

IMPORTED FROM DETROIT



200 COLLECTION

2014 MODELS | CHRYSLER.COM



THE WORLD OVER KNOWS OF THIS PLACE.

THEY KNOW IT NOT AS I, BUT THEY LIVE IT JUST THE SAME.

200 SEDAN

PERSEVERANCE FROM THE GROUND UP.

The Chrysler 200's standard trim levels serve as the foundation for what this sedan is all about: comfort, convenience and safety with accessible luxury and high-end technology. The lineup begins with the LX, adding on with Touring mechanics and technology features, then loading with power, performance and style accents on Limited. All laying the groundwork for the 200 Collection. The demand for great value and progressive style in a mid-size sedan is the reason the Chrysler 200 not only exists but flourishes.

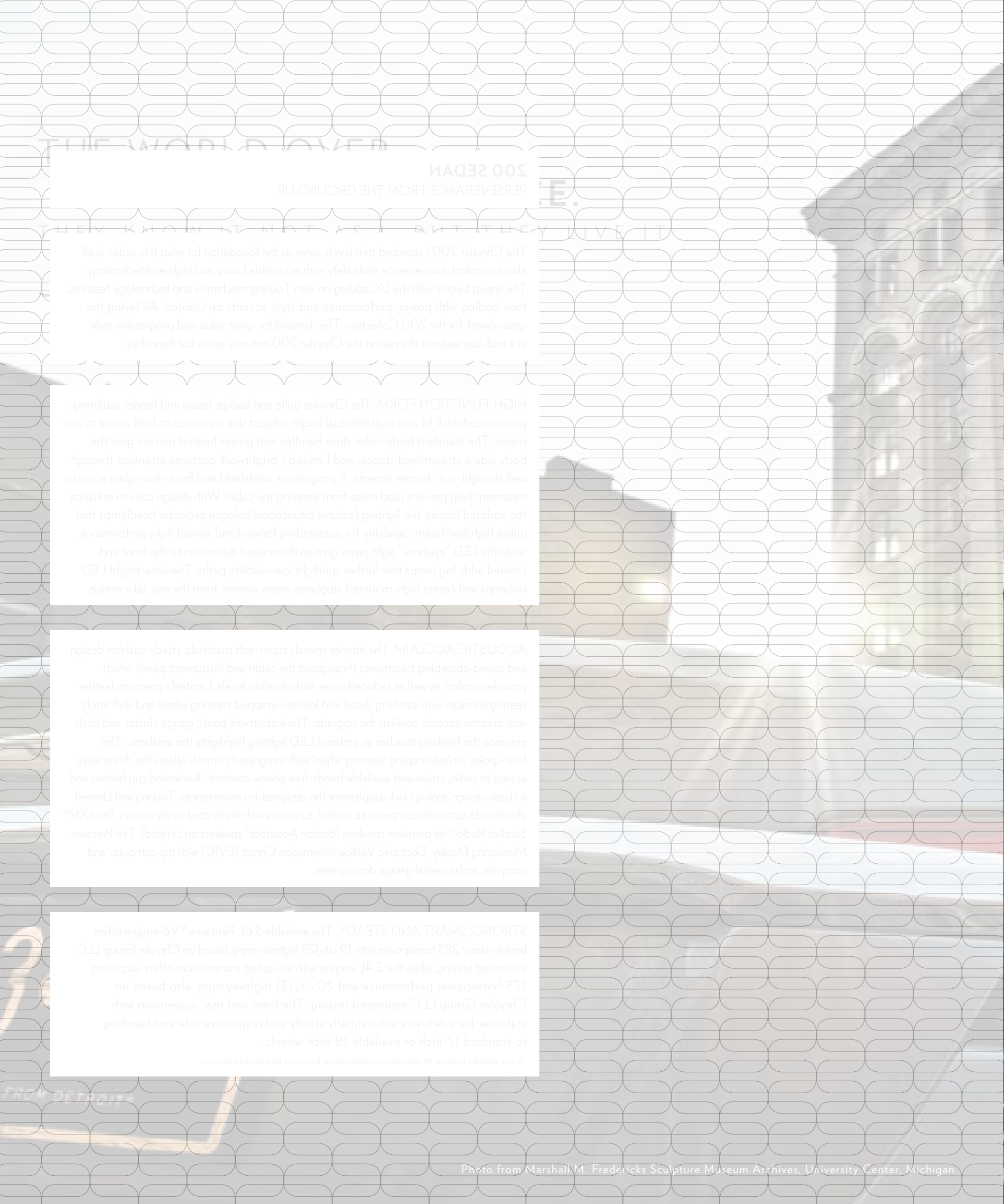
HIGH-FUNCTION FORM. The Chrysler grille and badge, fascia and fender sculpting, pronounced deck lid and available dual bright exhaust tips announce its bold arrival to any scene. The standard body-color door handles and power heated mirrors give the body side a streamlined stance, and Limited's brightwork captures attention through well-thought-out chrome accents. A progressive windshield and front-door-glass acoustic treatment help prevent road noise from entering the cabin. With design cues to enhance the sculpted fascias, the lighting features bifunctional halogen projector headlamps that utilize high/low-beam capability for outstanding forward and spread-light performance, while the LED "eyebrow" light pipes give an illuminated distinction to the front end. Limited adds fog lamps that further spotlight low-visibility paths. The ultra-bright LED taillamps and center high-mounted stoplamp mean viewers from the rear take notice.

