANTENNA	S	S	S
BLACK CHROME GROUP – Includes body-colour fascia with Black chrome accent, 20-inch Black chrome forged aluminium wheels, and Black chrome grille surround with Gloss Black insert			S
INTERIOR FEATURES			
CARGO COMPARTMENT DRESS-UP	S	S	S
CARGO NET	S	S	S
BOOT MAT	S	S	S
GLOVE BOX LAMP	S	S	S
FRONT READING/MAP LAMPS	S	S	S
REAR READING/COURTESY LAMPS	S	S	S
BOOT LAMP	S	S	S
LUXURY FRONT AND REAR FLOOR MATS	S	S	S
PASSENGER ASSIST HANDLES	S	S	S
ILLUMINATED REAR ASSIST HANDLES	S	S	S
12V CENTRE CONSOLE POWER OUTLET – Located in cubby bin, centre console, and rear of centre console	S	S	S
FULL-LENGTH FLOOR CONSOLE	S	S	S
POWER ACCESSORY DELAY	S	S	S
POWER TILT/TELESCOPING STEERING COLUMN	S	S	S

300C RWD	300C RWD	SRT8® RWD
27R	24R	21X

INTERIOR FEATURES (CONTINUED)

LEATHER-WRAPPED STEERING WHEEL	S	S	S
STEERING WHEEL-MOUNTED AUDIO CONTROLS	S	S	S
HEATED STEERING WHEEL	S	S	S
LEATHER-WRAPPED SHIFT KNOB	S	S	S
BRIGHT PEDALS			S
SUN VISORS WITH ILLUMINATED VANITY MIRRORS	S	S	S
REARVIEW AUTO-DIMMING MIRROR WITH MICROPHONE	S	S	S
ILLUMINATED FRONT CUP HOLDERS	S	S	S
HEATED/COOLED FRONT CONSOLE CUP HOLDERS	S	S	S
ILLUMINATED REAR CUP HOLDERS	S	S	S
DRIVER AND PASSENGER LOWER LED LAMPS	S	S	S
POWER SUNSHADE	S	S	
COMPASS GAUGE	S	S	S
OUTSIDE TEMP DISPLAY	S	S	S
ANALOG CLOCK	S	S	S
REMOTE FUEL DOOR RELEASE	S	S	S
POWER FRONT WINDOWS, ONE-TOUCH UP AND DOWN	S	S	S
CUSTOMER DEFINED DISPLAY MONITOR (EVIC)	S	S	S
INSTRUMENT CLUSTER INCLUDES SRT® PERFORMANCE PAGES			S
DUAL PANE PANORAMIC SUNROOF	S	S	S

SEATING

LUXURY LEATHER-TRIMMED BUCKET SEATS	S	S	
SPORT LEATHER-TRIMMED SEATS WITH PERFORATED SUEDE			S
RADIO/DRIVER SEAT/MIRRORS MEMORY	S	S	S
POWER DRIVER/FRONT-PASSENGER SEATS	S	S	S
POWER DRIVER/PASSENGER 4-WAY LUMBAR ADJUST	S	S	S
HEATED FRONT SEATS	S	S	S
HEATED SECOND-ROW SEATS	S	S	S
VENTILATED FRONT SEATS	S	S	S
REAR 60/40 SPLIT-FOLDING SEAT	S	S	S

UCONNECT® MULTIMEDIA

UCONNECT TOUCH™ 8.4 CD/DVD/MP3/NAV WITH 8.4-INCH TOUCH-SCREEN DISPLAY	S	S	S
UCONNECT® VOICE COMMAND WITH BLUETOOTH® AND BLUETOOTH® STREAMING AUDIO	S	S	S
9 SPEAKERS WITH SUBWOOFER AND 506-WATT AMPLIFIER	S	S	
19 SPEAKERS WITH SUBWOOFER AND 900-WATT AMPLIFIER			S

SAFETY AND SECURITY

DRIVER INFLATABLE KNEE AIR BAG	S	S	S
NEXT GENERATION MULTISTAGE FRONT AIR BAGS	S	S	S
SUPPLEMENTAL FRONT-SEAT SIDE AIR BAGS	S	S	S
SUPPLEMENTAL SIDE-CURTAIN FRONT/REAR AIR BAGS	S	S	S
RAIN BRAKE SUPPORT	S	S	S
READY ALERT BRAKING	S	S	S

