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All-New 2015 Chrysler 200 Launches Out of the Gate with More Than 10,000 First-Day Vehicle Orders

- Chrysler brand reports 10,000 2015 Chrysler 200 vehicle orders were placed on the very first day vehicle orders were made available
- More than 17,000 vehicle orders were placed in the first two days
- 20,000 initial orders of the 2015 Chrysler 200 allow for full capacity production through mid-July at the Sterling Heights (Mich.) Assembly Plant (SHAP)
- Inspired by iconic American design, the all-new 2015 Chrysler 200 delivers beautiful craftsmanship using high-quality materials, understated elegance, fuel economy of up to 36 miles per gallon highway and is loaded with state-of-the-art safety and security and technology features

May 14, 2014, Auburn Hills, Mich. - Laying the groundwork for the future of the Chrysler Brand, the all-new 2015 Chrysler 200 is making its way into dealerships and onto the road with a bang with more than 10,000 vehicle orders placed on the very first day the vehicle ordering system opened on Thursday, May 8, and more than 17,000 vehicle orders of the all-new 2015 200 have been placed in the first two days. The Sterling Heights (Mich.) Assembly Plant (SHAP) is at full production through mid-July and orders continue to roll in.

"The Chrysler brand is thrilled to see the level of enthusiasm customers and dealers have shown to order the all-new 2015 Chrysler 200," said Al Gardner, President and CEO — Chrysler Brand, Chrysler Group LLC. "With a standard nine-speed automatic transmission, a choice of two powertrains with fuel economy ratings of up to 36 miles per gallon (mpg) highway, an available state-of-the-art all-wheel drive system, and an interior that will wow drivers and passengers alike, the new Chrysler 200 is raising the bar for what customers should expect from a mid-size sedan."

With a starting U.S. Manufacturers Suggested Retail Price (MSRP) of just \$21,700 (excluding destination), the all-new 2015 Chrysler 200 is available in four different models: the 2015 Chrysler 200 LX model, Chrysler Limited model, Chrysler 200S model and the premium Chrysler 200C. With a segment-first standard nine-speed automatic transmission, electronic shifting with a rotary e-dial, an innovative available all-wheel-drive system that reduces parasitic losses with a disconnection rear axle, exceptional ride and handling characteristics and safety and security features typically found on vehicles that cost thousands of dollars more, the new 200 is a car drivers will enjoy driving. Consumers have a choice of two world-class engines, the 3.6-liter Pentastar V-6 engine which produces a best-in-class 295 horsepower and 262 lb.-ft. of torque, or the standard 2.4-liter MultiAir2 Tigershark I-4 engine produces 184 horsepower and 173 lb.-ft. of torque and achieves a highway fuel economy rating of 36 mpg. The all-new 2015 Chrysler 200 features an award-winning interior which is loaded with standard and optional features not found on other mid-size sedans including a clever center console with the most available interior storage space in the segment, sliding cupholders, multiple power outlets and a unique pass-through storage space accessible to both the driver and front seat passenger.

About the Chrysler 200

The all-new 2015 Chrysler 200 is where exquisite style meets exceptional performance. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an Alfa Romeo-based chassis. With highway fuel economy of up to 36 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,700, the all-new 2015

Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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