ACOUSTIC ACCLAIM. The interior reveals super-soft materials, sturdy cushion design and sound-absorbing treatments throughout the cabin and instrument panel, which provide comfort as well as reduced noise and vibration levels. Limited's premium leather seating surfaces with stitching detail and leather-wrapped steering wheel and shift knob with chrome accents confirm the upgrade. The instrument panel, gauge cluster and dash enhance the finishing touches as ambient LED lighting highlights the aesthetic. The four-spoke, tilt/telescoping steering wheel with integrated controls allows the driver easy access to radio, cruise and available hands-free phone controls. Illuminated cup holders and a classic-design analog clock supplement the designed-in conveniences. Touring and Limited also include automatic temperature control, sun visors with illuminated vanity mirrors, SiriusXM® Satellite Radio,* six premium speakers (Boston Acoustics® speakers on Limited), Tire Pressure Monitoring Display, Electronic Vehicle Information Center (EVIC) with trip computer and compass, and universal garage door opener.

STRONG, SMART AND STEADY. The available 3.6L Pentastar® V6 engine offers best-in-class² 283 horsepower with 19 city/29 highway mpg, based on Chrysler Group LLC estimated testing, while the 2.4L engine with six-speed transmission offers surprising 173-horsepower performance and 20 city/31 highway mpg, also based on Chrysler Group LLC estimated testing. The front and rear suspension with stabilizer bars deliver a substantially sturdy and responsive ride and handling to standard 17-inch or available 18-inch wheels.

*A note about this brochure: All disclaimers and disclosures can be found in the back of this brochure.

200 Sedan Touring and Limited include leather-wrapped steering wheel and available 6.5-inch Uconnect[™] touch screen.



THE WORLD OVER

200 SEDAN

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*As shown, this brochure's MSRP excludes tax, license, title, destination and dealer fees. MSRP can be found in the back of this brochure.

Photo from Marshall M. Fredericks Sculpture Museum Archives, University Center, Michigan



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FROM AN INDUSTRIOUS
REVOLUTION AND THE
HOMETOWN MUSIC THAT BROUGHT IT
RECOGNITION.

Grille of 200 Sedan.



WE'VE CRUISED THESE STREETS,
THE BOULEVARDS OF
CLASSIC DREAMS,
WITH MARVELED TROPHIES OF CUPS FULFILLED
AND CHAMPIONS OF SERIES.

WE KNOW LOSS TOO,
AS DO YOU,
BUT OUR LYRICS NEVER CEASE.
THE MOTOWN® LABEL AND STREETWISE POETS;
THE SOUND IS OF INVENTION.



200 Sedan Limited shown in Billet Silver Metallic with 17-inch machined cast aluminum wheels.



I'VE CROSSED THE LINE
DEMARKING HUMBLE ROOTS

AND OPPORTUNITY, PAYING RESPECT
TO HARD WORK AND THE MOST RESILIENT SPIRIT.

Interior of 200 Sedan. Limited's standard leather-trimmed seats shown in Light Frost. Rear-seat passengers enjoy spacious, comfortable seating. And the trunk pass-through provides additional cargo capacity, allowing longer items to be stored in the trunk.