300C RWD	300C RWD	SRT8® RWD
27R	24R	21X

SAFETY AND SECURITY (CONTINUED)

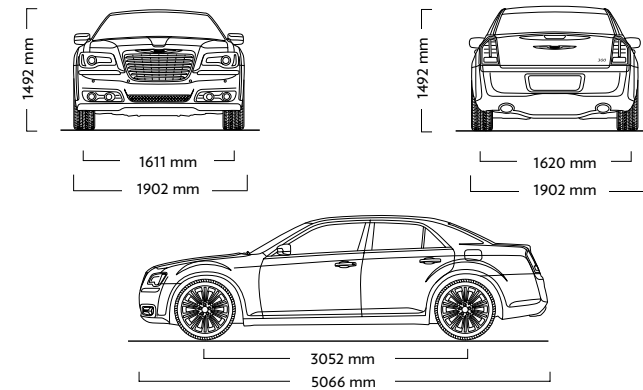
HILL START ASSIST	S	S	S
REMOTE PROXIMITY KEYLESS ENTRY	S	S	S
SENTRY KEY® THEFT DETERRENT SYSTEM	S	S	S
SECURITY ALARM	S	S	S
TYRE PRESSURE MONITORING DISPLAY	S	S	S
REAR BACK-UP CAMERA	S	S	S
FRONT AND REAR PARK ASSIST SYSTEM	S	S	S
BLIND SPOT MONITORING SYSTEM AND REAR CROSS-PATH DETECTION SYSTEM — Included in Driver Confidence Group	P	P	S
FORWARD COLLISION WARNING SYSTEM — Included in Driver Confidence Group	P	P	S
INSIDE EMERGENCY BOOT LID RELEASE	S	S	S

PACKAGES

DRIVER CONFIDENCE GROUP — Includes Forward Collision Warning and Adaptive Cruise Control (requires Driver Convenience Group)	O	O	S
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S = Standard on Model Shown. O = Optional Feature on Model Shown. P = Included as Part of Package Shown.

DIMENSIONS



FUEL CONSUMPTION (COMBINED CYCLE)

	L/100 KM	CO ₂
3.6 V6 24V VVT ENGINE — 8-Speed Auto Transmission	9.7	227
3.0L V6 TURBO DIESEL ENGINE — 5-Speed AutoStick Transmission	7.2	191
6.4 V8 SRT® HEMI MDS ENGINE — 5-Speed AutoStick Transmission	13.0	303

All vehicles are tested to the same test procedure (drive cycle) under carefully controlled conditions in specialised vehicle emission laboratories. The test methods used for determining exhaust emissions and fuel consumption are specified by the South African Bureau of Standards (SABS). The same drive cycle is used for determining air pollutant emissions and fuel consumption. Locally, we adopt the test methods from the United Nations ECE Regulations (ECE R83 and ECE R101). The results displayed on the fuel consumption labels are based on a standardised drive cycle. However, no test can simulate all possible combinations of conditions that may be experienced on the road. Real world emissions and fuel consumption may vary from the results provided depending upon a number of factors including driving and road conditions, driver behaviour and the condition of the vehicle.

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(1) AIRBAGS - The advanced front air bags in this vehicle are certified to the new U.S. federal regulations. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front airbag. All occupants should always wear their safety belts properly. (2) REAR PARK SENSE - Always check entire surroundings before backing up. (3) BLIND SPOT MONITORING (BSM) - Always check visually for vehicles prior to changing lanes. (4) ADAPTIVE CRUISE CONTROL (ACC) - is a driver convenience system, not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions. (5) ELECTRONIC STABILITY CONTROL (ESC) - No system, no matter how sophisticated, can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. (6) FORWARD COLLISION WARNING (FCW) - system is solely an alert system for the front of the vehicle which does not take any actions to change vehicle dynamics to avoid a collision and is not a substitute for active driver involvement. The driver must remain aware of traffic conditions and be prepared to use brakes to avoid collisions.

CHRYSLER IS A REGISTERED TRADEMARK OF CHRYSLER GROUP LLC.

MODEL YEAR 2012, JULY 2012 (P/N LX48_2012_AA)

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