2



FROM THE HUB THE DRIVE BEGINS,
CRUISING QUIETLY THROUGH
NEIGHBORHOODS DIVERSE:
BLOCKS BORN FROM THE
MELTING POT
WITH MODEST HOMES AND MANSIONS
ALL BORN FROM THE LOVE
OF SOMETHING GREATER THAN A PRODUCT.
THIS IS THE PLACE OF THE CAR
AND AN AMERICAN PROMISE.
THIS SOUNDTRACK RESONATES BEYOND
THE BORDERS OF ANY CITY.

From the atrium of the Chrysler House: Detroit, Michigan.

200 CONVERTIBLE

A REBEL FOR YOUR CAUSE.

CAREFREE. It may be a state of mind, but it helps when windblown hair is an option. Rise to any occasion or just leave it all behind with the adaptability that transforms your ride with a touch of a button. It's the power of superior design — the two-door convertible that comfortably seats four. Taking the engineering and design traits from its sedan counterpart, the 200 Convertible releases the lid on open-air freedom and is the only vehicle in its class to offer a power retractable hardtop.³

BREATHING ROOM. Choose from two retractable drop-tops of standard cloth or the available retractable steel hardtop. Each operates via a button on the interior center stack or via the key fob. The retractable system opens and closes the rear-compartment cover and unlocks, retracts and stows the entire top. With any top down, the spacious trunk capacity still has room to easily fit two golf bags or suitcases.

AUTOMATIC STRESS RELEASE. In both the soft-cloth and hardtop forms, the power convertible top folds in three sections and automatically latches with a switch on the center console or the press of a button on the key fob. Each takes approximately 30 seconds to raise or retract while an automatic hard cover conceals the stowage area when the top is down. Tightened flow-through design further enhances the feeling of floating on air.

SIMPLICITY AT ITS SMARTEST. An included Smart Glass system protects the retractable top's weather strips and window seals. It automatically lowers the windows slightly whenever the top is lowered or when the doors are opened or closed. When the door handle is pulled, the windows lower half an inch, preventing resistance or damage to the window or top weather strips as the door opens. Once the door is closed, the window fully closes.

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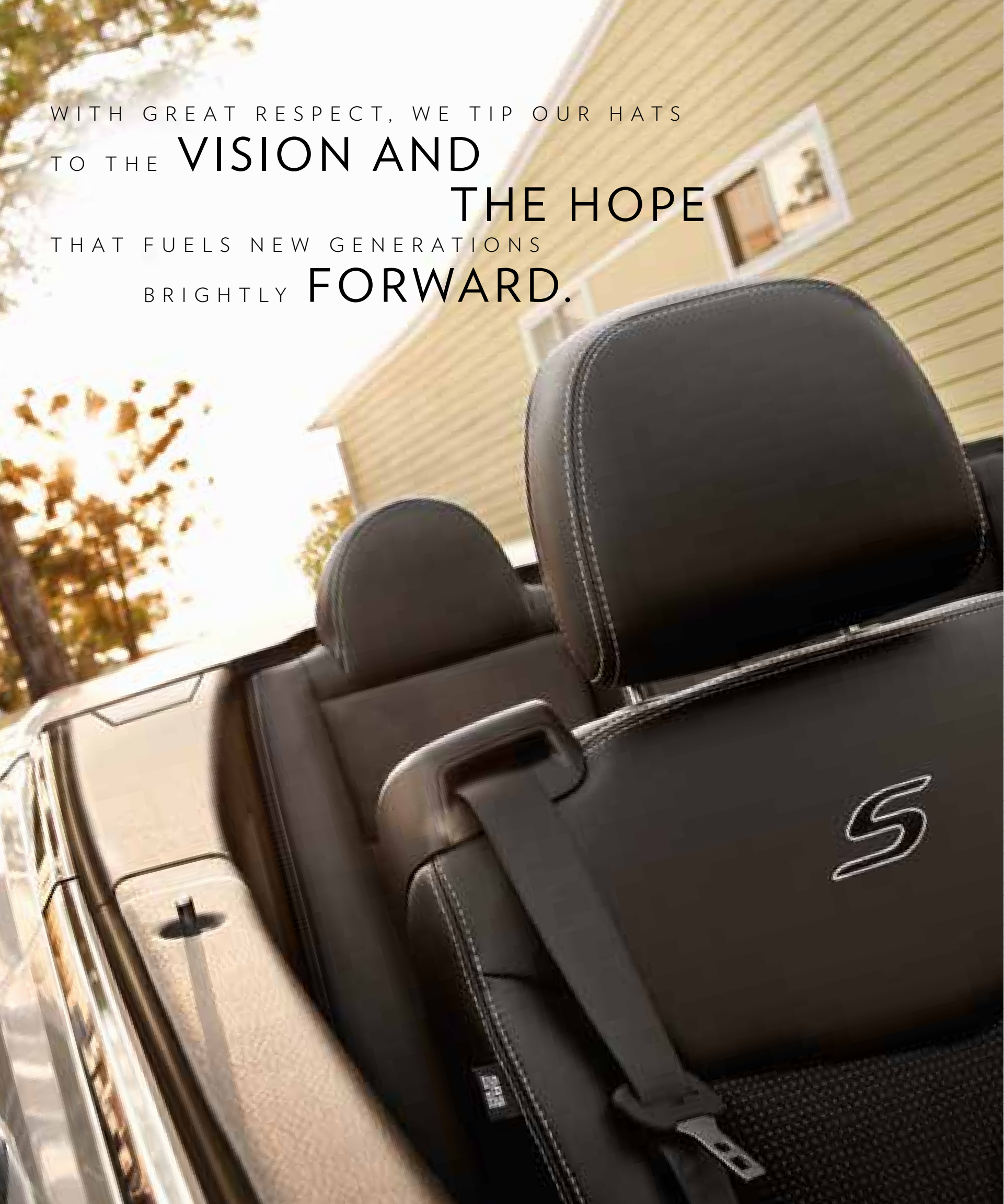
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AND AN AMERICAN PROMISE.
THIS SOUNDTRACK RESONATES BEYOND
THE BORDERS OF ANY CITY.









WITH GREAT RESPECT, WE TIP OUR HATS
TO THE **VISION AND**
THE **HOPE**
THAT FUELS NEW GENERATIONS
BRIGHTLY **FORWARD.**

200 SEDAN S PACKAGES
KICK IT UP A NOTCH OR THREE.

URBAN STYLE. These standout exterior touches add a flair for attitude. The 200 S Packages offer a Black grille and Black headlamp treatment with bright metalized projector rings and projector fog lamps. The S reinforces its strong profile with body-color door handles and body-color heated exterior mirrors, Black “S” badge and 18-inch polished aluminum wheels featuring Black painted pockets. The brilliant LED taillamps and available dual bright exhaust tips give a parting shot of luster.

GRAPHIC EXPRESSION. 200 Limited Sedan’s available S V6 Premium Package includes all of the exterior appearance treatments above, taking this demeanor inside as well. It features Black leather-trimmed seating accented in Silver stitching with distinctive digital suede inserts. The driver and front-passenger seats feature embroidered “S” graphics as a unique stylish touch, and a perforated leather-wrapped steering wheel delivers an added dose of finesse. The Package also includes the 3.6L Pentastar® V6 engine with 283 horsepower, Flex Fuel capability and dual exhaust system for some added boost to the boast.

200 SUPER S PACKAGE. This focuses on rugged performance and style, along with a responsive sport suspension. The interior replicates the 200 S V6 Premium Package while the exterior adds unique aggressive appointments. The exterior adds a new Gloss Black mesh grille accented with a Platinum Chrome grille surround, a chin spoiler and Platinum Chrome fog light spears, giving the entire vehicle a more menacing stance. Body-color sill cladding, Platinum Chrome trim and Semi-Gloss Black wheels embolden the unique profile view. At the rear of the vehicle, a body-color deck lid spoiler, Platinum Chrome light bar, rear valance with polished, fascia-mounted exhaust tips and unique “S” and Black “200” badges complete the distinction.

COVER OPTION. The Convertible 200 S model gives the tough-love treatment from the outside in. It adds an “S” badge, 18-inch polished aluminum wheels and Black painted treatments to exterior design elements. The interior’s standard robust performance leather-trimmed seats in Black with “S” logos and distinctive Silver stitching, with upgrades like a perforated leather-wrapped steering wheel, reinforce the bolstered style, while the standard 3.6L Pentastar® V6 engine with dual exhaust packs some added boost to back up the boast.

WITH GREAT RESPECT, WE TIP OUR HATS

VICTORY

200 SEDAN 2 PACKAGES

KICK IT UP A NOTCH OR THREE.

THE HOPE

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WHETHER IT IS CAST OR FORGED, STITCHED OR SCULPTED,
IT IS SOMETHING BORN TO DELIVER
THE SPIRIT OF THOSE WHO MADE IT.



Leather-wrapped steering wheel of 200 S Package with audio and cruise controls. See workbook for feature details.



Interior of 200 S with front leather-wrapped bucket seats with suede inserts.



200 Super S Premium interior leather and chrome appointments as well as a unique mesh grille with integrated Chrysler wing design.

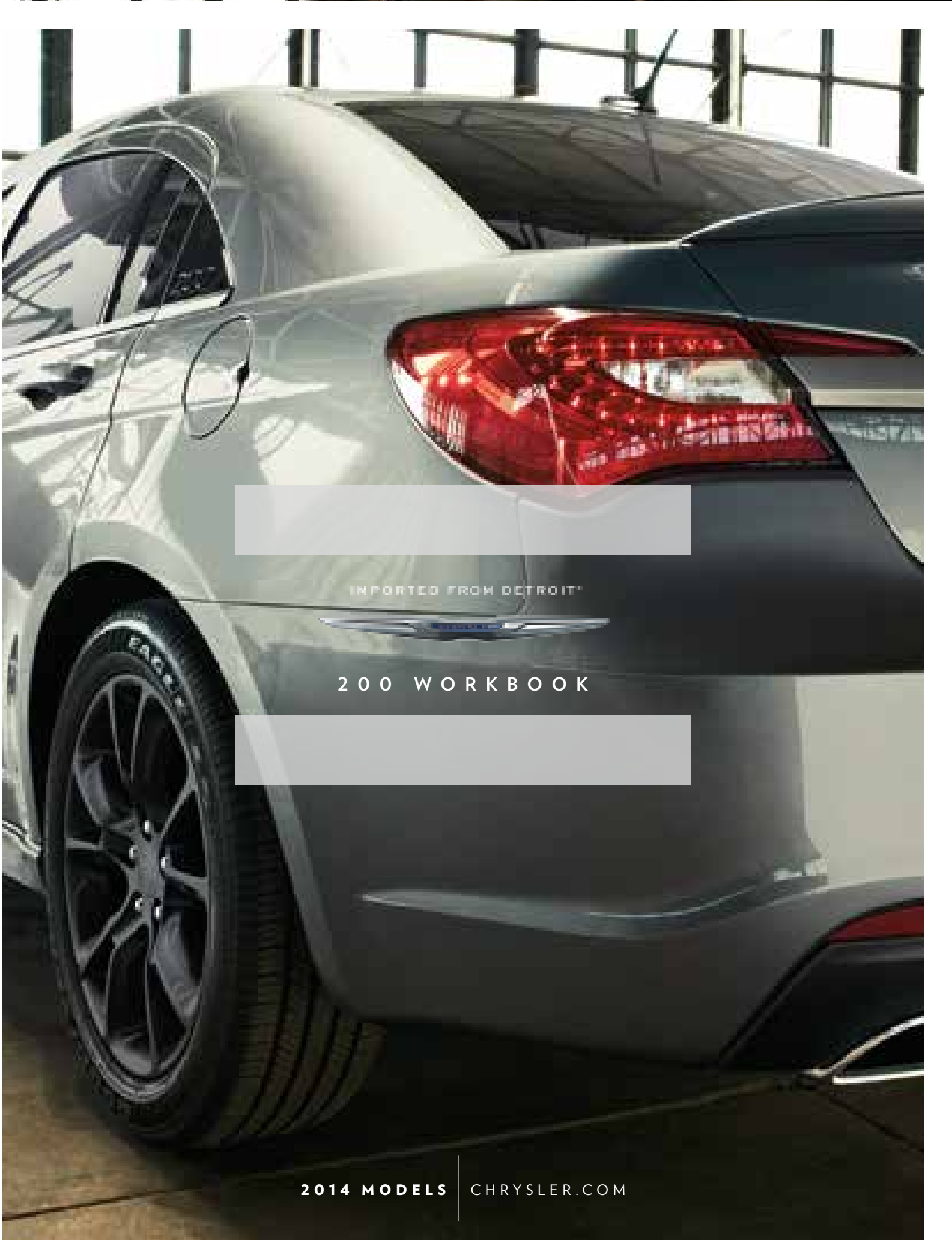


A RETURN TO A STANDARD
THAT STOOD FOR AN AMERICAN CRAFT
BUILT HERE, INSPIRED HERE AND EARNED HERE,
I AM DETROIT AND I AM YOU.



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200 Super S with aggressive rear fascia, integrated exhaust and 18-inch Semi-Gloss Black painted wheels shown in Granite Crystal Metallic.



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